

English

What can I do with this major?

OCCUPATIONS	EMPLOYERS	SKILLS TO DEVELOP
<p><u>WRITING/EDITING</u></p> <p>Creative Writing Journalism Free-lance Technical Writing</p>	<p>Newspapers Magazines Broadcast media companies including television band movie industry Trade, professional, or consumer publications Internet sites Advertising agencies Large corporations Government agencies Colleges and universities Technical industries</p>	<ul style="list-style-type: none"> • Select elective coursework in a particular area of interest. • Write for campus publications such as The Chimes, alumni magazine, or departmental/program newsletters • Develop speaking and debate skills. • Volunteer to assist or tutor students in the writing center. • For technical writing positions 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.
<p><u>LAW</u></p>	<p>Law firms Corporate legal departments Government agencies Public service agencies</p>	<ul style="list-style-type: none"> • Attend law school and earn a law degree to become an attorney. • Obtain summer or part-time work in a law firm. • Complete special training requirements for paralegal positions. • Become skillful in debate and public speaking. • Organize campus events, speakers, or political rallies.
<p><u>EDUCATION</u></p>	<p>Public schools Private schools Colleges and universities Private learning centers</p>	<ul style="list-style-type: none"> • Obtain appropriate state certification for public school teaching. • Earn certification to teach multiple subjects/age groups for increased job opportunities. • Earn a graduate degree to teach in post-secondary institutions; master's degree required for two-year colleges and a doctoral degree for four-year institutions. • Become skilled in the use of multimedia. • Learn how to develop curriculums and workshops. • Become an "expert" in a particular subject. • Gain experience as a tutor, camp counselor, church schoolteacher, etc. • Build strong relationships with professors, supervisors, or other community leaders for strong personal recommendations. • Volunteer as a tutor. • Participate in school activities such as campus publications, student government, alumni relations, and admissions.

OCCUPATIONS**EMPLOYERS****SKILLS TO DEVELOP****ADVERTISING**

Creative
Media
Research

Advertising agencies
In-house agencies of large companies

- 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.
- 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.
- Demonstrate talent, persistence, assertiveness, and enthusiasm.

PUBLIC RELATIONS

Research
Writing
Editing
Media

Universities
Government agencies
Research institutes
Non-profit agencies
Community organizations
Private industry
Advertising and marketing firms
Consulting organizations
Information brokers
Newspapers, magazines, news agencies
Public opinion research polls

- Become involved in the promotion/public relations areas for a student group.
- 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.

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

- Secure leadership roles in campus organizations.
- Gain experience as financial officer or treasurer of a campus organization.
- Join student professional associations.
- Take basic business classes such as accounting and finance.
- Gain business experience through part-time jobs, summer work, and internships.
- Develop excellent computer skills. Learn to use software applications such as spreadsheets, databases, and word processing.
- Join related professional associations.

OCCUPATIONS

EMPLOYERS

SKILLS TO DEVELOP

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.
- Develop word processing and editing skills.
- Work with the Chimes
- Conduct an informational interview with or shadow a professional in the publishing industry.

Strategies For Placement In English

- 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.

Internet Resources:

Vault: more information on the every day life of a writer. This site is accessible through the Career Services Website: www.capital.edu/careers

Career Profile –Editorials and Writing: www.wetfeet.com/asp/careerlist.asp

WetFeet.com guide to English: covers Industry Trends & Overview, "Love-Hate" (pros and cons of this field), Major Players and Job Descriptions & Tips.