

*University of Indianapolis – Shaheen College of Arts & Sciences***2024-2025 Curriculum Guide for English Majors Professional Writing in English (ENPW)****Bachelor of Arts**

Each student should consult the Academic Catalog or his/her academic advisor for specific course prerequisites.

Professional Writing in English majors will become proficient in numerous writing genres and styles that are relevant to the workplace. Students will learn the theories and application of visual communication, document design, usability, print and online publishing, web development, and other multimedia delivery. In these classes, students will learn to manage projects from inception to delivery and make the best decisions to achieve the most relevant writing and design. Students will be prepared to lead writing and publishing projects in actual and virtual locations. Classes will provide students with the literary and cultural perspectives to prepare them for international careers.

Required General Education Courses (9 hours)

- ENGL 101 Intro to College Writing (3)
- LIT ELEC Literature Distribution Area (3)
- COMM 200 Business and Professional Communication (3)

Required Major Courses (24 hours)

- ENGL 220 Advanced Composition: Expository Writing (3)
- ENGL 270 Introduction to Creative Writing (3)
- ENGL 280 Introduction to Professional Writing (3)
- ENGL 310 Creative Nonfiction (3)
- ENGL 487 Composition Theory and Practice (3)
- ENGL 495 Capstone (3)
- Choose two three-credit 400-level courses in English

Focused Writing Component (12 hours)

Choose 12 hours from the following lists, based on your career goals and interests.

Advertising and Marketing

- MKTG 290 Marketing (3)
- MKTG 295 Consumer Behavior (3) **OR**
- MKTG 393 Advertising (3)

Literary Arts Administration

- ENTR 280 Small Business Venture (3)
- MGT 281 Management (3)
- COMM 140 Applied Public Relations (1)
- COMM 321 Public Relations Principles (3)
- COMM 322 Public Relations Methods (3) **OR**
- COMM 324 Public Relations Analysis (3)

Professional Writing

- BADM 231 Business Communications (3)
- BADM 332 Research/Writing/Project Management (3)
- COMM 120 Applied Journalism (1)
- COMM 311 Writing for Electronic Media (3)
- COMM 320 Writing for Print and Online Media (3)

- **COMM 323** Magazine and Webzine Writing and Editing (3)
- **ENGL 180** Applied Professional Writing (1)
- **ENGL 450** English Internship (1-4)
- **ENGL 481** Substantive Editing: Making Text Readable (3)
- **ENGL 482** Writing for the Web and Content Management Systems (3)
- **ENGL 483** Instructional Design (3)
- **ENGL 485** Professional Writing Studio (3)
- **ENGL 489** Writing for Nonprofit Organizations (3)

Editing and Publishing

- **ENGL 379** Etchings Literary & Fine Arts Magazine (1)
- **ENGL 385** Book Editing and Publishing (3)
- **ENGL 485** Professional Writing Studio (3)
- **ENGL 479** Whirling Prize/Book Publishing (1)

Creative Writing (including MA or MFA program preparation)

- **ENGL 370** Poetry Writing (3)
- **ENGL 371** Fiction Writing (3)
- **ENGL 379** Etchings Literary & Fine Arts Magazine (1)
- **ENGL 465** Teaching Writing: Theory and Practice (3)
- **ENGL 471** Advanced Poetry Writing (3)
- **ENGL 472** Advanced Fiction Writing (3)
- **ENGL 479** Whirling Prize/Book Publishing (1)

NOTES: A grade of C (2.0 on a 4.0 scale) or higher is required in all courses applying toward the English Major. At least one-third of credit hours must be earned in classes taught by University of Indianapolis faculty.

A student may complete more than one major as long as each major has at least 24 discrete hours. Please see the Academic Catalog for additional details.

REMEMBER: If you have any questions about the English (Professional Writing) Major requirements, contact a faculty advisor from the English Department (Dr. Molly Martin, Dept. Chair: 788-3241, Good Hall 319E) or your academic advisor.