Professional Communication

Strong communications skills are the key to success in any discipline. The Professional Communication Program (PCP) offers Johns Hopkins undergraduates a variety of hands-on courses designed to develop their abilities to research, write, speak, and display data persuasively. Starting with the highly popular foundation courses Professional Communication and Oral Presentations, the program expands to specialized workshops and seminars on topics ranging from science and research writing, engineering culture and ethics to entrepreneurship, public relations and social media. PCP students create journals, write blogs, present pitches and posters, and conduct multimedia PR campaigns. All PCP courses are small—20 or fewer students—ensuring that everyone receives the skilled attention necessary to grow as a writer and presenter. Since many of our students are international, PCP offers English as a Second Language (ESL) sections of Professional Communication and Oral Presentations as well as free ESL tutoring.

For current faculty and contact information go to http://eng.jhu.edu/wse/page/our_people

Faculty

Program Director
Julie Reiser
Senior Lecturer, Director of The Professional Communication Program: technical communication, oral presentations, research writing, dissertation writing, American literature and critical theory.

Full Time Faculty
Keith Quesenberry
Lecturer: integrated marketing communications, advertising, social media marketing, online blogging and copywriting, creative strategy, digital media, communications law and ethics.

Pamela Sheff
Senior Lecturer: business and technical communication, marketing, public relations, science and scientific writing, oral presentations, entrepreneurship.

Part Time Faculty
Laura Davis
Lecturer: professional communication for ESL and oral presentations for ESL

Kevin Dungey
Senior Lecturer: oral presentations

Jason Heiserman
Lecturer: oral presentations

Andrew Kulanko
Senior Lecturer: oral presentations

Denise Link-Farajali
Lecturer: professional communication, financial math for ESL, research writing for ESL

Charlotte O'Donnell
Lecturer: oral presentations, professional communication, visual rhetoric

Benjamin Parris
Lecturer: professional communication

Jay Thompson
Lecturer: professional communication

Caroline Wilkins
Lecturer: professional communication

For current course information and registration go to https://isis.jhu.edu/classes/

Courses

EN.661.110. Professional Communication for Science, Business and Industry. 3 Credits.
This course teaches students to communicate effectively with a wide variety of specialized and non-specialized audiences. Projects include production of resumes, cover letters, proposals, instructions, reports, and other relevant documents. Class emphasizes writing clearly and persuasively, creating appropriate visuals, developing oral presentation skills, working in collaborative groups, giving and receiving feedback, and simulating the real world environment in which most communication occurs. No audits.
Instructor(s): B. Parris; C. O’Donnell; C. Wilkins; J. Thompson
Writing Intensive.

EN.661.111. Professional Communication for ESL Students. 3 Credits.
This course teaches ESL students to communicate effectively with a wide variety of specialized and non-specialized audiences and will provide ESL-specific help with grammar, pronunciation, and idiomatic expression in these different contexts. Projects include production of resumes, cover letters, proposals, instructions, reports, and other relevant documents. Class emphasizes writing clearly and persuasively, creating appropriate visuals, developing oral presentation skills, working in collaborative groups, giving and receiving feedback, and simulating the real world environment in which most communication occurs. Note: not open to students who have taken EN.661.110 as Technical Communication or Professional Communication for Science, Business, and Industry or EN.661.120 Business Communication. Co-listed with EN.661.611. No audits.
Instructor(s): L. Davis
Writing Intensive.

EN.661.120. Business Communication. 3 Credits.
Sec. 01: Sheff Sec. 02: Sheff Sec. 03: Porosky Students focus on writing business memos, resumes and cover letters, business proposals, and formal reports. They present work orally using business and professional formats, and enhance their presentations with technology-based media. Writing Intensive.
EN.661.150. Oral Presentations. 3 Credits.
This course is designed to help students push through any anxieties about public speaking by immersing them in a practice-intensive environment. They learn how to speak with confidence in a variety of formats and venues - including extemporaneous speaking, job interviewing, leading a discussion, presenting a technical speech, and other relevant scenarios. Students learn how to develop effective slides that capture the main point with ease and clarity, hone their message, improve their delivery skills, and write thought-provoking, well-organized speeches that hold an audience's attention. No audits. Instructor(s): A. Kulanko; C. O'Donnell; J. Heiserman; J. Reiser; K. Dungey
Writing Intensive.

