

Bachelor of Arts in Professional Writing and Digital Communications



A Bachelor of Arts in Professional Writing and Digital Communications prepares students for a number of careers. Developing skills in technical, professional, and multi-media contexts opens the door for students to succeed in a number of fields and positions. Combined with Spartanburg Methodist College's unique Camak Core professional development curriculum, students will be prepared to enter the workforce with the confidence in their academic skills and the workplace skills needed to contribute and succeed right away.

Professional Writing and Digital Communications

Professional writing and digital communications is a unique and growing field. Students will learn the intricacies of written communication, including critical thinking, literary and rhetorical analysis, evaluating texts, creativity, and effective communication. They will also understand how to integrate art, business fundamentals, and computer graphics into digital communications.

PREPARING YOU FOR A CAREER . . .

A professional writing and digital communications degree prepares students for a variety of career fields including grant writer, technical writer, social media content professional, journalist, corporate communications, public relations, and more.

CAMAK CORE

Every four-year degree at Spartanburg Methodist College includes our unique Camak Core professional development program. The Camak Core is a required set of courses that focus on teaching students professional skills such as leadership, teamwork, problem-solving, and professional communications. Students graduate better prepared to interview for jobs and enter the workforce.



START HERE
*to begin your higher
education journey.*



FINISH HERE
*with the skills you
need to succeed.*

Bachelor of Arts in Professional Writing and Digital Communications



The Bachelor of Arts in Professional Writing and Digital Communications degree trains individuals in the intricacies of professional writing and communication. Students will be prepared to take positions in news and publishing agencies, corporate environments, government agencies, or in their own entrepreneurial ventures. The skills acquired will give students ample opportunity to pursue the career of their choice.

TRANSFER PATHWAY

The transfer pathway into all of SMC's bachelor's degrees include the following elements: the student must have earned an Associate in Arts or Associate in Science degree or have earned 60 credit hours of transferable general education coursework with a minimum of a 2.00 GPA from a regionally accredited college or university.

TUITION & FEES

The tuition and fees below apply to the 2023-2024 school year. Please note that all tuition and fees are subject to change at any time when circumstances warrant.

Tuition (per academic year)	\$16,200*
Room & Board (per academic year)	\$9,900
Fees (per academic year)	\$3,150

*Tuition rate for full-time students is based on an hourly rate of \$675 per credit hour up to the 12-credit-hour, full-time requirement.

FINANCIAL AID

Spartanburg Methodist College offers a robust selection of financial aid programs to assist students with the cost of college. The Full-Tuition Scholarship provides on-campus South Carolina LIFE Scholarship eligible students with a 3.0+ grade point average (GPA) aid to cover the cost of tuition. The Pioneer Promise Scholarship also covers the cost of fees and books for on-campus students with a 4.0+ GPA. Numerous other financial aid options are available to assist students. Contact our financial aid office at 864-587-4203 or finaid@smcsc.edu to review your options.

Course Requirements

Professional Writing and Digital Communications

Subject/Course Requirement Semester Hours

Associate Degree* – 60 Hours Required

Associate degree or equivalent (60 credit hours of general education courses & 2.0 GPA)

Concentration prerequisites: ENGL 206 – Creative Writing and/or ENGL 211 – Journalism and/or Foreign Language and/or BSAD 101 – Introduction to Business.

ENGL 250 – Professional Writing must be taken as a prerequisite or corequisite to ENGL 360, ENGL 370, ENGL 430 and ENGL 435

Camak Core – 18 Hours Required

Professional development coursework to include leadership, communications, applied technology, and career-based experiences.

PDEV 301 Community Discovery and Engagement	3
PDEV 310 Professional Development and Leadership	3
PDEV 320 Professional Communication	3
PDEV 400 Applied Technology	3
PDEV 410 Semester Internship OR	
PDEV 411, 412, 413 Internships I, II, III (1 hour each)	3
PDEV 430 Capstone	3

Professional Writing and Digital Communications Core – 36 Hours Required

English Core – 18 Hours Required

ENGL 301 Introduction to English Studies	3
ENGL 306 Advanced Creative Writing Workshop OR	
ENGL 370 Studies in Nonfiction Writing	3
ENGL 315 History of the English Language	3
ENGL 360 Technical Writing	3
ENGL 430 Rhetorics of Style and Argument	3
ENGL 435 Rhetoric, Writing, and Digital Media	3

Electives Core – 18 Hours Required

English Electives – 6 Hours Required

Two Additional English Electives at the 300+ Level 6

Arts Electives – 6 Hours Required

ARTS 211 Computer Graphics	3
ARTS 302 Visual Art and Communication	3
ARTS 310 New Media	3

Business Electives – 6 Hours Required

BSAD 101 Introduction to Business	3
BSAD 305 Business Ethics	3
BSAD 320 Business Marketing	3
BSAD 323 Social Media Marketing	3
BSAD 421 Marketing Communications	3
BSAD 451 Professional Branding	3

Electives – 6 Hours Required

Competency in Foreign Language at the 102 (SPAN 140 for heritage Spanish speakers) or higher level is required. Up to 6 elective hours may be used to achieve Foreign Language competency; otherwise, elective hours must be taken at the 300 level or higher in any discipline.

Total 120 Credit Hours

*Associate degree (not Applied Science) or equivalent from a regionally accredited college or university (60 credit hours of general education courses & 2.0 GPA).