



KENNESAW STATE UNIVERSITY

Undergraduate Program Name: Technical Communication, BS

Graduate Program Name: Professional Writing, MAPW

**Pathway Description:** The Bachelor of Science in Technical Communication (TCOM) provides students a hands-on approach to becoming a professional in the field of technical communication. The program's emphasis on digital environments means graduates can work as technical content developers, visual information designers, technical writers, user experience researchers, grant writers and digital accessibility specialists. The goal of the program is to create students who can easily adapt information so audiences can understand new concepts and complex ideas. The program's approach to technical communication merges technical knowledge and information design with an ultimate focus on understanding your audience. Students will take classes in introductory and advanced technical communication, user research, front-end development, and visual design.

The Master of Arts in Professional Writing (MAPW) program provides opportunities for students to engage in a number of writing-intensive fields, including film, education, publishing, business, and the literary arts. The TCOM>MAPW Double Owl program provides opportunities for high-performing students to pursue graduate coursework that will be meaningful and impactful for their undergraduate academic careers and encourage consideration of a graduate degree here at KSU that will align with students' professional goals. While the MAPW program has three concentrations (Composition/Rhetoric, Creative Writing, and Applied Writing), our Applied and Technical courses are of specific interest to TCOM students and provide an opportunity to expand study in those disciplines into the graduate level. Moreover, many TCOM students will be interested in pursuing creative courses as a supplement to the technical courses they take in their undergraduate program. Students engaged in this Double Owl pathway will be uniquely prepared for entry into Atlanta's communication and creative industries by advancing their writing/content-creating, editing, and knowledge about the field. Should they decide to apply to the graduate program, they will be better prepared for the rigor of the program.

Course Pairs:

Double Owl Scholars will NOT take the following Technical Communication BS courses:	In their place, Double Owl Scholars will take the following Professional Writing, MAPW courses:
Upper-Division Elective courses for 9 credit hours	<p>The MAPW is a concentration-based program, with concentrations in Creative Writing, Applied Writing, or Composition and Rhetoric. Students may either take all three Double Owl courses in their preferred concentration or select courses from multiple concentrations. Recommended courses from each concentration include:</p> <p>Creative Writing</p> <ul style="list-style-type: none"> <li>• <a href="#">STVW 6490:Screenwriting I</a></li> <li>• <a href="#">PRWR 6460:Fiction Writing I</a></li> <li>• <a href="#">PRWR 6470:Poetry Writing I</a></li> <li>• <a href="#">PRWR 6480:Playwriting I</a></li> <li>• <a href="#">PRWR 6520:Creative Nonfiction Writing I</a></li> </ul>

	<p>Applied Writing</p> <ul style="list-style-type: none"> <li>• <a href="#">PRWR 6240:Technical Writing</a></li> <li>• <a href="#">PRWR 6255:Grant &amp; Proposal Writing</a></li> <li>• <a href="#">PRWR 6410:Feature Writing</a></li> <li>• <a href="#">PRWR 6440:Professional and Academic Editing</a></li> <li>• <a href="#">PRWR 6570:Writing for Social Media</a></li> <li>• <a href="#">PRWR 6800:Careers in Professional Writing</a></li> <li>• <a href="#">PRWR 6810:Publishing in the 21st Century</a></li> <li>• <a href="#">PRWR 7810:Research Methods for Writers</a></li> </ul> <p>Composition and Rhetoric</p> <ul style="list-style-type: none"> <li>• <a href="#">PRWR 6150:Rhetorical Theory</a></li> <li>• <a href="#">PRWR 6500:Composition Theory and Pedagogy</a></li> <li>• <a href="#">PRWR 6750:Teaching Writing to Speakers of Other Languages</a></li> <li>• <a href="#">PRWR 6760:World Englishes</a></li> <li>• <a href="#">PRWR 6860:Intercultural Communication in Context</a></li> </ul>
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**PATHWAY TOTAL: Undergraduate Total 120 + Graduate Total 36 – Paired Credit 9 = 147 Total Credit Hours**

Term Students apply for Double Owl Pathway: Spring Year 2 (Sophomore Year)

Term Students can apply for full graduate admission: Spring Year 4 (Senior Year)