

TECHNICAL COMMUNICATION MAJOR, BACHELOR OF ARTS (BA)

Technical Communication is a professional program designed to prepare students for a career as a writer in a professional, corporate, or non-profit organization. Our graduates get jobs as technical writers, marketing and communication specialists, content developers, customer engineers, instructional designers, graphic and document designers, program managers, web designers, and content developers as well as in other communication-related positions.

In technical communication, students learn to develop, edit and manage a range of professional documents, including instructional manuals, catalogs, promotional materials, newsletters, organizational policies, websites, training materials, and grant proposals. Because of the diverse nature of the profession, students develop a broad base of professional writing skills, including work in documentation, editing and information design. Students also enhance their computer literacy, developing knowledge in desktop publishing and web design practices.

As part of this program, students complete a professional internship, requiring at least 200 hours of supervised work in a business, industry, or agency related to the student's academic preparation and career goals.

Note: two years of a single high school world language or one year of a single college-level world language is required.

Required Communications/Public Relations

CMST 461	INTRODUCTION TO PUBLIC RELATIONS THEORY	5
CMST 465	PUBLIC RELATIONS WRITING	5

Required Design

DESN 216	DIGITAL FOUNDATIONS	5
DESN 368	WEB DESIGN 1	5
or DESN 338	USER EXPERIENCE DESIGN 1	
DESN 378	WEB DESIGN 2	5
or DESN 348	USER EXPERIENCE DESIGN 2	

Required Marketing

MKTG 310	PRINCIPLES OF MARKETING	4
MKTG 400	BUYER BEHAVIOR	4
or MKTG 413	INTEGRATED MARKETING COMMUNICATIONS	
or MKTG 472	GLOBAL MARKETING MANAGEMENT	

Required Technical Communication

TCOM 205	INTRODUCTION TO TECHNICAL COMMUNICATION (students must complete this course with a grade \geq C)	5
TCOM/SUST 300	WRITING FOR THE PROFESSIONS	5
TCOM/JRNM 305	PRINT LAYOUT AND CONTENT DESIGN	5
TCOM/ENGL/JRNM 309	GRAMMAR FOR PROFESSIONAL WRITERS	5
TCOM 404	INSTRUCTIONS AND PROCEDURES	5
TCOM 405	USABILITY	5
TCOM 407	PROPOSAL WRITING	5
TCOM 409	EDITING IN TECHNICAL COMMUNICATION	5
TCOM 424	CONTENT MANAGEMENT	5

TCOM 495	TECHNICAL COMMUNICATION INTERNSHIP	5-15
Senior Capstone		
TCOM 490	SENIOR CAPSTONE: ISSUES IN TECHNICAL COMMUNICATION	5
Total Credits		88-98

Plan of Study

The following plan of study is for a student with zero credits. Individual students may have different factors such as: credit through transfer work, Advanced Placement, Running Start, or any other type of college-level coursework that requires an individual plan.

Courses could be offered in different terms, checking the academic schedule is paramount in keeping an individual plan current. **Students should connect with an advisor to ensure they are on track to graduate.**

All Undergraduate students are required to meet the Undergraduate Degree Requirements (<http://catalog.ewu.edu/undergraduate-degree/>).

This major requires the completion of the World Language requirement (<http://catalog.ewu.edu/undergraduate-degree/#worldlanguagetext>).

Students pursuing a Bachelor of Arts (BA) degree must complete two years of a single language in high school or one year of a single language in college.

First Year

Fall Quarter	Credits	Winter Quarter	Credits	Spring Quarter	Credits
ENGL 101		5 ENGL 201		5 MATH 107	5
Humanities & Arts BACR 1 ¹		5 Humanities & Arts BACR 2 ¹		5 Diversity - graduation requirement ¹	5
Social Science BACR 1 ¹		5 Natural Science BACR 1 ¹		5 Social Science BACR 2 ¹	5
		15			15

Second Year

Fall Quarter	Credits	Winter Quarter	Credits	Spring Quarter	Credits
Global Studies - graduation requirement ¹		5 Elective - certificate, minor, or general elective		5 Elective - certificate, minor, or general elective	5
Natural Science BACR 2 ¹		5 Elective - certificate, minor, or general elective		5 Elective - certificate, minor, or general elective	5
Elective - certificate, minor, or general elective		5 Elective - certificate, minor, or general elective		5 Elective - certificate, minor, or general elective	5
		15			15

