PROFESSIONAL WRITING (PROW)

PROW 100 Fundamentals of Professional Writing
Using an immersive, case-based teaching style, this course introduces the basic concepts and vocabulary students build upon throughout the remainder of the certificate and draw upon in all future writing tasks. Students become equipped with a deep understanding of how to analyze any writing situation and make their writing a purposeful act of communication. Students engage with a series of authentic writing scenarios and a range of activities that provide hands-on practice and instructor coaching and feedback, as well as targeted exercises for improving grammar, mechanics, clarity, precision and persuasiveness. This collaborative, problem-based learning approach provides students with the strategies and flexibility they need to adapt to an ever-changing multimedia communication environment.
Activity: Online Course
1 Course Unit

PROW 101 Writing For Specialized Audiences: Private Sector
Using case studies and other real-world examples, this course provides an introduction to writing for audiences in the private sector, including business, technical and professional organizations. Students learn to identify the different purposes, genres and specialized audiences one encounters when writing in the private sector, as well as methods for effectively reaching and persuading these audiences. The course also provides practical simulations to aid students as they adapt their processes and styles to specialized situations, expanding their writers' repertoire while deepening their understanding of writing for a specific context. Genres to be studied include e-mail, letters (for example sales, job applications, rejection letters, responses to complaints), mission/vision/goal statements, biographical notes, organization descriptions and reports. PROW 100 is a prerequisite for students who are enrolled in the PROW certificate.
Activity: Online Course
1 Course Unit

PROW 102 Writing Studio
This is an intensive, hands-on, guided practice to writing intended for those who would like to work on their basic writing skills or on a particular type of writing—for instance, targeting practice to real-world examples from their workplace. Receiving extensive individualized attention, students draft and revise their writing as well as engage in targeted exercises to address particular areas that need improvement. Students may focus on grammar and mechanics, as well as deeper structure, content and stylistic issues. PROW 100 is a prerequisite for students who are enrolled in the PROW certificate.
Activity: Online Course
1 Course Unit