

# Certificates in Professional Writing

## WRITING FOR THE PROFESSIONS: TOTAL = 12 CREDIT HOURS

Justification: This certificate is intended, primarily, for English majors. While all of the graduates of the English program come equipped with a skillset that is in high demand by today's employers (e.g., critical thinking, logical reasoning, analytical reading, competent writing), it is sometimes hard for interviewing managers to see those skills in literary analyses or fiction or poetry, artifacts that are far removed from their day-to-day business lives. Therefore, this certificate will acquaint students with the kinds of writing that occur in the business world and supply them with a dossier of written materials that will be immediately recognizable to hiring executives.

- ENGL270 – Grammar and Usage (Prerequisite: ENGL101)
- ENGL 382 – Business and Professional Writing (Prerequisite: ENGL102)
- ENGL476 – Practicum in English I (3 credit hours; Prerequisite: ENGL301)
  
- ENGL372 – Advanced Composition (Prerequisite: ENGL102)
- OR
- ENGL384 – Grant Writing (Prerequisite: ENGL102)

## WRITING IN THE WORKPLACE: TOTAL = 12 CREDIT HOURS

Justification: This certificate is intended for students pursuing any major at Shepherd, although it will appeal to business, communication, and English majors especially. This certificate will acquaint students with the kinds of writing that occur in the business world and supply them with a dossier of written materials that will be immediately recognizable to hiring executives. The combination of required and elective courses seems especially useful for individuals who will be pursuing careers where the text or verbiage is most important in the written output, such as positions in human resources, technical writing, or governmental agencies.

- ENGL270 – Grammar and Usage (Prerequisite: ENGL101)
- ENGL372 – Advanced Composition (Prerequisite: ENGL102)
- ENGL 382 – Business and Professional Writing (Prerequisite: ENGL102)

And one (1) of the following electives

- BADM150 – Introduction to Business
- BADM211 – Creativity and Problem Solving
- BADM212 – Introduction to Innovation
- BADM345 – Business Communications (Prerequisite: ENGL102)
- COMM322 – Social Media
- COMM335 – Writing across Platforms
- COMM348 – News Practicum
- COMM352 – Computer-Mediated Communication
- DATA118 – Data Analytics Introduction
- ENGL384 – Grant Writing (Prerequisite: ENGL102)
- ENGL473 – Creative Writing: Nonfiction (Prerequisite: ENGL301)
- ENGL476 – Practicum in English I (3 credit hours; Prerequisite: ENGL301)
- JOUR144 – Practicum in *The Picket*
- JOUR204 – Introduction to Journalism (Prerequisite: ENGL101)

- JOUR444 – Practicum in *The Picket*
- SPAN305 – Spanish for the Professions (Prerequisite: SPAN204 or permission of the instructor)
- THEA360 – Arts Management

PROFESSIONAL WRITING AND DESIGN: TOTAL = 12 – 13 CREDIT HOURS

Justification: This certificate is intended for students pursuing any major at Shepherd, although it will appeal most to art, business, communication, and English majors. This certificate will acquaint students with the kinds of writing that occur in the business world and supply them with a dossier of written materials that will be immediately recognizable to hiring executives. The combination of required and elective courses seems especially useful for individuals who will be pursuing careers where the text or verbiage in the written output shares equal importance with graphics and visuals on the page or screen, such as positions in public relations, advertising, or marketing communications.

- ENGL372 – Advanced Composition (Prerequisite: ENGL102)
- ENGL 382 – Business and Professional Writing (Prerequisite: ENGL102)

And one (1) of the following

- ART140 – Visual Thinking
- ART150 – Digital Foundations
- ART255 – Digital Illustration I (Prerequisite: ART115)
- CIS405 – Computer Graphics (Prerequisite: CIS302)
- COMM406 – Advertising and Imagery

And one (1) of the following electives not taken above

- ART140 – Visual Thinking
- ART150 – Digital Foundations
- ART255 – Digital Illustration I (Prerequisite: ART115)
- BADM345 – Business Communications (Prerequisite: ENGL102)
- CIS405 – Computer Graphics (Prerequisite: CIS302)
- COMM322 – Social Media
- COMM335 – Writing across Platforms
- COMM352 – Computer-Mediated Communication
- COMM406 – Advertising and Imagery
- DATA118 – Data Analytics Introduction
- ENGL270 – Grammar and Usage (Prerequisite: ENGL101)
- ENGL384 – Grant Writing (Prerequisite: ENGL102)
- ENGL473 – Creative Writing: Nonfiction (Prerequisite: ENGL301)
- ENGL476 – Practicum in English I (1 – 3 credit hours; Prerequisite: ENGL301)
- ENGL484 – Practicum in Editing (1 credit hour; Prerequisite: ENGL301)
- SPAN305 – Spanish for the Professions (Prerequisite: SPAN204 or permission of the instructor)