

## NEW UNDERGRADUATE MINOR / CHANGE UNDERGRADUATE MINOR FORM

Please fill out Section I.

### SECTION I: GENERAL INFORMATION

Program: Writing, Rhetoric, and Digital Studies

Minor: Professional and Technical Writing

College: A&S

Department: Writing, Rhetoric, and Digital Studies

Bulletin PP: \_\_\_\_\_

CIP Code: 23.1304

Accrediting Agency (If applicable): N/A

⇒ Fill out Section II if you are proposing a NEW minor.

### Section II: New Minor

Minor Prerequisites (list course prefix, number and title): Must fulfill the Composition and Communication Core requirement, i.e. WRD/CIS 110 and WRD/CIS 111 or WRD/CIS 112

Minor Requirements (list course prefix, number and title): WRD 204: Technical Writing (3 hours)  
WRD 300: Introduction to Writing, Rhetoric, and Digital Studies (3 hours)  
WRD 306: Introduction to Professions in Writing (3 hours)  
WRD 406: Topics in Professional Writing (3 hours)

Minor Electives (list course prefix, number and title): 6 hours from the following:  
WRD 203: Business Writing (3 hours)  
WRD 208: Multimedia Writing (3 hours)  
WRD 301: Style for Writers (3 hours)  
WRD 322: Rhetoric and Argument (3 hours)  
WRD 405: Editing English Prose (3 hours)  
WRD 408: Digital Composing (3 hours)

Total Hours Required: 18

Rationale for Proposal: The minor in Professional and Technical Writing (PTW) will complement the major course of study for students in a variety of disciplines, fostering specialization in written communication for and in professional and technical settings.

WRD already offers a concentration theme in Professional Writing and Editing to its majors. The Minor in PTW formalizes this curriculum for students in other disciplines across the university. Students choosing to minor in comparable programs at peer institutions often major in STEM disciplines. However, such programs are also attractive to students in the humanities and social sciences who may be seeking experience with the norms and practices of professional writing in preparation for careers in industry.

With faculty expertise in professional writing, technical writing, and professional editing, and with an existing curriculum that currently offers several courses in this area, a minor in PTW will help students from across campus professionalize and prepare for careers in technical writing, content management, user experience research and design, and project management. Moreover, the minor will enhance students' potential for positions in a variety of industries, in government and other non-profit organizations, and in education, law, and medical fields.

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⇒ Fill out Section III if you are CHANGING requirements for an existing minor.

**Section III: Change In Minor Requirements**

Current

Proposed

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Current Total Hours: \_\_\_\_\_

Proposed Total Hours: \_\_\_\_\_

Rationale for Proposal: \_\_\_\_\_

Will this program be printed in the Bulletin?

Yes

No

# Minor in Professional and Technical Writing

## Department of Writing, Rhetoric, and Digital Studies

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### Statement of Programmatic Assessment and Student Learning Outcomes

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#### Program Assessment

Faculty in the Department of Writing, Rhetoric, and Digital Studies have been involved in creation and program-wide assessment of the UK Core Composition and Communication courses. The field of rhetoric and composition includes training and research in the assessment of writing instruction, so we have broad commitment to and expertise in assessment.

#### Learning Outcomes

Students with the minor in Professional and Technical Writing will

1. write effectively in multiple forms, including flat print and mixed media, and multiple genres of professional and technical communication,
2. be able to analyze arguments in multiple contexts, using tools of rhetorical analysis,
3. demonstrate knowledge of professional and technical communication norms and practices in specific disciplinary contexts,
4. be critical and creative producers and consumers of digital forms of documentation and content management, and
5. apply their knowledge of professional and technical writing in common digital and physical deliverables appropriate to their disciplines.

#### Assessment Procedures

The department's Undergraduate Studies Committee will undertake periodic assessment of the above learning objectives in the following ways:

Learning Objective #1: Holistic scoring of randomly selected student writing.

Learning Objective #2: Holistic scoring of analytic writing randomly selected from students in rhetoric classes (WRD 300: Introduction to Writing, Rhetoric, and Digital Studies; WRD 306: Introduction to Professions in Writing; WRD 322: Rhetoric and Argument).

Learning Objective #3: Review of final projects from WRD 406: Topics in Professional Writing to ascertain how well students are learning and applying professional and technical communication norms and practices in specific disciplinary contexts.

Learning Objective #4: Holistic scoring of digital projects (from WRD 203: Business Writing, WRD 204: Technical Writing, WRD 208: Multimedia Writing, WRD 306:

Introduction to Professions in Writing, and WRD 406: Topics in Professional Writing).

Learning Objective #5: Reviews of final projects from WRD 204: Technical Writing, WRD 306: Introduction to Professions in Writing, and WRD 406: Topics in Professional Writing.

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**Signature Routing Log**

**General Information:**


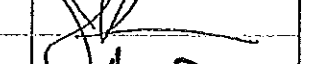

Proposal Name: Minor in Professional and Technical Writing

Proposal Contact Person Name: Brian McNely Phone: 218.0957 Email: brian.mcneley@uky.edu

**INSTRUCTIONS:**

Identify the groups or individuals reviewing the proposal; note the date of approval; offer a contact person for each entry; and obtain signature of person authorized to report approval.

**Internal College Approvals and Course Cross-listing Approvals:**

Reviewing Group	Date Approved	Contact Person (name/phone/email)	Signature
WRD Faculty	10.28.14	Brian McNely (DUS) / 218.0957 / brian.mcneley@uky.edu	
WRD Chair	'	Jeff Rice / 218.2867 / j.rice@uky.edu	
EPC	11/18/14	Anna Bosch / 7-3966 /	
		/ /	
		/ /	

**External-to-College Approvals:**

Council	Date Approved	Signature	Approval of Revision <sup>1</sup>
Undergraduate Council	2/3/15	Joanie Ett-Mims	
Graduate Council			
Health Care Colleges Council			
Senate Council Approval		University Senate Approval	

**Comments:**

<sup>1</sup> Councils use this space to indicate approval of revisions made subsequent to that council's approval, if deemed necessary by the revising council.