

PROFESSIONAL & TECHNICAL COMMUNICATION

PROGRAM OVERVIEW FOR EMPLOYERS

The Bachelor of Science degree in Professional & Technical Communication combines education in the theory and practice of spoken, written and visual communication with extensive instruction in one of RIT's professional or technical programs. Students in this program develop practical communication skills grounded in sound theoretical knowledge, along with a working familiarity with the central concepts and processes of a particular professional/technical field.

Degree(s) Awarded

Bachelor of Science Degree

Enrollment

Approximately 80 students are enrolled in the Professional & Technical Communication program.

Cooperative Education Component

Students are required to complete at least two co-op work assignments.

Co-op students are able to work 3 or 6 months.

Salary Information (Avg/Range)

Co-op:	\$10.57	\$6.25 - \$20.00
BS:	\$30,000	\$21,000 - \$35,000

Equipment & Facilities

Exposure to technical labs, studios in core areas. IBM and Macintosh packages. Students also have access to labs across campus and, hence, have the same first-rate computing facilities (including software) available to them as do all RIT students.

Student Skills & Capabilities

- All students at the end of their **Second** year have completed a basic sequence in spoken, written, and visual communication.
- At the end of their **Third** year all students are capable of conducting scientific and applied research, are polished writers and speakers, and are capable of writing reports, manuals, newsletters, and instruction. Students are also ready to assist in communication training programs focusing on leadership, presentations, problem solving, analytical discussions, and media relations.

Professional & Technical Communication

Course Sequence BS degree

First & Second Year

- Foundations of Communication
- Public Speaking
- Rhetorical Theory
- Persuasion
- Digital Design
- Web Foundations
- Technical Writing
- Mass Communications
- Data Analysis I and II
- Liberal Arts Core and Minor
- Lab Sciences

Third & Fourth Year

- Theories of Communication
- Professional Writing
- Communication Law and Ethics
- Visual Communication
- Quantitative Research Methods
- Critical Research Methods
- Senior Thesis in Communication
- General Education Electives
- Digital Design
- Institute-Wide Electives

Professional & Technical Communication students specialize in a pre-designed professional core sequence in addition to the major field of communication.

Business

Financial Accounting
Organizational Behavior
Principles of Marketing

Graphic Media

Applications of Typography & Design
New Media Publishing
Digital Workflow Fundamentals
OR
Graphic Media Publishing

Typical Professional Cores:

Film and Television

Introduction to Portable Video
Introduction to Moving Image Structure
History & Aesthetics of the Moving
Imaging
Portable Video Production

Photography

Still Photography I
Still Photography II
Still Photography III
History & Aesthetics of Photography
Photo for Non Majors
Propaganda and Photography
Art and Civilization
Intro. to Portable Video
Contemporary Issues
Other Art History courses

Health Communication

Comprised of five courses selected from:
Medical Lab Procedures
Human Diseases
Internet Java and Health Care
Health Care Economics and Finance
Health Awareness
Law and Medicine
Survey of Health Care Systems
Legal Aspects of Health Care
Administration
Health Planning and Program
Development

Employers of Professional & Technical Communication Co-op and Graduating Students:

Bausch & Lomb, Chrysler, City of New York Parks & Recreation, Dean Witter Reynolds, Grant Office LLC, IDX Corporation, J Walter Thompson, Monroe County, Presidential Classroom, Navistream Corp, NY State Assembly, RIT, Ruder Finn, United Way, USA Today, Walt Disney World, WCMF Radio, Whittle Communications, Xerox

Contact Us:

We appreciate your interest in hiring RIT co-op, graduating students or alumni. We will make every effort to make your recruiting endeavor a success. Call our office and ask to speak with Sharitta Gross, the program coordinator who works with the Professional and Technical Communications program. For your convenience, you can access information and services through our web site at <http://www.rit.edu/recruit>.

Sharitta F. Gross, Program Coordinator

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