

Why Study Professional Writing?

- Professional writing combines a variety of disciplines such as design, communications, web development, editing, and marketing that can prepare students for a multitude of career opportunities.
- Students have access to high quality software tools that can help them build a foundational skillset for future careers.
- Staff members are equipped with relevant professional experience.
- Small class sizes and experiential learning opportunities such as internships and client-based projects show students how they can directly apply their courses to real-world applications.

Alumnus Testimonial

“The Rhetoric & Professional Writing program prepared me both for my current job as a magazine and web content editor as well as for my work writing and producing educational video essays on YouTube. I was glad that the program balanced studies in literary theory with its practical, real-world application in the effective use of language and design in a variety of traditional and new media...By the time I graduated, my class work on real-world projects left me with a solid portfolio of work to show potential employers.” -**Jedd Cole**

If you have any questions, contact us

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University of
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Rhetoric and Professional Writing Program

Professional writers are the bridge between art and science. They are the artists who bring to life the science of business, technology, discoveries, and world events. They are the storytellers who translate complex phenomena to a target audience, and they connect ideas and people.

Professional Writing Programs

- Bachelor of Arts in English, Rhetorical and Professional Writing Track (RPW)
- Professional Writing Undergraduate Certificate
- Professional Writing Graduate Certificate

Complementary Programs

Programs with overlapping courses:

- Copyediting and Publishing Certificate: several course requirements overlap with RPW electives
- Undergraduate English Creative Writing and Literary and Cultural Studies tracks: all undergraduate English majors are required to take the same English core (shown on the next page)

Other programs that pair well with RPW courses

- Digital Engagement Certificate
- Literary Journalism Certificate
- Medical Humanities Certificate

Sample Course List Undergraduate RPW

This list depicts just one option of what an undergraduate RPW course schedule could look like

English Core:

- Ways of Reading English
- Modern English Grammar
- American Literature Survey I
- 21st Century American Drama
- Intro to Creative Writing

Rhetoric and Professional Writing Track

- Intro to Professional Writing
- Desktop Publishing
- Social Media & Society
- Introduction to Web Authoring
- Editing Professional Documents
- Environmental Writing
- Capstone

Additional Elective Choices (non-exhaustive):

- Writing for Justice
- Creating Accessible Content
- Writing Cincinnati
- Writing for Parks & Museums
- Document Design
- Cross Cultural Communication
- Promotional Writing

Professional Writing Careers

Because of the interdisciplinary nature of this program, a degree or certificate in Rhetoric and Professional Writing opens the door to a variety of career choices in many fields such as writing, digital media, communications, and editing.

Writing:

- Technical Writer
- Grant Writer
- Copywriter
- Medical Writer

Digital Media:

- Social Media Specialist
- Web Designer
- Instructional Designer

Communications

- Communications Specialist
- Project Manager

Editing

- Book Editor
- Copyeditor
- Content Quality Assurance Editor