

PROFESSIONAL WRITING



CREATE POSSIBILITIES

What is

Professional Writing?

PW is a major that helps students develop into intelligent, effective communicators and problem-solvers who adapt their skills to suit a wide range of rhetorical situations.



The major includes coursework in editing, web development, grant and proposal writing, production management, and technical writing. Experience-based learning gives students exposure, leadership opportunities, and a competitive advantage when they enter the workforce.

PW goes beyond teaching advanced writing skills.

The courses help students think differently about communication, prompting them to become skilled learners and researchers who possess the cultural and technological capacities to meet the needs of clients and colleagues.



You can personalize it.

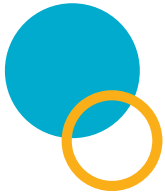
The curriculum is designed to allow students to tailor the major based on their interests and—with individualized academic and professional advising—to prepare for specific careers. The program also provides internship opportunities for students to further develop skills in professional settings.

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Who We Are

We are writers, editors, document and web designers, information architects, content managers, social media experts, and entrepreneurs for the future.



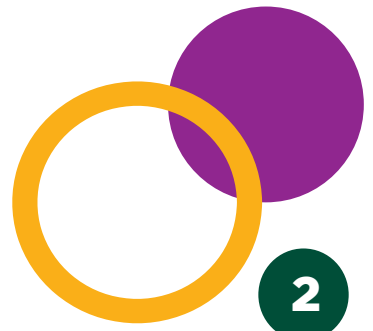
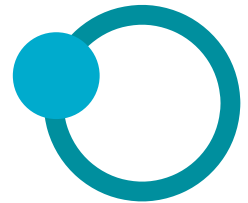
As a collaborative community, PW students and faculty are committed to working together to promote experiences needed to develop skills for a variety of professional fields. Every PW student is unique, yet we share the same core skills as a foundation for our professional knowledge. With faculty, alumni, and fellow PWers, students are able to generate networks to better equip themselves for a future with a multitude of professional contacts.

What We Do

We write, edit, design, invent, research, create, and so much more.

The PW program assists students in perfecting and expanding their existing talents. Not only does the program help students develop writing skills, but it also prepares them to be leaders and productive members of society. PW courses help students transition from academic writing to writing for a broad range of purposes and audiences. PW graduates have prepared themselves to act as:

- communications managers
- grant writers
- technical writers and editors
- public relations managers
- digital communication coordinators
- web designers
- project managers



Gearing up for the Professional World

PW provides opportunities—through internships, project-based learning, and other studio experiences—to apply problem-solving skills, implement creative ideas, and create documents tailored to specific audiences and purposes. It fosters experiences that will allow you to stand out as an exceptional thinker, leader, creator, and writer. With the help of skilled advisers and professors, you'll walk away with valuable experience and a competitive edge.

Internships

Internships provide firsthand experience in a variety of work settings and help you build your résumé and portfolio. With the help of an internship coordinator and advisers, you will have countless internship opportunities in the local community. You can also study in cities such as Chicago, Washington, D.C., New York, or even Dublin, London, or Madrid.



Digital Portfolios

You will create a digital portfolio to showcase the various projects, experiences, and skills from coursework and internships. Your final portfolio will be presented to community professionals and faculty members.

Getting Involved

Student organizations allow you to gain practical knowledge and to build a professional network. From organizing weekly workshops to hosting guest speakers, these organizations supplement what you learn in PW courses.

- **Writers' Bloc** hosts weekly workshops on topics such as interviewing, résumé writing, and learning new software. Other events include field trips, internship panels, and town hall meetings that seek to improve the PW program through student feedback. Alumni and industry professionals are regularly brought in to provide insight and advice on a range of topics.
- **S.W.A.T.** (Spartan Web Authoring Team) was created to help students develop and apply web authoring skills to nonprofits and student organizations. Members collaborate on projects and network with other students and local professionals, while also building their professional portfolios.

Other Opportunities

The Creativity Exploratory (CE) promotes innovative learning and collaboration among students, faculty, and professionals. The CE's informal laboratory setting allows students to enhance skills such as researching, understanding visual and textual literacy, and organizing information through project-based learning. Students can apply for research fellowships at the CE.


The Writing Center at MSU seeks to develop various literacies through collaborative learning, peer tutoring, research, and community outreach projects. It provides both one-on-one and group writing consultations, and has several satellites across campus. Students have the opportunity to become consultants after completing WRA 395 Writing Center Theory.

WIDE (Writing in Digital Environments) researches digital communication and helps prepare a new generation of researchers and leaders. Students can get involved with WIDE as undergraduate researchers. Past students have used their WIDE experience to land internships, jobs, and graduate school admissions.

MATRIX specializes in digital humanities and research, and oversees the development of digital spaces and archives. PW students have worked with MATRIX on a variety of projects as designers, writers, and researchers for the British Library, the Alliance for American Quilts, and the African Online Digital Library.



