

Professional Writing- Bachelor of Arts

For information, contact the Department of English, 356 Bachelor Hall, 513-529-5221.

The English department offers four majors: creative writing, literature, linguistics, and professional writing. These concentrations lead to an A.B.

Program Requirements

(36 semester hours)

The Bachelor of Arts with a major in Professional Writing is designed for students who wish to engage with the theory and practice of writing for various purposes and in different print and digital media. Students may choose one of four tracks:

1. Digital and Technical Communication
2. Editing in Professional Contexts
3. Public Writing and Rhetoric
4. Intercultural Rhetoric and Writing

The major requires 36 hours: five core courses (15 hours); five track courses, one of which is required (15 hours); and two elective courses in any 200-level or above course in the English Department (6 hours). (Note: You may not “double-dip” a course as both a track-elective and an open-elective.)

Code	Title	Credit Hours
Core courses		
ENG/IMS 171	Humanities and Technology	3
ENG 223	Rhetorical Strategies for Writers	3
ENG/IMS 224	Professional Communication & Digital Rhetoric	3
ENG/IMS 411	Visual Rhetoric	3
ENG Capstone:		
ENG 415	Capstone in Professional Writing ¹	3
Track		
Select one of four tracks		15
Open Electives		
Select two courses from any 200-level or above course in the English Department. ²		6
Total Credit Hours		36

¹ ENG 495R may be substituted for ENG 415.

² This may include 200-level and above ENG courses from the tracks.

Tracks

Editing in Professional Contexts

Code	Title	Credit Hours
Required course		
ENG 412	Print and Digital Editing	3
Elective courses		

Select four courses from the following, two of which must be at the 300 or 400 level:		12
EGS 319	Medical Writing	
ENG 216	Style: Strategies for Editing and Writing	
ENG 222	The Rhetoric of Information and Data Visualization	
ENG 226	Introduction to Creative Writing: Short Fiction and Poetry	
ENG 310	Special Topics in Rhetoric and Persuasion	
ENG 315	Business Writing	
ENG 321	The Literary Marketplace	
ENG 323	Intermediate Creative Writing: Creative Nonfiction	
ENG 340	Internship	
ENG/IMS 407	Interactive Business Communication	
ENG 413	Grant and Proposal Writing	
ENG/IMS 416	Writing for Global Audiences	
ENG/IMS/JRN 424	Ethics and Digital Media	
ENG/IMS 426	Developing & Publishing Digital Books	
ENG 481	Writing Center Theory and Practice	
JRN 316	Editing and Design	
LIN 202	American Dialects, Culture, and Identity	
LIN 302	Structure of Modern English	

Total Credit Hours **15**

Public Writing and Rhetoric

Code	Title	Credit Hours
Required course		
ENG 310	Special Topics in Rhetoric and Persuasion	3
or ENG 413	Grant and Proposal Writing	

Elective courses

Select four courses from the following, two of which must be at the 300 or 400 level:		12
AAA/AMS/CRE/LAS/WGS 211	Writing with Purpose: Interdisciplinary Inquiry and Communication	
EGS 319	Medical Writing	
ENG/MAC 213	Writing for Film and TV	
ENG 216	Style: Strategies for Editing and Writing	
ENG 222	The Rhetoric of Information and Data Visualization	
ENG 285	Professional Communication for Data Analytics	
ENG 304	Backgrounds to Composition Theory and Research	
ENG 315	Business Writing	
ENG 316	Legal Writing and Reasoning	
ENG 340	Internship	
ENG/IMS 407	Interactive Business Communication	

ENG 412	Print and Digital Editing
ENG/IMS 416	Writing for Global Audiences
ENG/IMS/JRN 424	Ethics and Digital Media
ENG/IMS 426	Developing & Publishing Digital Books
ENG/IES/JRN 429	Environmental Communication
ENG 481	Writing Center Theory and Practice
JRN 318	Advanced Storytelling in Journalism
JRN 412	Data Journalism
LIN 210	Special Topics in Language Awareness

Total Credit Hours 15

Digital and Technical Communication

Code	Title	Credit Hours
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Required course

ENG 313	Technical Writing	3
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Elective courses

Select four courses from the following, two of which must be at the 300 or 400 level 12

EGS 319	Medical Writing
ENG 216	Style: Strategies for Editing and Writing
ENG 222	The Rhetoric of Information and Data Visualization
ENG 285	Professional Communication for Data Analytics
ENG 310	Special Topics in Rhetoric and Persuasion
ENG 340	Internship
ENG/IMS 407	Interactive Business Communication
ENG 412	Print and Digital Editing
ENG 413	Grant and Proposal Writing
ENG 414	Usability and User Experience
ENG/IMS 416	Writing for Global Audiences
ENG/JRN/IMS 424	Ethics and Digital Media
ENG/IMS 426	Developing & Publishing Digital Books
IMS 222	Introduction to Interaction Design and Development
IMS 413	User Experience Research
IMS/MKT 418	Social Media Marketing and Online Community Management
IMS/MKT 419	Digital Branding
IMS 422	Advanced Interaction Design and Development

Total Credit Hours 15

Intercultural Rhetoric and Writing

Code	Title	Credit Hours
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Required course

ENG/IMS 416	Writing for Global Audiences	3
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Elective courses

Choose four, two of which must be at the 300 or 400 level 12

AAA/AMS/CRE/LAS/WGS 211	Writing with Purpose: Interdisciplinary Inquiry and Communication
AMS 207	America: Global and Intercultural Perspectives
ENG/DST 169	Disability and Literature
ENG 216	Style: Strategies for Editing and Writing
ENG/WGS 237	GLBTQ Literature
ENG/AMS 246	Native American Literature
ENG/AAA/AMS 248	Asian American Literature
ENG/LAS 254	Caribbean, Latin American, and Latinx Literatures
ENG/AAA 269	Colonial & Postcolonial Literature
ENG 298	Introduction to Literary and Cultural Studies
ENG 310	Special Topics in Rhetoric and Persuasion
ENG/CRE 336	African American Writing, 1746-1877
ENG/CRE 337	African American Writing, 1878-1945
ENG/CRE 338	African American Writing, 1946-Present
ENG/AMS 348	Ethnic American Literatures
ENG/AAA/WGS 351	Cultural Politics of Gender and Sexuality in Asian/America
ENG/FST/WGS 356	Women and Gender in Film
ENG/IMS/JRN 424	Ethics and Digital Media
ENG/CRE/WGS 432	Feminism and the Diaspora: U.S. Women of Color
ENG/WGS 435	Queer Theory
ENG/CRE/WGS 437	Black Feminist Theory
GIC 301	Approaches to Global and Intercultural Studies: Globalization and Belonging
LIN 202	American Dialects, Culture, and Identity
LIN 210	Special Topics in Language Awareness
STC 236	Intercultural Communication
WGS 201	Introduction to Women's Studies
WGS/GEO 406	Indigenous Peoples and Their Sacred Lands

Total Credit Hours 15

In consultation with your advisor and with administrative approval, you may design your own track. Your track (1) must have a coherent and clearly identified identity or theme in professional writing, and (2) must include at least three courses at the 300 level or above from the above list.

Students seeking the Bachelor of Arts in Professional Writing meet the College of Arts and Science writing in the major requirement by completing the following course: ENG 223 and either ENG 415 or ENG 495R.