

Writing Skills are important and valued in any profession. Hear what these business sources have to say about writing skills:

“The ability to communicate topped the list of recruiting companies’ desired traits this year among college candidates, according to the National Association of Colleges & Employers’ 2006 Job Outlook.”

Taken from businessweek.com

“Two-thirds of Americans would like to see more resources invested in helping teachers teach writing.”

Taken from the National Writing Project

“Much of professional communication is done in writing: proposals, memos, reports, applications, preliminary interviews, e-mails, and more are part of the daily life of a successful graduate and professional.”

Taken from emergingedtech.com

“Most business professionals, such as marketing, finance, and research and development managers, need excellent writing skills to properly convey ideas and concepts.”

Taken from smallbusiness.chron.com

“Most professionals spend up to 30% of their day at their job writing (more than two hours per day).”

Take these students’ words for it:

“*I became a professional writing major because it is extremely applicable to a variety of career paths. As a professional writing major, your possibilities are endless!*”

Kelsey Jarzombek, '13

Professional Writing
Frisco, TX

“*I think words carry a lot of weight, so being able to use your words to convey your values, beliefs, passions, as well as the way you perceive the world is very important.*”

Stacey Walter, '09

Professional Writing
Coppell, TX

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Professional Writing Major

The English
Department at
Baylor University



The Professional Writing major offers...

The Professional Writing major is designed to prepare students for a variety of careers. Students in this major have the opportunity to gain valuable professional experience through working on projects with outside clients, composing professional documents and promotional material, and gaining experience in document and web design.

Marketability

Students in the PW program learn to write a multitude of genres that will prove useful and marketable in an ever-competitive job market. Genres include **professional correspondence, proposals, reports, writing for online media, technical writing,** and **creative non-fiction.**

Through project-oriented classes, students learn a variety of skills needed in the workplace, such as **project management, collaborative skills,** and **document design skills.**

Flexibility

The PW major is designed in such a way that **allows students to compliment their writing skills with a second major or a minor.** Many PW majors double major or minor in various subjects, depending on their career goals. PW majors in the past have double-majored or minored in Political Science, Great Texts, Corporate Communication, Photojournalism, Biology, and Psychology.

Versatile Career Options

Many Professional Writing graduates go on to pursue numerous career paths, such as:

- **Publishing**
- **Journalism**
- **Corporate communications offices**
- **Non-profit agencies**
- **Congressional offices**
- **Web design companies**

Students who graduate from the Professional Writing Program also go on to **law school, graduate school, or seminary.**

PW Courses Include:

Professional Writing Internship:

All PW majors are required to complete an internship with an outside company. The internship provides an opportunity for professional experience, and by the end of the internship, students will have completed a professional portfolio containing writing pieces done during the internship.

Writing for the Workplace:

Students learn a variety of skills used in the workplace and in writing-intensive professions including editing, desktop publishing, document design and testing, and project management.

Writing for the Popular Market:

Students learn various creative non-fiction genres, such as feature articles, documentaries, and other forms of non-fiction prose appropriate for popular media.

“I feel like a professional writing degree is always going to be useful because everyone writes; that’s how we communicate. If you can do that effectively, or better than someone else, then you are going to be a valued part of society.”

Claire St. Amant, '06
Professional Writing
Katy, TX

Technical and Professional Writing:

Students learn to write various genres including proposals, usability reports, profile reports, and collaborative writing. Students also complete projects with local non-profit organizations.

Advanced Argumentative and Persuasive Writing:

A workshop course designed to strengthen skills in writing persuasive discourse. Students study the nature and function of the argument and rhetorical strategies appropriate for argumentation and persuasion.

Special Topics in Professional Writing:

Topics not covered in other PW courses are covered in Special Topics. The Special Topics courses vary each time they are offered. Past topics of study have included Writing for the Digital Age and Food Writing.

Screenplay and Scriptwriting:

A course designed for the novice writer with an interest in cinema or theater. The class will include discussions of treatment, pitch, agents, and feature the writing of an actual screenplay.