

BACHELOR OF ARTS IN

WRITING & DIGITAL MEDIA

The Bachelor of Arts in Writing and Digital Media degree program enables students to develop a set of applied communication skills to pursue careers in writing, editing, and digital media creation. The degree program provides expert instruction and hands-on training. Since digital writing skills are needed in most careers, students may also consider dual enrollment in another major. Working with an academic adviser makes it easy to satisfy the requirements for a double major.

Gain Marketable Experience in College

Students will have a myriad of opportunities to gain marketable experiences including conducting community-based research projects, writing for the campus news magazine *Berks Beat*, completing a required internship, developing a professional portfolio, contributing to the student literary magazine *Shadows of Birds*, serving as a tutor at the campus Writing Center, and meeting experienced professionals through the Guest Speakers Program.

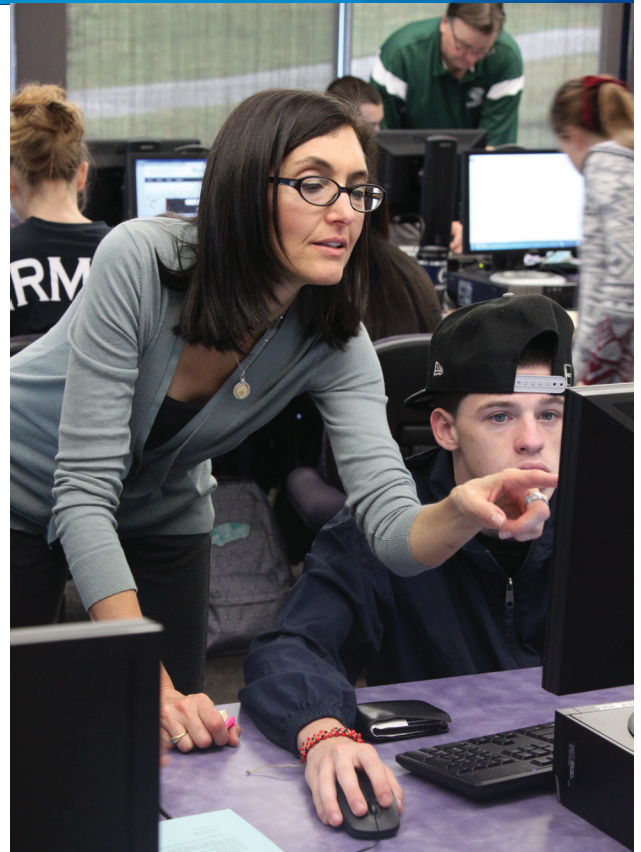
Graduate Education

After completing the Writing and Digital Media degree program, students will be well prepared for diverse careers and for graduate and professional schools. Some students go on to careers in web design, writing for social media, editing, technical writing, or journalism, while others go on to earn advanced degrees in Rhetoric and Composition, Creative Writing, or Law.

Academic Minors

Enhance your degree with one of the college's academic minors; the following are recommended for Writing and Digital Media majors.

- Business
- Civic & Community Engagement
- Communication Arts & Sciences
- Entrepreneurship & Innovation
- Global Studies
- Information Sciences & Technology
- Natural Science
- Spanish
- Women's Studies



Job Titles and Salaries

The following is a list of job titles and salaries, which was compiled from the Bureau of Labor and Statistics *Occupational Outlook Handbook*. This is only a partial list to provide you examples of the kinds of jobs available to graduates with a B.A. in Writing and Digital Media. Some positions require additional experience.

Title	2018 Median Pay
Copywriter	\$62,170
Editor	\$59,480
Journalist	\$43,490
Social Media Director	\$60,000
Technical Writer	\$71,850
Web Designer	\$69,430



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The required internship offers practical knowledge and experience in specific workplace settings, such as web design and social media companies, writing for newspaper and magazine publishing organizations, and working in advertising, public relations, and nonprofit agencies. In the program's capstone course, students develop a polished portfolio of their work and prepare for the job search and/or graduate school applications.

What Will You Study?

Faculty members in the Writing and Digital Media degree program work closely with students to coordinate their studies and to help prepare them for the professional world or graduate study. The program combines a strong liberal arts foundation with practical writing experience. Students will take courses in digital media, writing for the web, business and technical writing, journalism, editorial processes, rhetorical theory, and creative writing.

These courses combine theoretical knowledge with practical writing experience to give students a broad foundation in effective language use. The curriculum exposes students to a wide range of writing and media creation situations in order to promote proficiency in composition, research techniques, document design, problem solving, critical thinking, and negotiating workplace contexts. Methods of instruction include workshops, peer conferencing, and collaborative writing.



Dr. Christian Weisser

Program Coordinator

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Admission Process

Applying for degree admission to Penn State Berks is simple. Applications are available on the web at berks.psu.edu. Penn State reviews applications throughout the year. Students can expect a decision within four to six weeks after completing the process. Contact the Berks Admissions Office with your questions at 610-396-6060.

Transfer Students

Penn State Berks welcomes students who began their education at other institutions. Contact the Berks Admissions Office with your transfer questions at 610-396-6060.

Financial Aid

Eligibility for all financial aid is determined by completing the Free Application for Federal Student Aid (FAFSA) form available on the web at fafsa.ed.gov. Contact the financial aid coordinator at Berks or visit psu.edu/studentaid for a complete description of the types of available student aid and the application process at 610-396-6070.

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