

RHETORIC AND DIGITAL WRITING CERTIFICATE



This online undergraduate certificate program allows students to gain critical advanced skills in digital writing.

ONLINE CERTIFICATE PROGRAM

The courses in the online certificate program build a foundation in rhetorical theory, then include courses in digital writing. Courses emphasize current digital writing spaces like social media, blogs, websites, etc. to prepare students for digital writing in workplaces, nonprofits, schools and more. The foundation in rhetorical theory helps students develop skills that will adapt to technological changes and advances in the decades to come.

Students in any major at Millersville can add the Rhetoric and Digital Writing Certificate, earning the credential while studying within their major. Non-MU students can also apply for this certificate program. Students completing the online Digital Writing Certificate can transfer credits seamlessly into the online Bachelor of Arts in English Writing Studies degree program when they are ready to take the next step!

Students enrolled in the Bachelor of Arts in Writing Studies degree program can add additional credentials to their transcript and résumé emphasizing digital writing skills highly valued in workplaces. Earning the Digital Writing Certificate will enhance students' career readiness and give them an edge as they enter future writing situations.

PROGRAM BENEFITS

- Flexibility – 100% online courses.
- 12-credit undergraduate certificate.
- Classes start in spring, summer and fall.
- Short format – can be completed in a year of part-time coursework.
- Credits can be applied to the Bachelor of Arts in English Writing Studies degree.

PROGRAM OBJECTIVES

The online Digital Writing Certificate enables students to:

- Diversify their digital writing skills within their current major and/or minor at Millersville.
- Gain critical advanced skills in digital writing.
- Upskill rhetorical knowledge and writing abilities based on up-to-date practices and the latest research.

As a result of finishing this program, students will be able to:

- Craft and publish digital writing across a variety of media.
- Understand and apply content strategy to digital writing and publications.
- Define and measure success of digital writing and digital content.
- Manage reusable digital writing based on best practices in the creation of digital writing.
- Apply rhetorical principles such as purpose and audience to the evaluation, creation and design of digital texts in multiple media.

PROGRAM CURRICULUM

The online Digital Writing Certificate is a 12-credit undergraduate certificate.

- WRIT 280 Intro to Rhetoric for Writers
- WRIT 273 Writing and Gaming
- Elective, choose one of the following (in consultation with a certificate advisor):
 - WRIT 340 Rhetorical Analysis
 - WRIT 343 Rhetorics of Marginalized Communities
 - COMM 380 Digital Media Writing
- Capstone: WRIT 318 Web Writing and Content Management