EN.661.151. Oral Presentations for ESL. 3 Credits.
This course is designed to help students push through any anxieties about public speaking by immersing them in a practice-intensive environment. They learn how to speak with confidence in a variety of formats and venues - including extemporaneous speaking, job interviewing, leading a discussion, presenting a technical speech, and other relevant scenarios. Students learn how to develop effective slides that capture the main point with ease and clarity, hone their message, improve their delivery skills, and write thought-provoking, well-organized speeches that hold an audience's attention. Special attention will be placed on diction, pronunciation, tone, pace and emphasis of language. Additional attention also will be given to syntax as well as non-verbal communication patterns. Co-listed with EN.661.651. No audits.
Instructor(s): L. Davis
Writing Intensive.

EN.661.154. Blogging and Online Writing. 3 Credits.
This course will teach students how to develop, write, and manage content for websites and social media. In this highly experiential course, students will design, create, and market their own blog; write copy for online retailers and magazines; and manage the content creation process for a collaborative class blogging project. The course will emphasize best practices for search engine optimization (SEO), intuitive visual design, social media metrics, and content management strategies appropriate for publishing, marketing, and other relevant environments.
Instructor(s): J. Reiser
Writing Intensive.

EN.661.160. Media & Society. 3 Credits.
This online course takes a comprehensive and critical view of the history, roles and responsibilities of media in society. It explores the organization, creation, economics, control and effects of mass communications in the United States and the world. Students will learn how both traditional and new digital media has come to play such an integral role in our society while exploring the exciting career opportunities in journalism, public relations, advertising, radio, film, TV and the Internet. Students will apply concepts to current practical examples through a course blog and delve more deeply into subjects through writing assignments. No audits. Recommended Course Background: One writing course in any discipline.
Instructor(s): K. Quesenberry.

EN.661.170. Visual Rhetoric. 3 Credits.
A course that aims to help students design clearer, more visually engaging graphics for a wide variety of business and technical documents. Students will learn to manage essential principles of graphic design through a variety of graphic programs (Adobe Creative Suite) and MS Office software. Topics will include logos, letterhead, event posters, brochures, data graphics and some basic web design. No audits.
Instructor(s): C. O'Donnell.

EN.661.270. Working with Writer's Block. 3 Credits.
This course is designed to help anyone currently struggling with writer’s block--anything from extreme procrastination, avoidance behavior, poor writing process, or outright blockage (among others). It utilizes experimental, non-traditional, and un-orthodox methods--including mindfulness meditation and freewriting--to help students and professionals learn how to embrace their own writing process in a more open, flexible, and creative fashion. We will use the work of Jon Kabat-Zinn, Natalie Goldberg, Anne Lamott, and others. This course will only be taught pass/fail.
Instructor(s): J. Reiser
Writing Intensive.

EN.661.315. The Culture of the Engineering Profession. 3 Credits.
This course focuses on building understanding of the culture of engineering while preparing students to communicate effectively with the various audiences with whom engineers interact. Working from a base of contemporary science writing (monographs, non-fiction, popular literature and fiction), students will engage in discussion, argument, case study and project work to investigate: the engineering culture and challenges to that culture, the impacts of engineering solutions on society, the ethical guidelines for the profession, and the ways engineering information is conveyed to the range of audiences for whom the information is critical. Additionally, students will master many of the techniques critical to successful communication within the engineering culture through a series of short papers and presentations associated with analysis of the writings and cases. No audits. For Engineering sophomores, juniors and seniors or by permission of instructor.
Instructor(s): E. Rice; P. Sheff
Area: Social and Behavioral Sciences
Writing Intensive.
EN.661.317. **The Culture of the Medical Profession.** 3 Credits.

