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## Reach the World with a Certificate in Localization

*Learn to join business, technology, and culture. Advance your career by helping your business to grow beyond national borders by entering new international markets.*

### Lay the Groundwork for Global Expansion

In our continuously evolving global economy, business can no longer afford to treat international markets as secondary. Increasingly, the success of technical projects hinges on the inclusion of these markets at the outset of the planning process. The growing field of localization combines business and technology in an international setting to reach global communities.

Position yourself for future success with a comprehensive overview of localization. In the Localization Certificate Program you will learn the importance of cross-cultural understanding and the essentials of effective communication as a way to expand markets. From a practical perspective, you will learn:

- Terminology Management
- Localization Project Management
- Localization Engineering
- Risk Management in Economic Downturns

### Customize Software for the World

Your education will be hands-on and practical. As a student you will hear from guest speakers working in the industry, research and use current translation and localization tools, as well as delve into both the technical and project management aspects. Upon completing this certificate, you will be able to engineer and manage a successful localization project.

### Fast Facts

Localization is the process of modifying products or services to account for differences in distinct markets. Localization impacts many business and technical decisions and is an integral part of product globalization. The applications are in-demand and endless:

- Program/Project Management
- Software Testing
- Technical Writing
- Translation
- Software Development
- Localization Engineering

## Certificate Program Courses in Localization: Customizing Software for the World

The following courses are required for the certificate:

### Introduction to Localization

This course introduces students to the basic concepts of localization. You will explore the history, workflow, roles, technology tools, job prospects and the future of the industry. You will take these concepts and investigate their relationship to practical situations as well as benefit from guest speakers in the industry.

### Localization Engineering

This course is designed to introduce you to the broad range of knowledge and skill required to be a localization engineer. Basics for localizability and globalization engineering are covered to enable you to understand the root causes of engineering issues. Additionally, hands-on experience with localization and terminology management tools are provided. You will apply the course content to real-life scenarios and think creatively as well as critically through issues. By the end of the course you will be able to work in an entry-level localization engineer role.

### Localization Project Management

In the third and final course of the program, you will be introduced to in-depth concepts of the localization management business. You will learn how to communicate deliverables effectively, collect process and technical information in localization kits that are handed off to production, and find out how to create and maintain budgets and schedules for international projects. Large portions of this course will include experiential group exercises that simulate the work environments that localization managers face on the job.

### About UW Extension

Learning through UW Extension gives working professionals the quality education that will take your career to the next level, whether you long for a promotion or a shift to a completely new field. All UW Extension programs are designed by UW faculty, industry experts and community leaders. To ensure you receive first-rate instruction, every UW Extension program must be approved by the corresponding University of Washington academic department. UW advisory boards are continually reviewing programs and updating the curriculum to meet the evolving demands of specific fields.

### About UW Certificate Programs

You already work hard at your existing job, and going back to school is a serious commitment. That's why UW certificate programs are designed around you, with flexible schedules and a choice of part-time, full-time or even online study, depending on the program. A UW certificate gives you the knowledge and credibility to open doors for the rest of your professional life, whether you're moving up the career ladder or switching careers altogether.

## Learn more about the program

For complete details, visit the Web site:

 [WWW.EXTENSION.WASHINGTON.EDU](http://WWW.EXTENSION.WASHINGTON.EDU)

### Attend an information meeting.

Interested in a certificate? You can ask questions and meet instructors and former students at these free meetings. For meeting dates, times and locations, please go to our Web site.

## Questions? Ask away

Give us a call:

 206.685.8936 OR 1.888.469.6499

Send us an email:

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