

## Professional Writing and Rhetoric (PWR)

- Major: 39 credit hours
- Minor: 18 credit hours
- Major/Minor GPA required for graduation: 2.25
- All courses for the major and minor must be completed with a grade of C- or better.

### PROGRAM REQUIREMENTS:

- Capstone: Research and Practice in Professional Writing (W) (PWR 490)
- Research: Research and Practice in Professional Writing (W) (PWR 490)
- Service: Civic Engagement through Professional Writing (W) (PWR 450)

**Mission:** The mission of this program is to develop students as rhetorical thinkers and effective professional writers in print and digital environments.

**Description of Major:** The professional writing and rhetoric program consists of four over-arching components that will guide the program focus as well as students' coursework: workplace preparation, rhetorical sophistication, research and problem solving, and creative and stylistic ability. Additionally, courses within the program will be guided by three curricular structures. First, each course will help students investigate and gain expert knowledge from the field of professional writing and rhetoric. Second, students will gain practical experience in this field through activity-based course assignments. Third, courses will support the university's commitment to service by instilling in students a sense of responsibility for the private and public good through effective workplace and civic communication practices.

### Student Learning Outcomes

*Students will:*

- Develop strategies to evaluate and compose effective professional writing.
- Examine theories, genres, methods, and applications for effective workplace communication.
- Design documents for print and digital environments using principles of visual rhetoric.
- Use contemporary and emergent technologies relevant to professional writing environments.
- Practice writing for civic purposes.

**Degree Preparation:** This degree prepares students to enter professional fields that require effective written communication in print or digital environments. Students may pursue employment in corporate, governmental, or nonprofit arenas as writers, editors, media managers, web content developers, fundraisers, or corporate communicators. They may be hired by software companies, healthcare organizations, law firms, publishing companies, nonprofit organizations, advertising or public relations firms, manufacturers, trade groups, media outlets, or other employers seeking to hire effective communicators. Students pursuing graduate education may consider programs in professional or technical writing, nonprofit administration, rhetoric and composition, law, business, media, or other related fields following completion of this degree.

### PROFESSIONAL WRITING AND RHETORIC MAJOR REQUIREMENTS 39 crs.

#### REQUIRED PROFESSIONAL WRITING COURSES

24 crs.

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PWR 210 INTRODUCTION TO PROFESSIONAL WRITING (W) (3)

PWR 240	VISUAL RHETORIC AND DOCUMENT DESIGN (W)	(3)
PWR 340	EDITING FOR PUBLICATION	(3)
PWR 350	NEW MEDIA AND EMERGING TECHNOLOGIES IN PROFESSIONAL WRITING (W)	(3)
PWR 354	BUSINESS COMMUNICATIONS (W)	(3)
PWR 360	INTERDISCIPLINARY PROFESSIONAL AND TECHNICAL WRITING (W)	(3)
PWR 450	CIVIC ENGAGEMENT THROUGH PROFESSIONAL WRITING (W)	(3)
PWR 490	RESEARCH AND PRACTICE IN PROFESSIONAL WRITING (W)	(3)

**ELECTIVES****15 crs.**


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PWR		
280-289	SPECIAL TOPICS IN PROFESSIONAL WRITING AND RHETORIC	(1-3)
PWR		
380-389	SPECIAL TOPICS IN PROFESSIONAL WRITING AND RHETORIC	(1-3)
PWR 440	ADVANCED VISUAL RHETORIC AND DOCUMENT DESIGN (W)	(3)
PWR 470	INTERNSHIP IN PROFESSIONAL WRITING	(3-4)
PWR 480	INDEPENDENT STUDY IN PROFESSIONAL WRITING AND RHETORIC	(1-3)
ART 102	TWO-DIMENSIONAL DESIGN AND LAYOUT	(3)
ART 270	COMPUTER GRAPHIC DESIGN I	(3)
ART 370	COMPUTER GRAPHIC DESIGN II	(3)
ENG 307	APPROACHES TO GRAMMAR AND EVALUATING WRITING (W)	(3)
JRN 351	WRITING FOR THE NEWS MEDIA (W)	(3)
JRN 353	FEATURE WRITING (W)	(3)
JRN 372	WEB AND PRINT PUBLICATION DESIGN	(3)
PRS 200	PRINCIPLES OF PUBLIC RELATIONS	(3)
PRS 210	PUBLIC RELATIONS TECHNIQUES (W)	(3)
PRS 320	CAMPAIGN AND EVENT PLANNING (W)	(3)
PRS 340	SOCIAL MEDIA AND PUBLIC RELATIONS	(3)
SPC 300	COMMUNICATION THEORY	(3)
SPC 310	BUSINESS AND PROFESSIONAL PRESENTATIONS	(3)
SPC 351	ORGANIZATIONAL COMMUNICATION (W)	(3)

**PROFESSIONAL WRITING AND RHETORIC MINOR REQUIRED COURSES 18 crs.**


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PWR 210	INTRODUCTION TO PROFESSIONAL WRITING (W)	(3)
PWR 240	VISUAL RHETORIC AND DOCUMENT DESIGN (W)	(3)
PWR 350	NEW MEDIA AND EMERGING TECHNOLOGIES IN PROFESSIONAL WRITING (W)	(3)
PWR 450	CIVIC ENGAGEMENT THROUGH PROFESSIONAL WRITING (W)	(3)

**CHOOSE 6 CREDITS FROM THE FOLLOWING**


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PWR		
280-289	SPECIAL TOPICS IN PROFESSIONAL WRITING	(1-3)
PWR 340	EDITING FOR PUBLICATION	(3)
PWR 360	INTERDISCIPLINARY PROFESSIONAL	

	AND TECHNICAL WRITING (W)	(3)
PWR		
380-389	SPECIAL TOPICS IN PROFESSIONAL WRITING	(1-3)
PWR 470	INTERNSHIP IN PROFESSIONAL WRITING	(3)
PWR 490	RESEARCH AND PRACTICE IN PROFESSIONAL WRITING (W)	(3)

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