



What can I do with a major in... **PROFESSIONAL WRITING**

The Professional Writing major prepares students to be able to write in any of several professional venues. Students in this major practice professional writing in all of their courses and will be assembling a portfolio of professional writing samples. In addition, they will participate in at least two workshop and professional experiences.

What types of work are related to this degree?

Technical writing
Marketing and advertising
Grant writing and fund development
Speech writing
Public relations
Corporate communications
Documentation
Human resources
Politics/lobbying
Web development and writing
Writing and editing
Publishing
Web content development
Research

**More information
online at
ONETonline.org**

Who employs people with this degree?

Software developers
Publishing companies
Web content providers
Law firms
Trade groups
Professional/ technical journals and publications
Non-profit organizations
Universities, colleges and schools
Magazines, newspapers, radio and TV
Public relations firms and departments
Advertising firms and departments
Manufacturing firms
Healthcare organizations
Corporate internal communications

Strategies for Success:

- A bachelor's degree in professional writing is very broad and is sufficient for entry level positions in business and industry, in any venue where strong writing skills are valued.
- Internships are crucial in obtaining experience, building relationships, and reality testing career choices. Utilize your alumni network to make contacts.
- Read extensively in areas of interest and become proficient with writing, editing, and publishing technology, both in print and electronically.
- Since writing for print has declined significantly in recent years as many consumers turn toward other media outlets (including television, radio, and Internet), seek skills and experiences in these areas to qualify for a wider range of opportunities.
- Save samples of your work to be used for a portfolio. Obtain additional areas of expertise such as journalism, broadcasting, technical writing, or politics for specialized positions.

Professional Associations:

Professional Writers Association
Modern Language Association
Society for Technical Communication

American Copy Editors Society
Society of American Business Editors and Writers
American Grant Writers' Association

This information represents possible occupations and strategies for careers with this major. As with any job or career, there may be additional qualifications or experience needed. For more information and options, make an appointment with Career Development or check out our online resources on our website or on theROCK, Career Development tab.