

# ENGLISH

## What can I do with this degree?

### AREAS

#### WRITING/EDITING

Creative Writing  
Books  
Poetry  
Plays  
Screenplays  
Scripts  
Greeting Cards  
Lyrics/Jingle Writing  
Journalism  
Writing/Reporting  
Editing  
Technical Writing  
Science and Medical Writing  
Freelance Writing

### EMPLOYERS

Newspapers  
Magazines  
Broadcast media companies including television, radio, and the movie industry  
Trade, professional, or consumer publications  
Internet sites  
Large corporations  
Government agencies including:  
Department of Homeland Security  
Department of Defense  
Department of State  
Veterans Affairs  
National Archives and Records Admin.  
Universities and university presses  
Technical industries  
Self-employed/Freelance

### STRATEGIES

Select elective coursework in a particular area of interest.  
Write for campus publications such as college newspapers, magazines, or departmental/program newsletters.  
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.  
Gain as much experience as possible through volunteer positions, internships, or part-time jobs.  
Demonstrate patience and persistence in starting a career in creative writing.

#### EDUCATION

Teaching  
Administration  
Student Affairs  
Academic Advising  
Information Science  
Non-classroom Teaching  
Tutoring

Public schools  
Private schools  
Colleges and universities  
Language institutes, local and abroad  
Libraries  
Museums  
Private learning centers  
Test preparation organizations  
Nonprofit organizations involved with literacy

Obtain appropriate state certification for public school teaching. Earn certification to teach multiple subjects or age groups for increased job opportunities.  
Earn a master's or doctorate degree for post-secondary teaching.  
Plan to attend graduate school in college student personnel or information science if those are areas of interest.  
Gain volunteer experience working with children through Big Brother/Sister programs, tutoring, summer camps, YMCA's, etc.  
Participate in school activities such as debate or literary clubs, campus publications, or student government.  
Get involved in roles of leadership such as resident advisor, peer mentor, student advisor, etc.  
Maintain a high grade point average and secure strong faculty recommendations for graduate school applications.

## AREAS

## EMPLOYERS

## STRATEGIES

### **PUBLISHING**

Editing  
Advertising  
Sales  
Circulation  
Production  
Publicity  
Marketing  
Promotion  
Administration

Trade publishing  
Special interest magazines  
Trade magazines  
Association magazines  
Sunday newspaper supplements  
Educational publishing  
Religious books and magazines  
Professional and scholarly publishing  
University presses  
Independent publishers  
Alternative media publishers  
E-books  
Audiobooks

Obtain an internship in the publishing industry.  
Participate in a summer publishing institute.  
Develop word processing, editing, and desktop publishing skills. Gain additional technical skills if working in an online environment.  
Gain experience by writing for student publications such as the newspaper, creative writing magazines, the yearbook, etc.  
Conduct an informational interview with or shadow a professional in the publishing industry.  
Look for positions with local dailies and alternative weeklies in the community.  
Volunteer to write or edit publications with local nonprofit organizations to gain experience.  
Develop extensive grammar and language skills.  
Be prepared to relocate to cities with a publishing presence.  
Research the publishing industry to learn more about career ladders.

### **ADVERTISING**

Creative Services  
Copy Writing  
Art Direction  
Account Management  
Media  
Account Planning  
Production

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 a portfolio of writing and ideas showing originality and imagination for creative positions.  
Gain knowledge of various media, contemporary tastes, and trends.  
Obtain experience with campus newspaper, TV, or radio.  
Participate in sales and promotions for student organizations or private businesses.  
Complete an internship in a market research firm or advertising agency.  
Supplement curriculum with courses in business (marketing, economics, mathematics), art, or graphic design.

**AREAS**

**EMPLOYERS**

**STRATEGIES**

**PUBLIC RELATIONS**

Account Coordination  
Writing/Editing  
Media Relations  
Account Management

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 to break into this field. Be prepared to start at the bottom and work towards higher levels.  
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.  
Volunteer to write publications for nonprofit or student organizations.

**BUSINESS**

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

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

**LAW**

Law firms  
Corporate legal departments  
Government agencies  
Nonprofit organizations

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.  
Plan to shadow an attorney to learn more about the field.  
Complete special training requirements for paralegal positions.  
Attend law school and earn a JD to become an attorney. Maintain an excellent grade point average and secure strong faculty recommendations to gain law school admittance. Plan to take the LSAT.

**GENERAL INFORMATION**

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- 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, communications, and religious studies (i.e., seminary).
- 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 accepted 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.
- A bachelor's degree in English is sufficient for many entry level positions in business and industry.
- Appropriate teacher certification is required for public school teaching.
- A graduate degree is required for teaching at the college or university level.
- Conduct informational interviews or shadow professionals in careers of interest to learn more about their jobs.