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Complementing a PW Major

By Laura Jane

Professional Writing is a versatile field that combines the creativity and beauty of language with logical instruction and organized information. Although Professional Writing skills are valued in many fields, an interesting minor can make new graduates stand out from their peers.

COMPUTER SCIENCE

We are living in a time where technology is thriving and innovation is second-nature. Employers like to see that prospective hires are well-equipped to deal with tasks that require a secure grasp on programming; those with a Liberal Arts degree are no exception. For example, jobs in Technical Writing require skills from both Professional Writing and Computer Science. With a minor in Computer Science, a Professional Writing degree becomes more appealing to employers in the tech industry.

GRAPHIC DESIGN

Alongside technological innovation is the rise of aesthetically-pleasing design. Consumers want more than well-placed subheadings and bulleted lists; they want to be dazzled by interesting graphics and professional photography. For a Professional Writer who decides to freelance, a minor in Graphic Design is an excellent choice.

One can both design websites and create copy; they can become a one-stop shop for clients looking to incorporate digital marketing strategies into their business plan.

MARKETING

Professional Writers are trained to write with clarity, creativity and meaning; these are all necessary for those considering in a career in Marketing. Learning the tricks of the trade when it comes to Marketing can be a bit difficult, so it is better to take some courses to familiarize oneself with technical terms.

Whether a job requires one to write copy for ads, a website or social media posts, Professional Writing never disappoints. When paired together, Marketing and Professional Writing can be a powerful combination for the success new graduates want to see in their career.

Employers today like to see that prospective hires are versatile. Studying Professional Writing is the first step to develop a skill set that reaches across a wide variety of careers. However, choosing a minor that may not seem to quite fit with Professional Writing can help one become more well-rounded.

