Department:  English
Program Name:  English-Professional Writing
Program Level:  Undergraduate
College:  Arts and Sciences
Program:  Minor
Submitted by:  Marshall Tomans
Title:  Professor
Contact:  marshall.toman@uwrf.edu
Submission Date:  January 10, 2017

Program Outcomes

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

Outcome 2:  Understand 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 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.