This course builds understanding of the culture of medicine as well as the ways in which different strata within society have access to and tend to make decisions about health and health related services while preparing students to communicate effectively with the various audiences with whom medical professionals interact. Working from a base of contemporary science writing (monographs, non-fiction, popular literature and fiction), students engage in discussion, argument, case study and project work to investigate topics such as the medical culture, the ways medicine is viewed by different segments of society, issues associated with access to health care, ethical dilemmas and guidelines for medical decisions, the impacts of medical and engineering solutions on society, decision making within client/patient groups, social and cultural differences that effect behavioral change, and the ways medical information is conveyed to the range of audiences for whom the information is critical. Additionally, students will master many of the techniques critical to successful in communication through a series of short papers and presentations associated with analysis of the writings and cases. For sophomores, juniors, and seniors or by permission of instructor. No audits.

Instructor(s): P. Sheff

Area: Social and Behavioral Sciences

Writing Intensive.

EN.661.357. **Copywriting & Creative Strategy.** 3 Credits.

Uncover the process of creative thinking for innovation and conceiving “big ideas” in marketing. Students will be exposed to creative theory and practice as they select a consumer product and determine strategic market positioning, target demographics, media vehicles and creative guidelines. Then students will learn the craft of advertising copywriting for print, broadcast and digital media as they develop finished creative executions for the chosen organization that all build to a complete integrated marketing campaign. Co-listed with EN.660.357. No audits.

**Prerequisites:** EN.660.250 Principles of Marketing

Instructor(s): K. Quesenberry

Writing Intensive.

EN.661.361. **Corporate Communications & P.R..** 3 Credits.

This course focuses on the ways that organizations, both for-profit and non-profit, manage their communications to deliver strategic, coherent and compelling messages to their varied stakeholders. Using case studies and team-based, real world projects, we will explore topics including public and media relations, corporate image, branding, advertising, internal and external communications, crisis management, investor relations, ethics and social responsibility. In the process, we will consider issues ranging from organizational culture and leadership styles to defining strategy, managing conflict, defending positions and disagreeing agreeably. No audits. Recommended Course Background: AS.220.105, EN.661.110, AS.060.113 or AS.060.114, AS.060.215, EN.660.250, EN.660.105, and EN.661.150

Instructor(s): P. Sheff

Writing Intensive.

EN.661.390. **Online Journalism: JayStreet: A Journal of Entrepreneurship & Technology at JHU.** 3 Credits.

Online journalism, especially at the intersection of science, medicine, and technology, is a rapidly growing field. This interactive course, open to students in all academic disciplines, produces Jay Street, an online journal, focusing on science, medicine, and technology with a JHU connection. Using a combination of guest speakers, interviews, investigative reporting, and selected readings, we will explore and write about some of the exciting and innovative research in science, medicine, and technology conducted at the Johns Hopkins Institutions. Serving as writers, editors and designers, students will choose a theme and design the journal, develop articles and interviews, blogs and videos, providing themselves a key credential for the future. No audits. Recommended Course Background: At least one writing intensive course and/or permission of the instructor.

Writing Intensive.

EN.661.410. **Research Writing for ESL.** 3 Credits.

This course is designed to help ESL writers succeed in writing, editing, and completing a large research project specific to their discipline. This could be a research report, journal article, literature review, dissertation chapter, grant proposal, or other relevant document. The course provides intensive help with grammar, idiomatic phrasing, and overall clarity for writers whose native language is not English. The course includes both individual consultation and group workshops. Undergraduates must be conducting research with a faculty member or must obtain special permission of instructor to register for the course. S/U grading only (students may elect to take this course for a traditional letter grade if their departments require them to do so; students must inform the instructor by the second week of class). Co-listed with EN.661.610. No audits.

Writing Intensive.

EN.661.425. **Ethics of Biomedical Innovation.** 3 Credits.

