

ENGLISH

AREA: Writing/Editing

- Creative Writing; Journalism; Free-lance; Technical Writing

PLACES OF EMPLOYMENT:

- Newspapers; Magazines; Broadcast Media Companies including Television and Movie Industries; Trade; Professional or Consumer Publications; Internet Sites; Advertising Agencies; Large Corporations; Government Agencies; Colleges/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.
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AREA: Education

PLACES OF EMPLOYMENT:

- Public/Private Schools; Colleges/Universities; Libraries; Private Learning Centers

STRATEGIES:

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.

AREA: Law

PLACES OF EMPLOYMENT:

- Law firms; Corporate Legal Departments; Government Agencies; Public Service Agencies

STRATEGIES:

- 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.
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ENGLISH

AREA: Publishing

- Editing; Advertising; Sales; Circulation; Production; Publicity

PLACES OF EMPLOYMENT:

- Special Interest Magazines; Trade Magazines; Associated and Organizational Magazines; Sunday Newspaper Supplements; Educational and Professional Books; Religious Books and Magazines; Other Book Publishers

STRATEGIES:

- 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.
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AREA: Advertising

- Creative; Media; Research

PLACES OF EMPLOYMENT:

- Advertising Agencies; In-House Agencies of Large Companies

STRATEGIES:

- 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
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AREA: Public Relations

- Research; Writing; Editing; Media

PLACES OF EMPLOYMENT:

- Public Relations Firms; Advertising Agencies; In-House Public Relations Departments; Trade Associations; Colleges/Universities; Nonprofit Organizations; Government Agencies

STRATEGIES:

- 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.
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ENGLISH

AREA: Business/Industry

- Management; Sales; Marketing; Human Resources; Insurance Claims/Underwriting

PLACES OF EMPLOYMENT:

- Business Organizations including Banks, Real Estate Agencies, Insurance Firms and Large and Small Corporations; Retailers including department, grocery, drug, specialty, and variety/book stores

STRATEGIES:

- 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. Develop strong analytical and computer skills. Gain experience as financial officer or treasurer of a campus organization.
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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, 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.
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RELATED RESOURCES

Media Bistro: <https://www.mediabistro.com/jobs/>

Journalism Jobs: <http://www.iournalismiobs.com/index.php>

Freelance Writing: <https://www.freelancewriting.com/jobs/>

Association of American Publishers: <https://publishers.org/>

Society of Children's Book Writers and Illustrators: <https://www.scbwi.org/>

The Writer's Digest: <https://www.writersdigest.com/GeneralMenu/>

Writing Career: <https://writingcareer.com/>
