

PROFESSIONAL WRITING AND COMMUNICATION, BA

College graduates with professional writing and communication skills pursue career opportunities in a variety of fields such as journalism, periodical and book publishing; software publishing; advertising and related services; computer systems design and related services; corporate communications; corporate training; government agencies and other not-for-profit agencies. The Professional Writing and Communication (PWC) Major prepares students for these careers by offering a balance of writing, rhetoric, and communication courses in a liberal arts context. These courses are designed to help students become flexible thinkers, writers, and communicators with the ability to write and communicate in a variety of contexts and environments, including electronic ones. The curriculum consists of core courses in writing, journalism, oral and visual communication, rhetoric, history, and electives in business, politics, ethics, public relations, computer science and psychology, all of which will prepare students to be successful communicators in a variety of contexts.

Code	Title	Credits
Written Communication Core		
ENG 204	Introduction to Journalism	3
ENG 289	Introduction to Professional Writing	1
ENG 331	Business Communications	3
ENG 360	Scientific & Technical Writing	3
ENG 420	Copy Editing	3
ENG 460	Writing and New Media	4
Select 6 credits of the following:		6
COMM 260	Media Writing	
ENG 200	Student Publications	
ENG 305	Creative Non-Fiction Workshop	
ENG 361	Advanced Composition	
ENG 410	Advanced Journalism	
ENG 480	Tutoring Writing	
ENG 490	Contemporary Composition Theory and Pedagogy	
ENG 499	Internship	
Oral Communication Core		6
Select from the following for a total of six (6) credits:		
COMM 161	Speech Activities: Public Address	
COMM 261	Speech Activities: Oral Interpretation	
COMM 310	Persuasion	
COMM 356	Argumentation and Debate	
COMM 361	Speech Activities: Limited Preparation	
COMM 435	Media Production for Training and Learning	
COMM 461	Speech Activities: Performance of Advocacy	
Visual Communication Core		6
Select from the following for a total of six (6) credits:		
ART 240	Concepts of Graphic Communication	
ART 241	Typography Survey	
ART 242	Digital Art	
ART 343	Digital Photography	
Professional Expertise Area		

It is highly recommended that students, in consultation with their advisor, select a major or minor to pair with the PWC degree. Possible areas may include, but are not limited to: public relations, broadcasting & digital media, accounting, management, marketing, computer science, natural sciences, or graphic design.

History and Theory		
ENG 492	Theory & Practice of Professional Writing	3
ENG 362	History & Structure of the English Language	3
or ENG 365	Modern Grammar	
Total Credits		41

Notes:

- The Minnesota Transfer Curriculum and Professional Writing and Communication Prerequisites provide preparation for the upper level courses of the Professional Writing Major.
- Majors should choose A–F grading option for major courses. Majors must also plan to take 40 credit hours at the 300- or 400-level. Majors may meet this requirement by making careful selections within the major **or** by taking upper-division electives.