TCOM 3070: User Assistance

3 Credit Hours

Prerequisite: TCOM 2010; TCID 3400; Non-majors: by permission from the Department

This course explores the concepts and strategies necessary for designing effective user assistance in its many forms. The course emphasizes effective task-oriented design while introducing important industry trends like topic-based authoring, single sourcing, project planning, structured authoring, and DITA basics.

TCOM 3130: Technical Communication: Theory, Ethics, and Practice

3 Credit Hours

Prerequisite: TCOM 2010. Non-major: by permission of the Department.

This course examines a range of theories that have shaped technical communication thought and practice in the twenty-first century. This course also focuses on ethical issues in technical communication through case studies and other readings. This course exposes students to the evolving body of knowledge, including key theorists and practitioners that help form the foundation of the technical communication profession.

TCOM 3145: Social Media Infrastructure

3 Credit Hours

Prerequisite: TCOM 2010. Non-major: by permission of the Department.

This course prepares technical communicators to assess and develop governance/oversight procedures, policies, employee training, monitoring and measurement protocols, risk and compliance guidelines, and audit processes for social media. Students select a company and conduct a semester-long case study where they develop critical infrastructure documents for social media.

TCOM 3245: Search Engine Optimization and Analytics

3 Credit Hours

Prerequisite: TCOM 2010, and TCID 3400. Non-majors: by permission of the Department.

This course introduces students to the concepts, practices, and implementation of Search Engine Optimization (SEO) for digital assets (websites, images, files). Working with an existing website, students enhance existing code to leverage SEO and deploy both analytics and webmaster tools to measure and refine SEO tactics and strategies for maximum SERP presence. This course also covers fundamentals of best practices for Section 508 (ADA) compliance with online documents and website coding.