English BA Learning Outcomes for Professional Writing Courses

1: Context-based problem solving (professional writing only) (SLO 16)

Students in the English BA program who take professional writing courses will perform context-based problem solving.

This outcome pertains to professional writing projects that contain a context-specific problem-solving component, but which may not be unified by an overall argument. For example, a series of evidence-based recommendations may serve as the argument.

2: Writing suited to a technologically mediated context (professional writing only) (SLO 17)

Students in the English BA program who take professional writing courses will produce writing suited to a technologically mediated context.

This outcome pertains to electronic media-specific composition skills, for example, composition for web pages, including effective paragraph length, linking, scannable prose, and use of keywords.

3: Use of rhetoric to orient writing toward specific audiences (professional writing only) (SLO 18)

Students in the English BA program who take professional writing courses will use rhetoric to orient writing toward specific audiences.

This outcome pertains to professional writing projects with a practical emphasis, and is a measure of the projects’ rhetorical recognition of their specific audiences, including word choice, tone, selection of evidence, organization, and style (e.g., creative or traditional).

4: Effective writing (SLO 6)

Students in the English BA program will demonstrate effective writing.

Students will demonstrate the general skills of college-level exposition developed to some degree of sophistication, as evident in the clarity, precision, fluidity, and aptness of sentence-level grammar, mechanics, and word choice; as well as in higher-level structural flexibility of sentences and paragraphs.

For those students who take professional writing courses, this outcome also involves active, concise, engaging prose in clearly delineated chunks.

5: Establishment of sound, applicable arguments (SLO 7)

Students in the English BA program will establish sound, applicable arguments.

For those students who take professional writing courses, the argument may take various practical forms, such as recommendations for a client, a personal statement of qualifications, or carefully selected primary evidence for a portfolio. For such practical arguments, this outcome includes the feasibility of the argument.

6: Analysis and interpretation of evidence (SLO 1)

Students in the English BA program will perform analysis and interpretation of evidence.

For those students who take professional writing courses, this evidence may include primary materials such as websites, job ads, writing samples, etc. and the argument may be practical rather than interpretive.
7: Relevant use of sources (SLO 8)

Students in the English BA program will use sources beyond the one of primary focus to establish relevant support for their argumentation.

These sources may be assigned by an instructor specifically for an assignment, ones assigned earlier in the course, or ones the student knows from another course, in addition to those discovered through research.

8: Independent, relevant research (SLO 9)

Students in the English BA program will conduct independent research to establish relevant support for their argumentation.

This outcome requires student-directed research, usually for assignments which explicitly require such research.

For those students who take professional writing courses, this outcome may appear in other forms than traditional library research, such as client interviews, investigations of companies or clients, or comparison of websites.

9: Documentation of sources (SLO 10)

Students in the English BA program will document resources accurately, consistently, and fully.

This outcome extends to the documentation of all sources in any paper that requires documentation (that is, in more than just research papers).

For those students who take professional writing courses, this document extends to image credits and linking to websites; it does not necessarily involve a formal references page.

10: Insight (SLO 11)

Students in the English BA program will explore and render insight in argument, reasoning, and methodology.

11: Creativity and originality (SLO 12)

Students in the English BA program will display creativity and originality in argument, reasoning, or methodology.

12: Effective design elements (professional writing only) (SLO 19)

Students in the English BA program who take professional writing courses will produce materials with effective design elements.

This outcome pertains to professional writing and electronic media-specific design skills, for example, alignment; proximity; repetition; contrast and color; clarity and choice of visuals, font, and other multimedia; branding; and ease of navigation.