

COMMUNICATION - PROFESSIONAL WRITING TRACK B.A.

Student Learning Outcomes

- The Graduates of the Communication program will use research skills to critically analyze, synthesize and evaluate current research literature and online information to evaluate communication theory and professional practice in terms of practical applicability.
- The Graduates of the Communication program will compose written work in the style of the communication professions and employ effective oral and interpersonal communication skills.
- The Graduates of the Communication program will apply critical thinking, scholarship and knowledge of content to analyze moral and ethical issues in contemporary society and professional communication settings.
- The Graduates of the Communication program will identify and apply the skills of a specialized area of communication.

Code	Title	Hours
Communication Core		
COM 210	Mass Communication and Society	3
COM 211	Speech	3
COM 212	Interpersonal Communication	3
COM 320	Research Methods in Mass Comm	3
COM 420	Mass Comm Issues/Ethics	3
Professional Writing Core		
COM 250	Writing for Mass Media	3
ENG 240	Professional Writing I	3
ENG 220	TH3: Intro Creative Writing	3
Professional Writing Electives (Choose at least one from each focus area)		12
Creative Writing Focus:		
ENG 320	Advanced Creative Writing	
ENG 335	H2b:TH3:Travel Writing	
COM 316	Digital Storytelling	
COM 400-7	Screenwriting	
Applied Writing Focus:		
ENG 323	H3:TH3:The Modern Rhetoric	
ENG 340	H3:TH3:ProfessionalWritingII	
ENG 342	Grant Writing	
COM 350	Adv Jour Writ/Edit Print Media	
COM 400-5	Writing for Social Media	
Required Internship Choice: Must choose one taken for at least one credit: 1-6 Credit Hours		
ENG 480	Professional Writing Internshp	1-5
COM 430	Media Internship	1-6
Total Hours		38-47