

## WHAT IS RPW?

The RPW program prepares students for writing, designing, and editing in professional, promotional, and technical settings. Students can choose electives that incorporate elements of communications, marketing, journalism, and web development.

The McMicken College of Arts and Sciences offers both a **Bachelor's** program in Rhetoric and Professional Writing and a **Master's** program in Professional Writing for those who want a career in writing. Additionally, the program offers a **Professional Writing Certificate** that complements any major or career.



@UCProfessionalWriting



@UC\_PW



## English: RHETORIC & PROFESSIONAL WRITING

College of Arts & Sciences  
155 B McMicken Hall  
Cincinnati, OH 45221

Department Contacts:

**Dr. Lora Arduser**

ardusell@ucmail.uc.edu

**Dr. Kathy Rentz**

rentzkc@ucmail.uc.edu

# CAREERS

This expansive program prepares students for a broad range of careers:

- ▶ **Technical Writer**
- ▶ **Copywriter**
- ▶ **Editor**
- ▶ **Web Content Writer**
- ▶ **Medical Writer**
- ▶ **Social Media Coordinator**
- ▶ **Grant Writer**
- ▶ **Project Manager**
- ▶ **Promotional Writer**



# COURSE OFFERINGS

## **ENGL 3069**

Intro to Web Authoring

## **ENGL 3070**

Desktop Publishing

## **ENGL 3072**

Multi-Media Writing

## **ENGL 3074**

Rhetoric of Social Media

## **ENGL 4091**

Writing for Business

## **ENGL 4092**

Technical and Scientific Writing

## **ENGL 4094**

Biomedical Writing

## **ENGL 5123**

Reports and Proposals

## **ENGL 5122**

Promotional Writing

# RESOURCES

- ▶ Assistance and **personal attention** from a dedicated staff of teachers
- ▶ Advice from **industry professionals**, opportunities to see **guest speakers**, and the expertise of a staff and student **Advisory Board**
- ▶ Access to **technology and software** including Adobe Creative Cloud Programs, Microsoft Office, and Solstice