Engineers confront problems and make decisions that hold long term social consequences for individuals, organizations, communities and the profession. For biomedical engineers, these decisions may relate to: inventions such as medical devices and pharmaceuticals; neural prosthetics and synthetic biological organisms; responsible and sustainable design; availability of biotechnology in the developing world. Using a combination of cases, fieldwork and readings, we examine the ethical issues, standards, theory and consequences of recent and emerging engineering interventions as a way to understand the profession and to form a basis for future decisions. In addition students will learn and practice multiple forms of communication, including oral, visual and written rhetoric. A particular focus will be communication targeted to different stakeholders including other professionals and the public. Students will apply good communication principle to the discussion of biomedical engineering ethics, develop their own ethical case studies and participate in group projects to aid ethical decision-making, and to improve communication of complex biomedical ethical issues to others. Co-listed with EN.580.425.  

Area: Social and Behavioral Sciences

Writing Intensive.
EN.661.453. Social Media and Marketing. 3 Credits.
This course explores strategies for monitoring and engaging consumers in digital media. Students will gain practical knowledge about developing, implementing and measuring social media marketing campaigns. They will learn how to analyze what consumers are saying and connect with them by leveraging word of mouth, viral and buzz marketing through sites like Facebook, Twitter and YouTube. A series of assignments builds upon each other toward a final social media marketing plan for a selected consumer product or service. Co-listed with EN.660.453. No audits.
Prerequisites: EN.660.250
Writing Intensive.

EN.661.454. Blogging and Online Copywriting. 3 Credits.
Learn how to develop, write and manage content for marketing communication on the Web and build an online presence through search engine optimization (SEO) and search engine marketing (SEM). Each student will create his/her own professional WordPress blog and gain knowledge on how to market it. They will also learn copywriting for various digital formats including Email marketing, website copy and social media while gaining an understanding of web analytics, conversion optimization, writing for keywords and mobile marketing. Co-listed with EN.661.654. No audits. Recommended Course Background: one writing course in any discipline (professional communication, expository writing, or writing seminars).
Prerequisites: Prereq. EN.660.250-Principles of Marketing.
Instructor(s): K. Quesenberry
Writing Intensive.

EN.661.455. Copywriting & Creative Thinking. 3 Credits.
Uncover the process of creative thinking for innovation and conceiving “big ideas” in marketing. Students will be exposed to creative theory and practice as they select a consumer product and determine strategic market positioning, target demographics, media vehicles and creative guidelines. Then students will learn the craft of advertising copywriting for print, broadcast and digital media as they develop finished creative executions for the chosen organization that all build to a complete integrated marketing campaign. No audits.
Prerequisites: EN.660.250
Writing Intensive.

EN.661.456. Marketing Communication Law & Ethics. 3 Credits.
This course focuses on the legal and ethical constraints of advertising and promotion marketing practice. Federal laws, media standards and professional ethics establish what can or cannot be said or done in marketing. Beyond that corporate and personal social responsibility must also be considered. Topics such as deception, copyright, publicity, comparative advertising and social media standards will be covered. Students will apply concepts to current practical examples through a course blog and delve more deeply into subjects through a series of writing assignments. Co-listed with EN.660.456. No audits. Recommended Course Background: one writing course in any discipline (professional communication, expository writing, or writing seminars).
Prerequisites: EN.660.250
Instructor(s): K. Quesenberry
Writing Intensive.

EN.661.457. Research Writing for ESL. 3 Credits.
This course is designed to help ESL writers succeed in writing, editing, and completing a large research project specific to their discipline. This could be a research report, journal article, literature review, dissertation chapter, grant proposal, or other relevant document. The course provides intensive help with grammar, idiomatic phrasing, and overall clarity for writers whose native language is not English. The course includes both individual consultation and group workshops. P/F grading only (students may elect to take this course for a traditional letter grade if their departments require them to do so; students must inform the instructor by the second week of class). Co-listed with EN.661.410. No audits.
Instructor(s): D. Link-Farajali
Writing Intensive.

