PROFESSIONAL AND TECHNICAL WRITING, CERTIFICATE (1780)

Program Coordinator

The Professional Writing certificate emphasizes the kinds of thinking, reading, and writing skills necessary for today's workplaces. Students in the certificate program learn how to write persuasively, edit and publish professional texts, research projects and consult with clients, and use online writing technologies (social media, Adobe Suite, blogging, etc.) for professional purposes. This certificate complements existing academic majors and could greatly benefit students interested in developing their applied workplace writing skills.

The certificate requires 15 credit hours and can be completed in 2-3 academic terms, with some elective courses cross-listed between academic programs. Required courses are offered every semester or year, including summer and winter terms.

The certificate is available to students from any major and has been designed with consideration of transfer students and dual-credit students entering WKU with required courses. Additionally, the certificate is available to non-traditional students wishing solely to earn this undergraduate certificate. All classes must be completed with a "C" or higher.

Program Requirements (15 hours)

Code	Title	Hours
Core Courses		
ENG 100	Introduction to College Writing (or Colonnade Category F-W1)	3
ENG 212	Introduction to Digital Texts and Media	3
ENG 306	Business Writing	3
or ENG 307	Technical Writing	
Total Hours		**9**

Code	Title	Hours
One course in professional and technical writing theory		**3**
ENG 301	Argument and Analysis in Written Discourse	
ENG 349	Special Topics in Professional Writing	
ENG 401	Advanced Composition	
ENG 412	Theories of Rhetoric and Persuasive Writing	
ENG 415	Writing and Technology	

Code	Title	Hours
One course in professional and technical writing application (may not duplicate course used in core)		**3**
ENG 306	Business Writing	
ENG 307	Technical Writing	
ENG 369	Internship I	
ENG 402	Editing and Publishing	
ENG 414	Professional Writing Capstone	