Digital and Technical Writing

- analyze rhetorical practices in digital spaces
 - develop advanced web authoring skills
 - learn content management systems
 - develop technical and multimedia writing skills
- 



Writing in Communities and Cultures

- explore communication practices in a variety of community settings
- practice researching and writing grant proposals
- learn to write for nonprofits

Track Courses

In all three tracks, students:

- act as writers, editors, and designers
- design documents for clarity and readability in print and online media
- learn to be attentive to audiences, communities, and cultural differences
- combine technology and artistic flair
- work in digital environments
- are rhetorically sensitive and savvy

Writing, Editing, and Publishing

- acquire copyediting and developmental editing skills
- learn grammar and style for editors
- explore publishing practices
- manage publication projects

Getting You There



Core Courses (13 credits)

At the heart of the PW program are **four** essential courses that all students are required to take.

WRA 202 Introduction to Professional Writing

As a prerequisite for all other PW courses, this class is designed to introduce students to writing for the workplace. It familiarizes them with documents common in the field of professional writing and with a range of rhetorical strategies.

WRA 210 Introduction to Web Authoring

In a world in which writing is delivered through a variety of electronic devices, writers must understand the fundamentals of web development for various audiences and situations. In this course, students learn the basics of writing for the web, including how to build and maintain websites and write HTML and CSS. Students also gain practical experience in information architecture and usability testing.

WRA 260 Rhetoric, Persuasion, and Culture

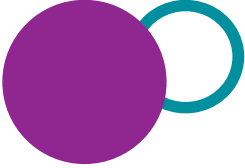
In this course, students will become culturally and rhetorically sensitive to how communication practices differ across groups, organizations, peoples, and locations. Students learn that their audience informs their purpose, and their purpose informs the goals and decisions they make as writers.

WRA 360 Visual Rhetoric

The goal of this course is to teach students how to analyze visual documents, considering purpose and audience, and to create rhetorically sensitive and appropriate visual designs. In this course, students learn to combine visual and textual elements across an array of documents.

PW Elective Courses

Students are required to take **nine** credits of elective courses within the PW major. Combined with other MSU courses, these electives help students broaden their skills and personalize the degree to meet career goals and interests.



Capstone

Before graduating from the PW program, you are expected to complete **one** capstone experience course:

WRA 455 Portfolio Seminar

All seniors are expected to submit a digital portfolio for review prior to graduation. This course allows you to develop and create your own digital portfolio with the guidance of a course instructor. It also provides opportunities to receive feedback on cover letters, résumés, the interviewing process, and portfolio content.

WRA 493 Internship in Professional Writing

Completed concurrently with a professional internship, WRA 493 allows students to articulate skills learned in previous courses, develop new skills, and experience a new professional environment with the guidance of a professor and fellow PW students.



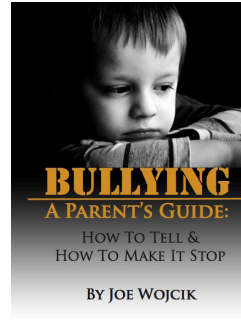
We Engage the Community

PW classes collaborate on projects with nonprofit organizations and other groups, from campus to the metro Lansing and Detroit areas and beyond. Students are challenged to apply the knowledge they learn in classes to projects for clients in surrounding communities.

The Yubbie Movement

(Foundation)

Students worked with the Yubbie Foundation to revise and enhance the existing informational guide to help parents stop and prevent bullying.



REACH Studio Art Center

Students worked with the REACH Studio Art Center to analyze the organization's culture and to develop a communication plan.

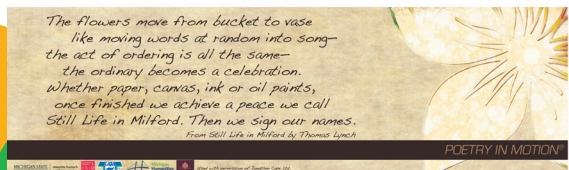
Computers and Composition Digital Press

Students worked together to create promotional bookmarks for the CCDP to use as advertisements for the organization's upcoming digital publications.



RCAH Center for Poetry

Students worked with the Poetry in Motion campaign to design banners for public transit systems to promote appreciation of literature.



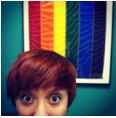
What are They Saying?



Emily S Bosch @emilysbosch
I love feeling like I fit in with other people that geek over typography and design and words like GRAMMAR [#msupw](#)



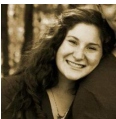
Michael McLeod @mcleodm3
Smart students in [#wra420](#) discussed [@Pinterest](#) as a content management system. This is going to be a fun class.



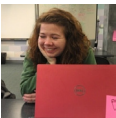
Allegra Smith @argella
I love getting grammar advice emails from colleagues and alums. [#msupw](#)
[#grammagicallydelicious](#)



Alexis Carole @alexiscarole
being in [#msupw](#) has made me love working collaboratively...it's SO helpful [#teamdynamics](#)
[#productive](#) [#positivity](#)



Jennifer Shelden @jennshelden
Never thought when I started this program I would end up loving social media and page design [#msupw](#)



shelby @sndosser
Most important thing I have learned from [#msupw](#): rhetoric is everywhere and informs ALL the decisions.

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UNIVERSITY

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