EN.661.458. Social Media and Marketing. 3 Credits.
This course explores strategies for monitoring and engaging consumers in digital media. Students will gain practical knowledge about developing, implementing and measuring social media marketing campaigns. They will learn how to analyze what consumers are saying and connect with them by leveraging word of mouth, viral and buzz marketing through sites like Facebook, Twitter and YouTube. A series of assignments builds upon each other toward a final social media marketing plan for a selected consumer product or service. Co-listed with EN.660.453. No audits.
Prerequisites: EN.660.250
Writing Intensive.

EN.661.459. Communicating Decisions in a Crisis. 3 Credits.
Open to sophomores, juniors and seniors only or permission of instructor. This course focuses on using communication to defuse and manage crisis situations. Students work in teams to consider issues including organizational culture, defining strategy, leadership styles, project management, negotiation and conflict management, stakeholder needs, defending positions, disagreeing agreeably, managing large and small groups, ethics, and social responsibility. Co-listed with 661.688. No audits.
Writing Intensive.

EN.661.460. Research Writing for ESL. 3 Credits.
This course is designed to help ESL writers succeed in writing, editing, and completing a large research project specific to their discipline. This could be a research report, journal article, literature review, dissertation chapter, grant proposal, or other relevant document. The course provides intensive help with grammar, idiomatic phrasing, and overall clarity for writers whose native language is not English. The course includes both individual consultation and group workshops. P/F grading only (students may elect to take this course for a traditional letter grade if their departments require them to do so; students must inform the instructor by the second week of class). Co-listed with EN.661.410. No audits.
Instructor(s): D. Link-Farajali
Writing Intensive.

EN.661.461. Professional Communication for ESL.
This course teaches ESL students to communicate effectively with a wide variety of specialized and non-specialized audiences and will provide ESL-specific help with grammar, pronunciation, and idiomatic expression in these different contexts. Projects include production of resumes, cover letters, proposals, instructions, reports, and other relevant documents. Class emphasizes writing clearly and persuasively, creating appropriate visuals, developing oral presentation skills, working in collaborative groups, giving and receiving feedback, and simulating the real world environment in which most communication occurs. Not open to students who have taken EN.661.110 as Technical Communication or Professional Communication for Science, Business, and Industry or EN.661.120 Business Communication. Co-listed with EN.661.411.
This course will prepare you to be competitive in the world of business by offering you some of the oral and written communication techniques you need to be successful. While working to enhance pronunciation, grammar, idiomatic expressions, and business vocabulary, you will work to speak comfortably in business social settings and meetings and to write effectively in a variety of modes not limited to e-mails, memoranda, resumes, and summary reports. The overall goal for all assignments is to speak and to write in clear, effective English. Moreover, improving oral and written communications will give you confidence, help you to make a good impression, and just maybe give you that “edge” you need to get the job you want or the project you desire once employed. Finally, individual pronunciation conferences will be scheduled with each of you throughout the semester. Financial Math students only. P/F only. No audits.

This course will prepare you to be competitive in the world of business by offering you some of the oral and written communication techniques you need to be successful. While working to enhance pronunciation, grammar, idiomatic expressions, and business vocabulary, you will work to speak comfortably in business social settings and meetings and to write effectively in a variety of modes not limited to e-mails, memoranda, resumes, and summary reports. The overall goal for all assignments is to speak and to write in clear, effective English. Moreover, improving oral and written communications will give you confidence, help you to make a good impression, and just maybe give you that “edge” you need to get the job you want or the project you desire once employed. Finally, individual pronunciation conferences will be scheduled with each of you throughout the semester. Financial Math students only. P/F only. No audits.

