WHAT IS CLAIMED IS:

1. An isolated polynucleotide comprising a transcriptional unit, wherein the transcriptional unit comprises:

(i) a nucleic acid sequence that encodes a secreted protein of interest;

(ii) an endoplasmic reticulum (ER) targeting sequence as set forth in SEQ ID NO: 2, said ER targeting sequence being heterologous to said secreted protein of interest;

(iii) a promoter; and

(iv) a transcription termination site, wherein said nucleic acid sequence that encodes a protein of interest and said ER targeting sequence are positioned between said promoter and said transcription termination site;

wherein when said ER targeting sequence is comprised in said nucleic acid sequence that encodes said protein of interest, said nucleic acid sequence has been codon optimized to comprise said ER targeting sequence.

2. The isolated polynucleotide of claim 1, wherein said ER targeting sequence does not comprise nucleotides that encode for said secreted protein of interest.

3. The isolated polynucleotide of claim 1, wherein said ER targeting sequence comprises at least 15 consecutive repeats of the sequence NNY, wherein N is any base and Y is a pyrimidine.

4. The isolated polynucleotide of claim 1, wherein said ER targeting sequence does not comprise more than 10 consecutive thymines.

5. The isolated polynucleotide of any one of claims 1-4, wherein said transcriptional unit further encodes a signal peptide sequence.

6. The isolated polynucleotide of claim 5, wherein said signal peptide sequence is heterologous to said protein of interest.

7. The isolated polynucleotide of claim 1, wherein said protein of interest is a human protein.

8. An RNA transcribed from the polynucleotide of claim 1.

9. A cell comprising the isolated polynucleotide of any one of claims 1-7.

10. The cell of claim 9, wherein said cell is of a species selected from the group consisting of a bacterial species, a fungal species, a plant species, an insect species and a mammalian species.

11. An expression construct comprising a nucleic acid sequence as set forth in SEQ ID NO: 2 and a cloning site, wherein a position of said cloning site is selected such that upon insertion of a sequence which encodes a protein of interest into said cloning site, following expression in a cell, an mRNA is transcribed which encodes said protein of interest and further comprises a transcription product of said nucleic acid sequence, wherein said SEQ ID NO: 2 is not comprised in a sequence that encodes for a protein.

12. The expression construct of claim 11, further comprising a promoter suitable for expressing said protein of interest in a cell.

13. A method of expressing a protein in a cell, the method comprising introducing into the cell the isolated polynucleotide of any one of claims 1-7, thereby expressing the protein.

14. The method of claim 13, wherein said cell is of a species selected from the group consisting of a bacterial species, a fungal species, a plant species, an insect species and a mammalian species.

15. A method of generating a protein comprising expressing the protein according to claims 13 or 14 and isolating the protein, thereby generating the protein.