Third Year

Fall Quarter	Credits	Winter Quarter	Credits	Spring Quarter	Credits
CMST 461		5 CMST 465		5 DESN 368 or 338	5
DESN 216		5 TCOM 300		5 TCOM 404	5
TCOM 205		5 TCOM 309		5 TCOM 405 or 424	5
		15			15

Fourth Year

Fall Quarter	Credits	Winter Quarter	Credits	Spring Quarter	Credits
DESN 378 or 348		5 MKTG 400, 413, or 472		4 TCOM 405 or 424	5
MKTG 310		4 TCOM 305		5 TCOM 490 (Senior Capstone - graduation requirement)	5
TCOM 409		5 TCOM 407		5 TCOM 495	5
Elective - certificate, minor, or general elective		1 Elective - certificate, minor, or general elective		1	
		15			15

Total Credits 180

¹ University Graduation Requirements (UGR) and Breadth Area Course Requirements (BACR) courses may be less than 5 credits and additional credits may be required to reach the required 180 total

credits needed to graduate. Students should connect with an advisor to ensure they are on track to graduate.

University Competencies and Proficiencies

English (<http://catalog.ewu.edu/undergraduate-degree/#newitemtext>)
Quantitative and Symbolic Reasoning (<http://catalog.ewu.edu/undergraduate-degree/#mathcompproficienciestext>)
Placement and Clearance (<http://catalog.ewu.edu/placement/>)
Prior Learning/Sources of Credit AP, CLEP, IB (<http://catalog.ewu.edu/prior-learning/>)

General Education Requirements (<http://catalog.ewu.edu/undergraduate-degree/#generaleducationrequirementstext>) (GER)

- Minimum Credits—180 cumulative credit hours
 - 60 upper-division credits (300 level or above)
 - 45 credits in residence (attendance) at Eastern, with at least 15 upper-division credits in major in residence at Eastern
- Minimum Cumulative GPA ≥ 2.0

Breadth Area Core Requirements (BACR)

Humanities and Arts (<http://catalog.ewu.edu/undergraduate-degree/#humanitiesandfineartsgecrtext>)
Natural Sciences (<http://catalog.ewu.edu/undergraduate-degree/#naturalsciencesgecrtext>)
Social Sciences (<http://catalog.ewu.edu/undergraduate-degree/#socialsciencesgecrtext>)

University Graduation Requirements (<http://catalog.ewu.edu/undergraduate-degree/#universitygraduationrequirementstext>) (UGR)

Diversity Course List (<http://catalog.ewu.edu/undergraduate-degree/#cultureandgenderdiversityintheuslisttext>)
World Language (<http://catalog.ewu.edu/undergraduate-degree/#worldlanguagetext>) (for Bachelor of Arts)
Global Studies Course List (<http://catalog.ewu.edu/undergraduate-degree/#internationalstudiesrequirementstext>)
Minor or Certificate (<http://catalog.ewu.edu/undergraduate-degree/#majorminororcertificateugrtext>)
Senior Capstone Course List (<http://catalog.ewu.edu/undergraduate-degree/#capstonecourselisttext>)

Application for Graduation (use EagleNET (<https://inside.ewu.edu/eaglenet/>)) must be made at least two terms in advance of the term you expect to graduate (undergraduate and post-baccalaureate).

Use the Catalog Archives (<http://catalog.ewu.edu/archives/>) to determine *two important catalog years*.

Requirements in Degree Works (<https://inside.ewu.edu/records-and-registration/degree-works/>) are based on these two catalog years:

- a. The catalog *in effect at the student's first term* of current matriculation is used to determine **BACR** (Breadth Area Credit Requirements) **and** **UGR** (Undergraduate Graduation Requirements).

- b. The catalog *in effect at the time the student declares a major or minor* is used to determine the program requirements.

Students who earn a BA in Technical Communication from EWU should be able to:

- analyze communication problems to create effective technical communication;
- apply project management practices;
- conduct research to solve problems related to technical communication;
- contribute effectively to a collaborative technical communication team;
- deliver well-organized technical communication presentations;
- edit documents for technical communication contexts;
- use various software to design multi-channel technical communication;
- write user-centered technical communication.