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 Writing and 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—19 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 Writing and Communication and Oral Presentations as well as free ESL tutoring.

For current faculty and contact information go to http://eng.jhu.edu/wse/cle/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
Lawrence Aronhime
Senior Lecturer: accounting, finance, entrepreneurship, technology commercialization.

Bob Graham
Lecturer: entrepreneurship, professional communications, oral presentations.

Illysa Izenberg
Lecturer: engineering management.

Leslie Kendrick
Senior Lecturer: marketing strategy, integrated marketing communications, sports marketing, international marketing.

Annette Leps
Senior Lecturer & Director of Entrepreneurship & Management Program: accounting, finance, management.

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

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

Eric Rice
Senior Lecturer & Director of Graduate Programs: organizational behavior, social entrepreneurship, management, negotiation and conflict management, leadership, public speaking, professional writing.

Pamela Sheff
Senior Lecturer & Director of Master of Science in Engineering Management Program: business and technical communication, marketing, public relations, science and scientific writing, oral presentations, higher education in prisons, community-based learning, entrepreneurship.

William Smedick
Senior Lecturer: leadership theory, leadership in teams.

Part Time Faculty
Michael Agronin
Lecturer: product development.

Jennifer Bernstein
Lecturer: professional communication.

Laura Davis
Lecturer: professional communication for ESL and oral presentations for ESL.

Marci DeVries
Lecturer: marketing.

Kevin Dungey
Senior Lecturer: oral presentations.

David Fisher
Lecturer: business law.

Mark Franceschini
Senior Lecturer: business law, business ethics, internet law.

Sean Furlong
Lecturer: financial accounting.

Mary Beth Furst
Lecturer: principles of marketing.

Jason Heiserman
Lecturer: oral presentations.

Chris Jeffer
Lecturer: intellectual property law.

Nicole Jerr
Lecturer: professional communication.

Theresa Jones
Lecturer: marketing.

Andrew Kulanko
Senior Lecturer: oral presentations.

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

Kimberly Manns
Lecturer: marketing.

Bryan Rakes
Courses

**EN.661.110. Professional Writing and Communication.**
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, 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. No audits.

Prerequisites: Not open to students who have taken EN.661.110 as Technical Communication or Business and Industry or EN.661.120 Business Communication. Instructor(s): C. Wilkins; J. Thompson; L. Pepitone.

**EN.661.111. Professional Writing and Communication for International Students.**
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, 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. No audits.

Prerequisites: 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. Instructor(s): L. Davis.

**EN.661.150. Oral Presentations.**
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): J. Reiser; L. Davis.

**EN.661.154. Blogging and Online Writing.**
This course will teach students how to develop, write, and manage content for social media. In this highly experiential course, students will design, create, and market their own blog, and manage the content creation process for a collaborative class 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.

**EN.661.156. Media and Society.**
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 on-campus components required. No audits.

**EN.661.250. Oral Presentations.**
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.

Not open to students that have taken EN.661.150.

Instructor(s): Staff.
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. No audits. Not open to students that have taken EN.661.151
Prerequisites: Not open to students that have taken EN.661.151.
Instructor(s): L. Davis.

EN.661.306. Freelance Travel Writing: Destination Mid-Atlantic.
In this course, students will learn the fundamentals of magazine and travel writing as well as best practices for working as a freelance writer. After gaining familiarity with the genre by reading several “classics” of travel writing and a selection of exemplary magazine articles, students will learn how to brainstorm ideas, plan research, interview skillfully, take useable photos with smartphones, polish pitches to editors, and write/revise/submit work for publication. Students will also have the opportunity to meet with important executives from travel magazines and publishing houses. We will use Washington, DC, and Baltimore as the basis for most of our work, but the course might also include day trips to Philadelphia and New York. At the end of the course, students will create an ePortfolio to showcase their articles, profiles, reviews, trade placements, blog entries, and pitches/queries to potential editors. Recommended: one prior course in writing but may be waived with instructor’s permission.
Instructor(s): J. Bernstein
Area: Social and Behavioral Sciences.

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.
EN.661.361. Corporate Communications & P.R.
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.661.250.
Instructor(s): P. Sheff.

