

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
First Year		
FYS 100	Pathways Seminar	1
WRIT 101	Writing Sem I: Written Comm.	3

SCI 1XX			
SCI 1XX Science Placeholder 3-4 MATH/SCIENCE/STAT or AVIS 101 American Visions PSW 101 Intro to Prof & Strat Writing (Introduction to Professional and Strategic Writing) COMS/PSW 102 Introduct to Public Speaking PSW 100 Creative Writing PSW 200 Cultural Myth and Memory ELEC 3XX Free Elective Placeholder 3-3 Course Title Credits 3-3-34 Course Title Credits Second Year GIOVal Writing Seminar II. Multi Comm THC 101 ETHC 1		Credits	27
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Course Title Credits	Course	Title	Credits



Professional and Strategic Writing Designated Electives

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