

Professional Writing Minor-1

Professional Writing Minor

Coordinator: Pearson

The professional writing minor allows students to gain a theoretical grounding and practical experience in both traditional and new media journalism, public relations, advertising, and marketing communications. Whenever possible, students in the professional writing classes work collaboratively on projects with students in other media-related disciplines. Multiple minors may overlap by only one course. No more than one course taken toward the student's major may be counted in the Professional Writing minor.

Required

JPW 250, IMM 140/Introduction to Professional Writing	1 course unit
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Options: 3 course units

JPW 208/Introduction to Journalism	1 course unit
JPW 311/News Editing and Production	1 course unit
JPW 350/Magazine Writing	1 course unit
JPW 371/Topics in Professional Writing	1 course unit
JPW 498/Beats and Deadlines	1 course unit
JPW 499/Internship	1 course unit

Electives: 1 course unit

AGD 160/Introduction to Graphic Design	1 course unit
BUS 200/Legal and Regulatory Environment of Business	1 course unit
ECO 101/Principles of Microeconomics	1 course unit
COM 212/Introduction to TV Production	1 course unit
COM 371/Strategies of Public Relations	1 course unit

Total

5 course units

COURSES

JPW 208/Introduction to Journalism	1 course unit
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(every semester)

Experience in news reporting and writing, and explanation of the ideals of journalism.

JPW 250/Introduction to Professional Writing	1 course unit
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(same as IMM 140)

(every semester)

Introduces students to the reasoning, routines and rigors of writing for business and professional markets. Students will broaden their conceptual understanding of the relationships between journalism, public relations, and marketing while acquiring or improving proficiency in creating content for multimedia projects.

Professional Writing Minor-2

JPW 311/News Editing and Production

1 course unit

(annually)

Prerequisite: JPW 208 or permission of instructor

Intensive introduction to modern practices in electronic newspaper editing and production.

Professional orientation. Field trips may be required at student expense.

JPW 350/Magazine Writing

1 course unit

(annually)

Prerequisites: JPW 208, 250, or permission of instructor

Study of and practice in contemporary non-fiction magazine writing.

JPW 370/Topics in Journalism

1 course unit

(occasionally)

Prerequisite: JPW 208

Focuses on a different journalism topic each semester, e.g., sports journalism, the Trenton press war, journalism and literature. Field trips may be required at student expense. Course may be repeated for credit when topic changes.

JPW 371/Topics in Professional Writing

1 course unit

(occasionally)

Focuses on advanced projects in professional writing, e.g., specialty newsletter publishing, producing technical manuals and documentation, marketing communications. Field trips may be required at student expense. Course may be repeated for credit when topic changes.

JPW 498/Beats and Deadlines

1 course unit

(annually)

Prerequisite: JPW 208 or permission of instructor

Working experience in covering regular newspaper assignments (beats) such as city hall, courts, statehouse, police, and environmental issues.

JPW 499/Media Experience

1 course unit

(by arrangement)

Prerequisite: Permission of instructor

Internship with a professional media organization.

Also see JPW course under English.