Background and Careers
The major in Technical Communication and Professional Writing provides students with a foundation in the writing, editing, research, and digital communication skills that are essential for writing professionals in industry, government, non-profit and freelance careers. Faculty who teach in the program combine academic and workplace experience, educating students in both ideas and implementation, principles and practice.

The core curriculum of the major immerses students in the kind of analytical, critical and creative thinking that is at the heart of effective communication. It focuses on the following areas:

- theory and practice of writing and editing in diverse genres and for diverse audiences
- theory and practice of document design for electronic and print media
- research skills that inform the creation of persuasive, professional communication
- knowledge of digital media, tools and resources
- experience in real world writing and communication through a required internship
- development of a professional portfolio

In addition to completing the core curriculum, students select a track in either Technical Communication or Professional Writing to complete the major.

Technical Communication Track: Technical communication is a growing field that has become an increasingly important mediator between technologies and the people who use them. Students completing this track take classes in technical writing, advanced Web writing and design, the use of instructional media, and trends in communication technology. The Technical Communication track prepares students for careers in growing areas such as web content development and design, online education and training, technical editing, technical marketing communications, and product documentation.

Professional Writing Track: The Professional Writing track prepares students to become creative, versatile, and digitally savvy communicators who understand how to write and edit in both print and electronic environments. Students in this track take classes in writing for publication, as well as writing for social media and multimedia. They also choose from a rich array of electives, including courses in grant writing, freelance writing, book publishing, public relations writing, and screenwriting. The Professional Writing track prepares students for careers in such fields as magazine writing and editing; grant writing; writing for marketing or public relations; employee communications; web content development; and print and electronic publishing.

Major Requirements
(Core plus a Track, 46–48 total credits)

Core Curriculum
(27–28 credits including prerequisites)

Prerequisites
- WRIT 301 Professional and Technical Writing Careers
- WRIT 280 Digital Tools for Writing and Communication

Requirements
- INFS 315 Searching for Information
- WRIT 371 Editing
- WRIT 372 Document and Information Design I
- WRIT 373 Writing and Designing for the Web I
- WRIT 350I Writing Internship
- WRIT 461 Writing and Technical Communication Capstone

Technical Communication Track Requirements
- WRIT 271 Technical Writing
- WRIT 573 Writing and Designing for the Web II
- WRIT 574 Usability for Technical Communication OR MDST 580 Issues in Communication Technology
- MDST 583 Online Education and Training
- Electives
  One class from the following:
  - WRIT 377 Writing Grants and Proposals
  - MDST 485 Communicating with New Media
  - MDST 580 Issues in Communication Technology
  - MDST 583 Online Training and Education
  - WRIT 531 Advanced Writing
  - WRIT 571 Advanced Editing
  - WRIT 574 Usability for Technical Communication
  - WRIT 575 Environmental Communication
  - WRIT 599 Advanced Topics (must be technical or professional writing related)

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Technical Communication and Professional Writing (continued)

**Professional Writing Track**

**Requirements**
- WRIT 341 Writing the News in a Digital World or WRIT 342 Writing for Online and Print Magazines
- MDST 485 Communicating with New Media

**Electives**
Three classes from the following:
- WRIT 341 Writing the News in a Digital World
- WRIT 342 Writing for Online and Print Magazines
- WRIT 377 Writing Proposals and Grants
- WRIT 531 Advanced Writing
- WRIT 532 Writing about Place
- WRIT 541 Writing for Publication and Profit
- WRIT 571 Advanced Editing
- WRIT 575 Environmental Communication
- WRIT 583 Writing Major Projects
- WRIT 599 Advanced Topics
- INFS 338 The Craft and Commerce of Book Publishing
- COMM 380 Public Relations Writing
- MKTG 348 Advertising Design, Production and Copywriting
- One creative writing or screenwriting class

**Department contact information:**
Craig Hansen  
651-999-5957 or craig.hansen@metrostate.edu  
Victoria Sadler  
651-999-5817 or victoria.sadler@metrostate.edu  
Anne Aronson  
651-999-5950 or anne.aronson@metrostate.edu

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