School of Arts and Communication
Pamela Barnett, Dean

Graduate Certificate in Professional and UX/UI Writing
12 credits
Program code: JOPW_CER01
Kim Pearson, Professor (kpearson@tcnj.edu)

The Certificate in Professional and UX/UI Writing prepares graduates to design and publish content across media platforms tailored to specific audience needs and organizational objectives. The certificate provides students with an introduction to foundational concepts in the theory, method and ethics of digital rhetoric along with immersion in the practical application of these theories in professional communications settings. This certificate is designed for seniors, recent graduates and professionals seeking enhanced skills and credentials in such applied communications fields as technical writing, user experience research, social media marketing, public relations, and online community management. The program can also benefit journalists seeking to broaden their skills and prepare for emerging career opportunities. The program emphasizes fundamental skills that can be applied to a variety of professional contexts.

Admission Requirements
> Online application through the Office of Graduate and
>> Continuing Education.
> Bachelor's degree from an accredited or approved institution.

Completion Requirements
> 12 credits.
> Satisfactory completion of all program
>> requirements/prerequisites.

Required Courses
> JPW 500/Foundations of Professional Writing
> JPW 502/Writing and Production for Digital Media
> JPW 503/Audience and Community Engagement
> JPW 504/UX/UI Writing