

# ENGLISH

## What can I do with this degree?

### AREAS

#### WRITING/EDITING

Creative Writing  
Journalism  
Freelance  
Technical Writing

### EMPLOYERS

Newspapers  
Magazines  
Broadcast media companies including television  
and movie industry  
Trade, professional, or consumer publications  
Internet sites  
Advertising agencies  
Large corporations  
Government agencies  
Colleges and universities  
Technical industries

### STRATEGIES

Select elective coursework in a particular area of interest.  
Write for campus publications such as college newspapers, magazines, or departmental/program newsletters.  
Develop speaking and debate skills.  
Volunteer to assist or tutor students in a writing center.  
For technical writing positions obtain a concentration in technical writing. Take science and/or computer courses to gain knowledge about technical areas and trends.  
Become familiar with the proposal writing and submission process involved in freelance writing.

#### EDUCATION

Public schools  
Private schools  
Colleges and universities  
Libraries  
Private learning centers

Acquire computer skills.  
Gain volunteer experience with Big Brother/Sister program, tutoring, sports, summer camps, teen counseling, child care centers, or with other special populations.  
Participate in school activities such as debate, literary club, campus publications, student government, alumni relations, and admissions.  
Obtain appropriate state certification for public school teaching.  
A graduate degree is required for post-secondary teaching.  
Earn certification to teach multiple subjects/age groups for increased job opportunities.

#### PUBLISHING

Editing  
Advertising  
Sales  
Circulation  
Production  
Publicity

Special interest magazines  
Trade magazines  
Associational and organizational magazines  
Sunday newspaper supplements  
Educational and professional books  
Religious books and magazines  
Other book publishers

Obtain summer internship in an area of the publishing industry.  
Participate in summer publishing institute.  
Develop word processing and editing skills.  
Work on student publications.  
Conduct an informational interview with or shadow a professional in the publishing industry.

## AREAS

## EMPLOYERS

## STRATEGIES

### ADVERTISING

Creative  
Media  
Research

Advertising agencies  
In-house agencies of large companies

Demonstrate talent, persistence, assertiveness, and enthusiasm.  
Be prepared to start in an entry-level position.  
Obtain strong statistics background for market research positions.  
Create portfolio of writing and ideas showing originality and imagination for creative or advertising positions.  
Gain knowledge of various media, contemporary tastes, and trends.  
Obtain campus newspaper, TV, or radio experience.  
Participate in sales and promotions in student organizations or private businesses.  
Complete an internship in a market research firm or advertising agency.  
Supplement curriculum with courses in business, art, or graphic design.

### PUBLIC RELATIONS

Research  
Writing  
Editing  
Media

Public relations firms  
Advertising agencies  
In-house public relations departments  
Trade associations  
Colleges and universities  
Nonprofit organizations  
Government agencies

Obtain internship or other relevant work experience.  
Develop strong research skills, public speaking ability, enthusiasm, and interpersonal skills.  
Supplement curriculum with business courses.  
Become an effective team member by working on group projects for campus organizations.

### LAW

Law firms  
Corporate legal departments  
Government agencies  
Public service agencies

Develop strong organizational skills and attention to detail.  
Become skillful in debate and public speaking.  
Organize campus events, speakers, or political rallies.  
Obtain summer or part-time work in a law firm.  
Complete special training requirements for paralegal positions.  
Attend law school and earn a law degree to become an attorney.

## AREAS

## EMPLOYERS

## STRATEGIES

### BUSINESS/INDUSTRY

Management  
Sales  
Marketing  
Human Resources  
Insurance  
    Claims  
    Underwriting

Business organizations including banks, real estate agencies, insurance firms, and large and small corporations  
Retailers including department, grocery, drug, specialty, variety, and book stores

Take introductory business courses.  
Gain work experience through part-time jobs, internships, or relevant volunteer work.  
Secure leadership roles in campus organizations.  
Join student professional associations.  
Develop strong analytical and computer skills.  
Gain experience as financial officer or treasurer of a campus organization.

### GENERAL INFORMATION

- A major in English can be good preparation for continued graduate or professional training in areas such as English, law, political science/government, public administration, psychology, counseling, communication, and religious studies.
- Develop a specialty area of interest via additional coursework and/or work experience for greater marketability within that specific career field.
- Save samples of written work to be used for a portfolio.
- Be prepared to be proactive, determined, assertive, and confident in order to secure freelance writing opportunities. Writers typically experience many rejections for each piece that is submitted for publication.
- Cultivate other career opportunities in order to supplement a freelance writing income.
- Obtain additional areas of expertise such as journalism, broadcasting, technical writing, or politics for specialized positions.
- For careers in advertising or public relations be prepared to begin in an entry level position.
- Appropriate teacher certification is required for public school teaching.
- A graduate degree is required for teaching at the college or university level.