Writing that makes money
What is Technical Communication? It’s writing that is directed at a particular audience (users, specialists, the public) for a particular purpose (instructions, requirements, information). It’s also the kind of writing that you can earn a living doing. Not all technical writers write about technical subjects; the “technical” part is in how you analyze your audience and create the appropriate content for them.

More than manuals and instructions

One of the largest programs in the nation
In just 10 years, the Technical Communication program at Stout has established itself as one of the largest programs of its kind in the country. How did we do that? By offering a curriculum that is focused on preparing our graduates to out-compete graduates from other programs. Simply put, our alumni are successful.

Our graduates get jobs
Last year, 100% of our graduates got a job within a year of graduating. That’s right, all of them. And the jobs they got are good, with a first-year salary that averaged $45,000. Even in tough economic times, companies are reluctant to outsource or offshore their communication strategy. That means that our graduates will continue to find work, because they help companies and organizations meet their goals by communicating clearly in all media.

Why Stout?
A Bachelor of Science degree in Professional Communication and Emerging Media with a concentration in Technical Communication will:

• Prepare you to enter a dynamic and growing profession;
• Give you experience with cutting-edge technologies such as usability design and content management systems;
• Provide you with a solid, real-world portfolio that will impress any hiring manager.

Careers
• Technical writer
• Documentation manager
• Curriculum developer
• Content manager
• Multimedia producer
• Project manager
• Usability strategist
• Technical editor
• Marketing writer
• Freelance writer/editor

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