

UNDERGRADUATE CERTIFICATE IN PROFESSIONAL AND PUBLIC WRITING

Web Site: <https://twu.edu/english-rhetoric-spanish/undergraduate-program/>

Now, more than ever, employers are seeking students with strong communication and critical thinking skills (see, e.g., AAC&U 2018 and 2021 surveys). Unfortunately, far too many students leave their degree programs with the specialized skills they require but not the so-called “soft” skills that stand to set them apart from their competitors on the job market. This Public & Professional Writing Certificate will meet a growing need in the Texas job market for professional writers, technical writers, and editing professionals. This certificate, which is complementary to any degree a student can earn at TWU, will equip students with the skills employers seek and help students translate knowledge from their degrees to a wide range of audiences.

Marketable Skills

Marketable skills prepare students for success in a variety of professional settings. Developed through academic coursework, co-curricular engagement, and extracurricular involvement, these skills include communication, critical thinking, teamwork, ethical reasoning, adaptability, and digital literacy. Whether directly related to a student’s major or serving as complementary strengths, marketable skills enhance career readiness and reflect TWU’s commitment to producing graduates who are prepared to thrive in today’s dynamic workforce.

1. Communicate effectively to diverse audiences using a range of media and technology.
2. Organize, synthesize, and evaluate the credibility of information, such as, but not limited to, a range of academic and non-academic sources, and use this knowledge to make ethical decisions.
3. Apply effective research strategies to inform argument-driven projects.
4. Compose technical and professional writing to meet industry standards.

Admissions

All applicants must meet the general undergraduate admission requirements (<https://catalog.twu.edu/undergraduate/admission-information/>).

To apply for a certificate program, students must complete an Undergraduate Certification Declaration form (<https://twu.edu/registrar/forms/>) with their advisor and submit it to the Registrar’s Office (<https://twu.edu/registrar/>).

Certificate Requirements

Each student will complete a capstone project as part of the program. The capstone project will be an independent research-based experiential learning project developed in cooperation with an advising faculty and

will be completed via an independent study course. Capstone projects will also include a significant reflective component.

Students will also put together a professional portfolio under the oversight of the advising faculty member.

Students must earn a grade of “C” or higher in courses to earn credit toward the certificate.

Course	Title	Credits
ENG 3433	Professional Writing	3
or ENG 3253	Technical Writing	
ENG 4363	Digital Rhetoric	3
ENG 4913	Independent Study (Capstone - final course)	3
Select three of the following for your chosen concentration		9
ENG 3123	Creative Writing	
ENG 3233	Advanced Expository Writing	
ENG 3433	Professional Writing	
ENG 3253	Technical Writing	
ENG 4373	Grant Writing	
ENG 4473	Topics in Writing and Rhetoric (if writing focused)	
ENG 4953	Internship	
Total SCHs		18