

Writing Communication

DIVISION
— of —
LANGUAGES &
LITERATURE



PROGRAMS OF STUDY: ♥ B.A. in Writing Communication ♥ Minor in Writing Communication

Why study Writing Communication at Maryville College?

The vehicles for communication may be ever-evolving, but writing remains at the core. As a Writing Communication major at Maryville College, you will master methodologies in creative and professional writing. You will learn how to communicate effectively to different audiences in journalism, public relations and business and technical writing. In creative writing classes – fiction, poetry and creative nonfiction – you will be challenged to realize the potential of your work through workshops, multiple drafts and intensive study of craft.

The major balances instruction and practical experience, ensuring that you graduate with a substantial portfolio of original work produced through coursework, internships and participation in campus publications. You'll be prepared for success in a variety of fields, including print and broadcast journalism, new media, publishing, corporate communications, public relations, technical writing, law, marketing, advertising and business.



MARYVILLE COLLEGE WORKS is a comprehensive career preparation program that is integrated into the College's four-year liberal arts curriculum. Key components include assessment, advising, networking and professional experiences.

OUR PARTNERS INCLUDE:

- ♥ The American Red Cross
- ♥ *The Daily Times*
- ♥ DENSO
- ♥ East Tennessee Historical Society
- ♥ Great Smoky Mountains Heritage Center
- ♥ *Knoxville News Sentinel*
- ♥ Knoxville Zoo
- ♥ New Hope Children's Advocacy Center
- ♥ Pyxl
- ♥ Scripps Networks
- ♥ United Way of Blount County
- ♥ WUOT

ON CAMPUS OPPORTUNITIES

Student staff members of *The Highland Echo* publish a 10-page campus newspaper every other week during the semester.

Impressions, an annual publication and bimonthly online literary magazine, features artwork, creative writing and poetry submitted by MC students.

MEET A STUDENT

Katie Conner '21

Hometown: Mililani, Hawaii

Katie chose to major in writing communication because it provides a space for her to explore her interests, but simultaneously strengthening skills and abilities that will be helpful in any field she decides to enter in after college.

"To me, writing communication is unlike any other major," she said. "The courses required for this particular major will hone your literary skills. The underlying foundation of the program is to shape the way you think

about the world and how you communicate those thoughts. I hope to utilize the skills and knowledge I receive to pursue a career in public relations."



MEET A GRADUATE

Leah Petr '13

Currently: MBA student at the University of Manchester in England

As a student at MC, Leah studied abroad in Scotland and interned with Scripps Network in Knoxville, which made her a perfect fit for positions with the Scripps-owned Travel Channel. After graduation, she went to work with Travel Channel teams in Washington, D.C., and New York City, where she coordinated the workflow for the creation of all

types of marketing assets: promos, social media, design, ad sales and partnerships.

"Holding leadership roles in organizations like the Student Programming Board prepared me for the 'real world' and my career. Not only did I graduate having worked with local business, managed people and stuck to real life budgets, I learned how to prioritize, delegate and multitask."



FOR MORE INFORMATION, visit maryvillecollege.edu/writing or call 865.981.8092