Department: English

Program Name: English-Professional Writing

Program Level: Undergraduate

College: Arts and Sciences

Program: Major

Submitted by: Marshall Toman

Title: Professor

Contact: marshall.toman@uwrf.edu

Submission Date: January 10, 2017

Program Outcomes

Outcome 1: Demonstrate a thorough understanding of classical to contemporary rhetoric and its ubiquity in professional writing.

Outcome 2: Understand (in depth) each element within Aristotle’s canon in the Classical Tradition and the interdependent relationships within those elements (invention, arrangement, style, memory, and delivery).

Outcome 3: Understand (in breadth) a variety of contemporary views on rhetoric.

Outcome 4: Understand the complexities inherent within the contemporary rhetorical context of writing with technology in the 21st Century.

Outcome 5: Develop a techne (productive art) for writing in the workplace.

Outcome 6: Understand and use ethical research practices in the production of workplace texts.

Outcome 7: Employ a critical analysis of text and visuals for the ethical use of graphics and the production of well-designed documents.