



### Concentration: Writing for New Media

#### Writing for New Media

In today's rapidly evolving new media environment, media literacy, composition and adaptation are some of the most impactful skills in our society. Professional writers need to know how to develop and maintain content for print, websites, social media and mobile technologies, as online communication shifts to algorithmic-based digital landscapes. With this concentration, **one of the few in the country**, you'll learn how to develop and manage ethical and professional digital footprints, implement social media campaigns, conduct research, write effectively for multiple media and effectively use technology in the workplace.

#### Internships: We Prepare You For Employment

As an English major, you will participate in at least one internship during your academic career, at a site that best meets your career goals. The department internship coordinator works closely with you to help you find a competitive internship that will provide you with the resume-building experience you need before you graduate.

Milwaukee's vibrant business community affords Mount Mary students a range of internship opportunities, working at international corporations, locally owned businesses and nonprofit organizations. In recent years, Mount Mary English majors have interned at:

- Children's Hospital of Wisconsin
- Coalition for Children, Youth & Families
- First Stage Milwaukee
- Kalmbach Publishing
- Literacy Services of Wisconsin
- Manpower
- Medical College of Wisconsin
- MetroPARENT Magazine
- Milwaukee Art Museum
- Milwaukee Magazine
- Milwaukee Zoological Society
- Milwaukee Public Museum
- Reiman Publications
- Robert W. Baird and Co.
- Shepherd Express
- Wisconsin Public Radio

#### Student Activities and Opportunities

- Join Arches, an award-winning student feature magazine and website. Work as a reporter, editor, website manager, social media manager, designer and more!
- Apply for English department scholarships
- Attend poetry slams, student fiction readings and the Writers on Writing series, where we bring nationally recognized authors to campus to read and meet with students
- Join the Sigma Tau Delta International English Honor Society
- Take fun road trips to student conferences, such as the ACP Best of the Midwest College Media Convention and other regional conferences
- Attend student mixers and campus-wide book clubs
- Mingle with other English majors at pizza parties for majors

### CAREER OPPORTUNITIES FOR ENGLISH MAJORS:

- Web Designer/Editor
- Social Media Manager
- Author
- Copywriter
- Corporate/Nonprofit Storyteller
- Editor (Print and Multimedia)
- Educator
- Event Planner
- Freelance Writer
- Grant Writer
- Journalist
- New Media Writer
- Project Manager
- Technical Writer
- Fact Checker
- Community Organizer
- Qualitative Researcher

### ABOUT MOUNT MARY

Discover what more than 1,300 current undergraduate and graduate students, and 10,000+ alumnae already know: Mount Mary offers an engaging and transformational education that will prepare you for success.

Choose from more than 30 undergraduate majors or nine graduate degree programs.

Courses are offered in day, evening and accelerated formats to fit your busy lifestyle.

# EXAMPLE FOUR-YEAR PLAN

# ENGLISH | 120 CREDITS

Concentration: Writing for New Media

MAJOR

CORE

ELECTIVES

## FIRST YEAR

FALL Courses		SPRING Courses	
FYS 100 First Year Seminar	3	ENG 200 any 200 Level Lit Class	3
College Level Math	3	ENG 120 College Research Writing	3
ENG 100 Literature Class	3	SEA 101 Search for Meaning	4
ENG 110 or 120 (depending on placement)	3	Elective / Second Major / Core	3
Oral Communication	3	ENG 125 Intro to Writing for New Media	3
<b>TOTAL</b>	<b>15 credits</b>	<b>TOTAL</b>	<b>16 credits</b>

## SOPHOMORE YEAR

FALL Courses		SPRING Courses	
ENG 117 Intro to Creative Writing	3	ENG 358 Arches or 325 Advanced writing for new media or 317 Advanced creative writing	2 or 4
ENG 485 Capstone	1	BUS 109 Data and Digital Literacy	3
ENG 220 Special topics writing or 222 Linguistics or any 300-level literature	4	Elective / Second Major / Core	3
Elective / Second Major / Core	3	Elective / Second Major / Core	3
Elective / Second Major / Core	3	Elective / Second Major / Core	3
<b>TOTAL</b>	<b>14 credits</b>	<b>TOTAL</b>	<b>12-14 credits</b>

## JUNIOR YEAR

FALL Courses		SPRING Courses	
Behavioral Science	3	Humanistics Option	3
ENG 220 Special Topics in Writing	3	ENG 325 Advanced New Media Writing	4
Philosophy	4	Literature Option	3
Elective / Second Major / Core	3	Elective / Second Major / Core	3
Elective / Second Major / Core	2	Elective / Second Major / Core	3
<b>TOTAL</b>	<b>15 credits</b>	<b>TOTAL</b>	<b>16 credits</b>

## SENIOR YEAR

FALL Courses		SPRING Courses	
ENG 419 Business and Tech Comm or 222 Linguistics or 220 Special topics writing	4	ENG 317 Advanced creative writing (if did not take 420 in fall) or 358 Arches	4
Elective / Second Major / Core	3	ENG 300 any 300-level literature class	4
Elective / Second Major / Core	3	Elective / Second Major / Core	3
Elective / Second Major / Core	3	Elective / Second Major / Core	3
Elective / Second Major / Core	3		
<b>TOTAL</b>	<b>15 credits</b>	<b>TOTAL</b>	<b>14 credits</b>

UPDATED NOVEMBER 2024

This example four-year plan is intended to outline the number and types of courses a student might take in order to fulfill the degree, major, core and elective requirements to graduate. Students meet with their academic advisor each semester to review progress toward fulfilling their degree requirements.



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