

WRTC 480: Writing for Business and Industry

Fall 2020

After the introductory portion of the coursework that introduces students to for-profit enterprises and various industry sectors, the students in “Writing for Business and Industry” are charged with finding their own placements for a 20-hour mini-internship that will afford WRTC-style skills and expertise to a small local business, although occasionally a student will find a placement in their hometown for which they can work remotely.

The placement works best when the owner or manager of the business works with the individual students to define a single project that will require twenty hours of work. The most frequent WRTC-style skills and expertise that students contribute to their host business are social media management, content creation, website development, blogs, and report-writing.

During Fall 2020, some of the placements included three students who found work in the construction sector, three in real estate, two in restaurants, one with a gaming store, and another with a tattoo shop. Other placements included 20-hour projects with an attorney, college essay coaching service, a thrift shop, and a record store.

Kailey Cheng’s branding work is an example of the type of work WRTC majors produce in the course. Her efforts included creating a website, style sheet, podcast, coding, usability and Forestry.

[Winning with Konjay - Konjay Shropshire](#)