EN.661.651. Oral Presentations for ESL.
This course is designed to help students push through any anxieties about public speaking by immersing them in a practice-intensive environment. They learn how to speak with confidence in a variety of formats and venues—extemporaneous speaking, job interviewing, leading a discussion, presenting a technical speech, and other relevant scenarios. Students learn how to develop effective slides that capture the main point with ease and clarity, hone their message, improve their delivery skills, and write thought-provoking, well-organized speeches that hold an audience’s attention. Special attention will be placed on diction, pronunciation, tone, pace and emphasis of language. Additional attention also will be given to syntax as well as non-verbal communication patterns. Co-listed with EN.661.151.

EN.661.653. Social Media and Marketing.
Students will design and manage their own “guerrilla” marketing and communications firm that will work with a local, non-profit client. The student-run firm will develop the client’s online presence and marketing campaign using a variety of social media resources including website development, blogging, Google Analytics, FB, Tumblr, Twitter, or other tool they determine to be critical to the project. The course is welcome to all students who have had either one writing course—in professional communications, oral presentations, expository writing, or writing seminars—or one marketing course. The course also welcomes students with graphic design, start-up, or other relevant business or management experience. Co-listed with 661.453. No audits.

EN.661.654. Blogging, Editing, and Copywriting.
Learn how to develop, write and manage content for marketing communication on the Web and build an online presence through search engine optimization (SEO) and search engine marketing (SEM). Each student will create his/her own professional WordPress blog and gain knowledge on how to market it. They will also learn copywriting for various digital formats including Email marketing, website copy and social media while gaining an understanding of web analytics, conversion optimization, writing for keywords and mobile marketing. Recommended Course Background: one writing course in any discipline (professional communication, expository writing, or writing seminars). Co-listed with EN.661.454. No audits.

Prerequisites: Prereq. EN.660.250-Principles of Marketing. Recommended prerequisite: one writing course in any discipline (professional communication, expository writing or writing seminars). Co-listed with 661.454. No audits..

This course helps students build advanced communication skills that are critical for leveraging their academic experience in the “real world.” Course emphasizes reporting information, polishing CVs and resumes, presenting conference papers, participating in poster sessions, tailoring information to both specialist and non-specialist audiences, and writing grant proposals for funding. Co-listed with EN.661.487. No audits.

This course focuses on using communication to defuse and manage crisis situations. Students work in teams to consider issues including organizational culture, defining strategy, leadership styles, project management, negotiation and conflict management, stakeholder needs, defending positions, disagreeing agreeably, managing large and small groups, ethics, and social responsibility. Co-listed with 661.488. No audits.

EN.661.710. Dissertation Writing Workshop.
This course is designed to introduce students to the dissertation writing process, explain JHU-specific rules and regulations regarding dissertation work, and facilitate the completion of new work or work already in progress. Open to students in any discipline and in any stage of the dissertation process, this course will begin with a selection of speakers from relevant JHU departments, The Graduate Board, the MSE Library and the Commercial Binding Office, the Counseling Center’s Dissertation Support Group, professors, and recently graduated students (among others). During the second half of the course, students will designate one component of the dissertation and work to bring it to completion in a supportive workshop environment. This “component” could include a prospectus, a literature review, a chapter, an introduction, an overall plan for completion, or preparation for the defense. Topics will be geared toward the individual needs of the students registered in the course but will, in general, emphasize goal setting, project planning, developing strategies for working with readers/advisors/committees, learning how to emphasize “the big picture,” working with research tools such as Refworks or Zotero, building a daily writing practice, exploring strategies to deal with the isolation/depression common to dissertation writers, navigating the submission process, and, in general, supporting the overall dissertation writing process through its various stages. Course is taught pass/fail only. Non-native speakers are encouraged to take EN.661.610 Research Writing for ESL before taking this course. No audits.

Instructor(s): J. Reiser.
This workshop is for dissertation writers who have already completed
the Dissertation Writing Workshop, EN.661.710. This class provides a
venue for students to hold themselves accountable, to set weekly goals,
to workshop drafts, and to present work-in-progress to the whole group.
Course is taught pass/fail only. Course may be repeated. No audits.
Prerequisites: Prereq: EN.661.710.