

# ENGLISH

## What can I do with this degree?

### AREAS

#### WRITING/EDITING

Creative Writing  
Journalism  
Free-lance

Technical Writing

#### EDUCATION

#### PUBLISHING

Magazines/Books/Newspapers  
Editorial  
Advertising Sales  
Circulation  
Production  
Publicity

### EMPLOYERS

Newspapers, magazines, broadcast media--  
script writing  
Trade, professional or consumer  
publications  
Advertising agencies, corporations,  
government agencies, colleges  
and universities  
Any organization or publication with  
technical focus or technical areas

Public schools  
Private schools  
Colleges and universities  
Libraries

Special interest magazines  
Trade magazines  
Associational and organizational magazines  
Sunday newspaper supplements  
Mass-market paperbacks  
Educational and professional books  
Religious books and magazines

### STRATEGIES

Select a wide variety of electives.  
Write for on-campus publications; develop  
speaking/debate skills; write and edit reports.

Obtain concentration in technical writing.  
Take basic science/computer courses; gain  
knowledge about technical areas and trends.

Acquire computer skills.  
Gain volunteer experience with Big Brother/  
Sister program, tutoring, sports, summer  
camps, teen counseling, child care centers for  
special populations.  
Participate in school activities: debate, literary  
club, student publications and government,  
alumni and admissions work.  
Need certification for public school teaching.  
Obtain graduate degree for post-secondary  
teaching. Master's required to teach introductory  
courses. Doctorate required for full-time profes-  
sorships.

Obtain summer internship.  
Participate in summer publishing institute.  
Develop word processing and editing skills.  
Work on student publications.

(English, p.2)

## AREAS

### ADVERTISING

Creative  
Media  
Research

## EMPLOYERS

Advertising agencies  
In-house agencies of large companies

## STRATEGIES

Demonstrate talent, persistence, assertiveness and enthusiasm; be prepared to start entry-level. Obtain solid statistics background for research. Create portfolio of writing/ideas showing originality and imagination for creative department. Gain knowledge of various media, contemporary tastes and trends. Obtain campus newspaper, TV or radio experience. Participate in student-run or personal business involving promotion and sales. Find internship in market research firm.

### PUBLIC RELATIONS

Research  
Writing/Editing  
Media Liaison

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

Obtain internships/work experience. Develop strong research skills, public speaking ability, enthusiasm and good interpersonal skills. Supplement curriculum with business classes. Become an effective team worker by working on group projects for campus organizations.

### LAW

Paralegal  
Attorney

Law firms  
Corporate legal departments  
Government agencies  
Public service agencies

Develop organizational skills and concern for detail. Become skillful in debate. Organize campus events, speakers or political rallies. Obtain summer or part-time work in law firm. Specialty training required for paralegals. Plan to attend law school to obtain Juris Doctor, the degree required for lawyers.

### BANKING

Credit Lending  
Operations  
Retail  
Systems  
Trusts

Commercial banks  
Regional banks  
Savings & Loan associations  
Credit unions

Get a business minor. Find a summer internship. Develop strong analytical and computer skills. Obtain cashier, teller or clerical experience. Gain experience as financial officer/treasurer in campus organization.

(English, p.3)

<b>AREAS</b>	<b>EMPLOYERS</b>	<b>STRATEGIES</b>
<u>BUSINESS/INDUSTRY</u> Management Sales/Marketing Human Resources	Business organizations	A business minor and technical writing experience are helpful. Acquire computer skills. Gain work experience through part-time jobs, internships or related volunteer work. Secure a leadership role in campus organization. Join student professional associations.
<u>RETAILING</u> Store Management Buying Sales	Department, grocery, drug, specialty and variety store chains Bookstores	Supplement curriculum with business courses. Gain experience through part-time jobs or internships in retail.