

# PROFESSIONAL & STRATEGIC WRITING (BS)

## Contacts

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Program Website (<https://www.jefferson.edu/academics/colleges-schools-institutes/humanities-sciences/degree-programs/professional-and-strategic-writing.html>)

## Program Description

The Professional & Strategic Writing program prepares students to write – and lead – the professional fields of tomorrow. Students will develop expertise in strategic thinking and leadership; learn valuable, adaptive skills in writing and critical thinking; and apply those thinking and writing skills in real-world workplace situations.

Students will graduate with a set of flexible skills desired by a broad range of employers and required by numerous careers. Internship opportunities provide experience in workplace writing, preparing students for exciting professional opportunities.

Graduates will be prepared to work in a variety of professions including marketing, public affairs, education, medical writing, technical writing, science writing, fundraising and development and more. This program is also an excellent foundation for students looking to pursue their graduate degree in fields such as education, law, public policy and journalism.

## Learning Goals/Outcomes

- Recognize and apply appropriate rhetorical strategies for various audiences and contexts, with particular attention to professions, media, cultural competencies, and sensitivities.
- Apply rhetorical writing and communication strategies to ethically intervene in interrelated disciplinary, personal, social, civic, and professional issues.
- Recognize gaps in knowledge and communication and select and apply appropriate research strategies and rhetorical concepts to close those gaps.
- Explain the relevance of writing studies and rhetoric as they relate to and inform students' overall course of study and intended professional paths.
- Articulate, reflect on, and address the impact of inequities inherent in rhetorical situations.
- Recognize, reflect on and apply appropriate processes of composition to generate and/or refine insights.

## Curriculum: 4 year, 121-124 credits

Course	Title	Credits
<b>First Year</b>		
FYS 100	Pathways Seminar	1
WRIT 101	Writing Sem I: Written Comm.	3

Course	Title	Credits
MATH 1XX	Mathematics Placeholder	3-4
SCI 1XX	Science Placeholder	3-4
MATH/SCIENCE/STAT		3-4
or	or	
AVIS 101	American Visions	3
PSW 101	Intro to Prof & Strat Writing (Introduction to Professional and Strategic Writing)	3
COMS/PSW 102	Introduct to Public Speaking	3
PSW 100	Creative Writing	3
PSW 200	Cultural Myth and Memory	3
ELEC 3XX	Free Elective Placeholder	3
<b>Credits</b>		<b>31-34</b>
<b>Total Credits</b>		<b>31-34</b>

Course	Title	Credits
<b>Second Year</b>		
GDIV 1XX	Global Diversity Placeholder	3
ADIV 1XX	American Diversity Placeholder	3
WRIT 201	Writing Seminar II: Multi Comm	3
ETHC 1XX	Ethics Course Placeholder	3
PSW 203	Technical Writing	3
PSW 2XX	Rhetorics of Race and Gender	3
PSW 300	Peer Tutoring	3
COMS 306/ PSW 2XX RHETORIC OF SC	Social Media Strategies	3
PSW 2XX	Visual Rhetorics	3
MINR 1XX	Minor Course Placeholder	3
ELEC 1XX	Free Elective Placeholder	3
<b>Credits</b>		<b>33</b>
<b>Total Credits</b>		<b>33</b>

Course	Title	Credits
<b>Third Year</b>		
GCIT 2XX	Global Citizenship Placeholder	3
CGIS 300	Contemporary Global Issues	3
ISEM 3XX	Integrative Sem Placeholder	3
PSW 305	Narrative Nonfiction	3
PSW 3XX	Organizational Communication	3
PSW 3XX	Writing at Work	3
PSW 3XX	In-House Internship	3
DISCIPLINARY ELECTIVES		3
DISCIPLINARY ELECTIVES		3
MINR 1XX	Minor Course Placeholder	3
<b>Credits</b>		<b>30</b>
<b>Total Credits</b>		<b>30</b>

Course	Title	Credits
<b>Fourth Year</b>		
PHIL 499	Philosophies of the Good Life	3
PSW 4XX	Professional and Strategic Writing Capstone	3
DISCIPLINARY ELECTIVES	Disciplinary Electives	3
DISCIPLINARY ELECTIVES		3
MINR 1XX	Minor Course Placeholder	3
MINR 1XX	Minor Course Placeholder	3
ELEC 1XX	Free Elective Placeholder	3
ELEC 2XX	Free Elective Placeholder	3
ELEC 3XX	Free Elective Placeholder	3
<b>Credits</b>		<b>27</b>
<b>Total Credits</b>		<b>27</b>

## **Professional and Strategic Writing Designated Electives**

- COMS 307 Media Writing
- PSW 305 Poetry
- COMS 322 Writing for Nonprofit
- LAW 304 Media, Law and Society