This course introduces students to basic concepts in visual communication. Students use principles of design thinking to produce projects that are both conceptually and visually compelling. Along the way, they learn design tools and techniques that help them refine their schemes. They also develop their vocabularies in visual communication so that they can better discuss their own work. Topics include: visual perception, composition/form, color theory, typography, photography, text, layers, grids and other systems of visual information architecture.
Instructor(s): C. O’Donnell.
**EN.661.380. Business Analytics.**
In this course students learn the procedures and processes that researchers use to determine answers to questions such as how to price a product, how to differentiate one product from another, and how to evaluate customer response to an offering. The materials combine fundamentals of research design with statistics procedures to answer the questions that entrepreneurs and marketing managers must answer as they write business plans, develop their product mix, set prices, create advertising and test products. The course combines case study, simulated situations, lecture, discussion and real-time projects to produce answers using the techniques, tools and procedures typically used in North American enterprises.
Instructor(s): C. O’Donnell.
Area: Quantitative and Mathematical Sciences.

**EN.661.456. Marketing Communication Law & Ethics.**
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.
**Prerequisites:** EN.660.250-Principles of Marketing.

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

**EN.661.453. Social Media and Marketing.**
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 build 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 Principles of Marketing.**

**EN.661.454. Blogging and Digital 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 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. 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.**

**EN.661.400. Practical Applications of Business Analytics.**
With higher transparency and increased sophistication in data collection, modern technology has become a central component in decision-making in all sectors of business. Unfortunately, most casual observers of this critical data are ill-equipped to meaningfully analyze this new information. This course will provide students with an overview of best practices in the field coupled with real-world examples and case studies. Recommended Course Background: EN.661.203 Business Analytics or a statistics based course prior to this course.
Instructor(s): Staff
Area: Quantitative and Mathematical Sciences.

**EN.661.390. Catalyst: A Student-Run Magazine.**
Catalyst is a student-run magazine that focuses on research, technology, entrepreneurship and design. Students enrolled in this course will learn the fundamental principles of journalism through producing content for the online magazine. The class will cover basic journalistic writing and interviewing techniques. Students will get a primer on media law, newsmagazine ethics and procedure. As their skills progress, they will learn to pitch, write and edit a variety of stories types – from basic news stories, to profiles, features and reviews. All students will publish at least one piece of writing in the magazine at the end of the semester.
Instructor(s): C. O’Donnell.

**EN.661.410. Research Writing for ESL.**
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.
**Prerequisites:**

**EN.661.420. Research Communication for ESL.**
In this course students learn the procedures and processes that researchers use to determine answers to questions such as how to price a product, how to differentiate one product from another, and how to evaluate customer response to an offering. The materials combine fundamentals of research design with statistics procedures to answer the questions that entrepreneurs and marketing managers must answer as they write business plans, develop their product mix, set prices, create advertising and test products. The course combines case study, simulated situations, lecture, discussion and real-time projects to produce answers using the techniques, tools and procedures typically used in North American enterprises.
Instructor(s): Staff
Area: Quantitative and Mathematical Sciences.

**EN.661.380. Business Analytics.**
In this course students learn the procedures and processes that researchers use to determine answers to questions such as how to price a product, how to differentiate one product from another, and how to evaluate customer response to an offering. The materials combine fundamentals of research design with statistics procedures to answer the questions that entrepreneurs and marketing managers must answer as they write business plans, develop their product mix, set prices, create advertising and test products. The course combines case study, simulated situations, lecture, discussion and real-time projects to produce answers using the techniques, tools and procedures typically used in North American enterprises.
Instructor(s): C. O’Donnell.
Area: Quantitative and Mathematical Sciences.

**EN.661.456. Marketing Communication Law & Ethics.**
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.
**Prerequisites:** EN.660.250
Instructor(s): K. Quesenberry.
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. Undergraduates are required to be conducting research with a faculty member or by special permission of instructor. Co-listed with EN.661.687. No audits.

EN.661.610. Research Writing for International Students.
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 provided 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). No audits.
Instructor(s): D. Link-Farajali
Writing Intensive.

EN.661.611. 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 - 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.661.151.

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.
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.

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.