PROFESSIONAL WRITING (PROW)

The courses listed on this page are exclusive to the LPS BAAS degree (https://lpsonline.sas.upenn.edu/features/what-bachelor-applied-arts-and-sciences-degree/) and LPS Online certificates (https://lpsonline.sas.upenn.edu/academics/certificates/).

PROW 100 Fundamentals of Professional Writing

Using an immersive, scenario-based teaching style, this course is an introduction to critically analyzing any writing situation and making your writing a purposeful act of communication. You engage in a series of authentic writing scenarios and a range of activities that provide hands-on practice and instructor coaching and feedback. Coursework includes targeted exercises for improving grammar, mechanics, clarity, precision, and persuasiveness. This collaborative, problem-based learning approach provides you with the strategies and flexibility you need to adapt to an ever-changing multimedia communication environment.

Taught by: Michael Chiappini
Activity: Online Course
1.0 Course Unit
Notes: Program fee of $175 for On Campus Learning Experience for those enrolled in the HYBRID sections of the course. The HYBRID sections of PROW 100 are open to admitted BAAS students only. Those sections which are NOT HYBRID are open to PENN LPS Online certificate students, BAAS students, Gateway students, and other coursetakers. Please check with your advisor if you have questions.

PROW 101 Fundamentals of Academic Reading and Writing

This course focuses on the fundamentals of academic writing and is designed to accommodate differing levels of expertise, from undergraduates who are new to academic writing, to those who are returning to college to complete their degrees and need a refresher, and to those who work with academic writers or are engaged in professional academic writing and seek individualized guidance and feedback. The course will introduce participants to the key knowledge domains in academic writing, including a review of academic genres. We will explore planning, reading, and research writing strategies, modes of academic reasoning and rhetoric; writing in the disciplines; context-specific writing processes; collaborative writing, and giving, receiving, and revising in response to professional-style peer review. All students will receive individualized feedback from the instructor as well as peer reviews from colleagues as a means of applying and accelerating skills by working with diverse readers and writers. Assignments will include readings drawn from different genres across the disciplines; writing assignments will be a mix of short, targeted pieces along with some source-based work.

Activity: Online Course
1.0 Course Unit

PROW 102 The Elements of Style

This course is for anyone who has been charmed by a novel, article, or tweet and wanted to have similar power as a writer. What makes a sentence pop? What makes a piece of writing seem effortless? Effective writers use words purposefully and grab their readers attention by fulfilling and sometimes disrupting expectations. Grammar is not a set of rules so much as it is a set of tools that enable us to make meaning; it allows us to appeal to the senses by creating rhythm and helping readers to feel and see our ideas. We will fill our collective toolbox through sentence-level choices such as arrangement of words, concrete versus abstract language, and sentence length. We will provide customized exercises for those who wish to work on their grammar and mechanics alongside developing other strategies for powerful, effective writing.

Activity: Online Course
1.0 Course Unit

PROW 200 Writing with Data

Taught by: Dana Walker
Activity: Online Course
1.0 Course Unit

PROW 201 Presentation Design

This class focuses on how to build powerful, persuasive presentations as well as to provide advanced insight and practice in the fundamentals of professional writing. We study the genre of presentations to familiarize you with major applications--PowerPoint, Keynote, and Google Slides--as well as basic presentation formats, including live group delivery; pre-recorded narration (for asynchronous presentations); and the recent trend of slides used on corporate and other websites to provide more detailed information about the organization or its products. We also explore different presentation subgenres, such as the Ted Talk, lightning talks, and Pecha Kucha (20 slides, 20 seconds each, auto-advance).

Throughout, we focus on tailoring your presentation to target audiences and purposes as we explore and practice the design elements of building presentation: space, grids, choice of fonts, images, and animation. Finally and most importantly, we work on building a powerful message, teaching you how to develop ideas and translate content into a deck that exemplifies your understanding of information hierarchies and human cognition with the goal of engaging, informing, and persuading your audiences.

Taught by: n/a
Activity: Online Course
1.0 Course Unit

PROW 301 The Power of Storytelling

From business and science to medicine and nonprofit organizations, storytelling is increasingly recognized as one of the strongest tools of communication and persuasion. This course introduces students to the use and art of storytelling, also known as narrative studies. Students review storytelling in academic and professional communities as both a research tool for gathering information about particular communities or types of individuals,and as an effective rhetorical strategy for generating emotional appeal and action, and brand identity. They also explore storytelling as a compelling means of conveying complex and memorable information. This course explores how storytelling may be variously used for inquiry, evidence gathering and persuasion. Lessons are reinforced through the examination of business anecdotes, case studies, narrative medicine, biographical notes, personal statements, and cover letters.

Activity: Online Course
1.0 Course Unit
PROW 400 Writing for Social Media
This course explores the use of social media campaigns for building a positive identity with customers or other audiences. We look at how to use social media to create coherent messaging, build a reputation and cultivate reader loyalty. We also explore how readers and designers approach multimedia texts as complex entities that bring together language, image, sound, and gesture to produce a coherent message. With its multiple modalities—visual, aural, and somatic—social media makes different types of demands of its creators and its audiences than those imposed by conventional top-down, left-to-right texts that one encounters in books, essays, or letters, requiring an expanded understanding of rhetorical strategies and contexts.
Activity: Online Course
1.0 Course Unit

PROW 401 Composing a Professional Identity
This course will examine how professional identities are negotiated and co-constructed discursively. Our particular focus will be on the discourse communities, genres, and media primarily involved in professional identity construction, for example, cover letters, resumes, LinkedIn, Facebook, Twitter, Instagram, YouTube, Pinterest, e-Portfolios, websites, newsletters, and blogs. We will also focus on related processes, such as job advertisement literacy, identification and research of potential employers, networking, and cultivation of mentors. This writing-intensive course will be a combination of theory, acquired through a series of readings and analysis, and practice, acquired through hands-on guided exercises. By the end of the course, students will have developed a professional profile, including a foundational cover letter and resume, along with a social media presence (whether published or not will be up to the individual student).
Taught by: Stacy Kastner
Activity: Online Course
1.0 Course Unit