WRTC Major At-A-Glance:
Professional Writing and Publishing Track

Writing persuasively in traditional, visual, and digital environments for a targeted audience and purpose is a skill that transcends industry borders. Whether you want to pursue a career in business, publishing, the nonprofit sector, or freelance environments, this suite of courses will provide the skills necessary to succeed. Students gain advanced practice in editing, digital storytelling, proposal writing, and more. At the same time, they gain hands-on experience in project management, publication cycles, and writing consultancy, which prepares them for a variety of internships and jobs.

Core Program

(21 credits)

WRTC 200. Introduction to Studies in Writing, Rhetoric and Tech Comm Credits: 3.00
WRTC 316. Research Methodologies in WRTC Credits: 3.00
WRTC 300. Professional Editing Credits: 3.00
WRTC 301. Language, Law and Ethics Credits: 3.00
WRTC 350. Foundations of Technical Communication Credits: 3.00
WRTC 495. Internship in Writing, Rhetoric and Technical Communication Credits: 3.00
WRTC 496. Capstone in Writing, Rhetoric and Technical Communication Credits: 3.00

Suggested Culturally-Engaged Requirement

(3 credits)

WRTC 318. Intercultural Professional Communication Credits: 3.00
WRTC 420. Feminist Rhetoric Credits: 3.00

Suggested Community-Engaged Requirement (choose one)

(3 credits)

WRTC 480. Writing for Business and Industry Credits: 3.00
WRTC 484. Writing for Nonprofits Credits: 3.00

Elective Courses (Choose four)

(12 credits)

WRTC 328. Practicum in JMURJ Credits: 3.00
WRTC 328. Practicum in RhetTech Credits: 1.00, 2.00
WRTC 332. Creative Approaches to Digital Storytelling Credits: 3.00
WRTC 334. Introduction to Popular Writing Credits: 3.00
WRTC 336. Writing Consultation Credits: 3.00
WRTC 400. Advanced Editing Credits: 3.00
WRTC 432. Rhetoric of the Personal Narrative Credits: 3.00
WRTC 434. Advanced Popular Writing Credits: 3.00
WRTC 454. Publication Management Credits: 3.00

WRTC Major At-A-Glance:
Professional Writing and Publishing Track

Suggested Minor Programs:

AAAD
Nonprofit Studies
Disability Studies
Computer Information Systems
Entrepreneurship
Environmental Humanities
Environmental Management
Environmental Studies
Health Communication
Music Industry

Suggested Course Plan:

First semester:
WRTC 103
Second semester:
WRTC 200* Pre-req for all WRTC courses
Third semester:
WRTC 300 and WRTC 316** Pre-req for WRTC 350
Fourth semester:
WRTC 301 and WRTC 350
Fifth semester:
WRTC Culturally-engaged course and 1 WRTC elective
Sixth semester:
WRTC Community-engaged course and 1 WRTC elective
Seventh semester:
2 WRTC electives
Eighth semester:
WRTC 495 and WRTC 496

This document is provided as an advising resource only. Official curriculum requirements are listed in the JMU Undergraduate Catalog. In the case of discrepancies, the University Catalog is the official curriculum students must follow. This document was reviewed by Cynthia Martin, Director of Undergraduate Studies, on October 10, 2025.