

Madonna University

Professional and Technical Writing College or Arts and Humanities

About the Program

Overview

The Professional and Technical Writing program provides students with the knowledge, skills, and experiences necessary for success in a variety of careers including technical writing, training and development, and publishing.

Department history/mission

Recognizing students' needs for career preparation, the English and Communication Arts department designed the Professional and Technical Writing major to respond to the growing demand for professional writers in corporations, institutions and service agencies of all types.

Unique features

- Co-operative education experiences in corporate, educational, and service settings
- Opportunity to tailor the program to attain specific career objectives through elective courses in marketing, journalism and media production
- Experience with a broad range of writing demands with the opportunity to focus on type of writing student prefers
- Credit for work-related writing experience
- Extensive use of technology

Plan of Study - Bachelor's Degree Professional & Technical Writing Major (40 s.h.)

Required Major Courses:

ENG 2000	Technical Writing	3 s.h.
ENG 2620	Language & Culture	3 s.h.
ENG 3260	Business & Professional Writing	3 s.h.
ENG 3960	Portfolio I: Foundation & Development	1 s.h.
ENG 4960	Portfolio II: Showcase & Career Goals	1 s.h.
JRN 1320	Newspaper Reporting	3 s.h.
JRN 2050	Public Relations Writing	3 s.h.
JRN 4010	Foundation of Mass Communication	3 s.h.
SPH 1050	Speech Communication	3 s.h.
HUM 4950	Senior Seminar	1 s.h.
	Major Electives	16 s.h.

- to be chosen from:

ART 3720	QuarkXpress I-III (1 s.h. each)
CIS 2850	Web Design for Business Applications (3 s.h.)
CIS 3420	Computer Graphics in Business (2 s.h.)
ENG 2090	Approaches to Grammar (4 s.h.)
ENG 2950	Critical Writing & Literary Analysis (4 s.h.)
ENG 3000	Children's Literature & Drama (4 s.h.)
ENG 3050	Creative Writing (3 s.h.)
ENG 3100	Advanced Composition & Research Strategies (3 s.h.)
ENG 3440	Advanced Technical Writing (3 s.h.)
ENG 4380	Literature for Young Adults (3 s.h.)
JRN 2860	Editorial & Feature Writing (3s.h.)
JRN 3130	Photography I (3 s.h.)
JRN 3140	Photography II (3 s.h.)
JRN 3160	Newspaper Production (2 s.h.)
JRN 3710	Scriptwriting, Proposal Writing, & Budgeting for Television (3 s.h.)
JRN 4160	Advanced Newspaper Production (2 s.h.)
JRN 4910	Journalism/Public Relations Practicum (3-12 s.h.)
MKT 2440	Principles of Marketing (3 s.h.)
MKT 2550	Consumer Behavior (3 s.h.)
MKT 3070	Promotional Strategy (3 s.h.)
TVC 3510	Television Production Techniques I (3 s.h.)
TVC 3570	Edition & Copyreading (3 s.h.)

Plan of Study - Minor Professional & Technical Writing Minor (24 s.h.)

Required Minor Courses:

ENG 2000	Technical Writing	3 s.h.
ENG 3260	Business & Professional Writing	3 s.h.
JRN 1320	Newspaper Reporting	3 s.h.
JRN 2050	Public Relations Writing	3 s.h.
JRN 4010	Foundations of Mass Communication	3 s.h.
SPH 1050	Speech Communication	3 s.h.

Minor Electives

- to be chosen from 6 s.h.

See list of major electives 24 s.h.



For Admissions Information

Office of Admissions
Madonna University
36600 Schoolcraft Rd.
Livonia, MI 48150-1173
734/432-5339
800-852-4951
Fax 734/432-5393
TDD 734/432-5643
web:www.madonna.edu

For Program Information

Dr. Cecilia S. Donohue, Chair
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Madonna University reserves the right to withdraw or modify information in this brochure.

See Advisor/Admissions Office for current information.

Madonna University guarantees the right to equal educational opportunity without discrimination because of race, religion, sex, national origin, age, or disabilities.

Where grads are found:

Pursuing advanced degrees, including Ph.D.s, JDs, MAs and MFAs at such schools as:

- Central Michigan University
 - Columbia University
 - Eastern Michigan
 - Michigan State University
 - Oakland University
 - Ohio State University
 - The University of Detroit-Mercy Law School
 - The University of Michigan
 - The University of Minnesota
 - Wayne State University and many others.
- ▶ Working as writers, editors, public relations representatives, program specialists, and trainers in major corporations, small businesses and non-profit institutions.
 - ▶ Writing for newspapers, magazines and specialty publications on both the national and local levels.
 - ▶ Working in broadcast journalism including video production, commercial and cable television, and corporate training.
 - ▶ Teaching at all levels in public, private and corporate settings — elementary, secondary, college, university and continuing education.
 - ▶ Directing successful businesses.

What our grads say:

“My degree gave me the credentials I needed to advance in my company.”

“Madonna prepared me well for my job.”

“The interviewer was impressed with the project I did for my technical writing course.”

What employers say:

“Send me more good writers like her.”

“The demand for people who can write clearly about technical subjects is growing quickly.”

“I am impressed with the Madonna graduates I’ve met.”

The Faculty/Areas of Expertise

Cecilia Donohue (*M.B.A., St. John’s; Ph.D., Kent State*) Business & Technical Communications, American Literature, Women’s Studies

Kevin Eyster (*Ph.D., Kentucky*) American Literature, Folklore, Composition

Neal Haldane (*Ph.D., Wayne State*) Journalism, Public Relations, Service Learning, Composition

Monika Kimball (*M.A., Eastern Michigan*) Director, English as a Second Language

Mary Minock (*A.D., Michigan*) Rhetoric and Composition, Linguistics, Writing Across the Curriculum

Kathleen O’Dowd (*Ph.D., Michigan State*) British Literature, Women’s Studies

James Reilly (*M.B.A., Michigan State; Ph.D., Wisconsin*) American Literature, World Literature

Laurence Rudnicki (*M.A., Michigan*) British Literature, World Literature, Creative Writing

Richard Sax (*Ph.D., Michigan*) American Literature, Native American Studies