ENGLISH

What can I do with this degree?

AREAS	EMPLOYERS	STRATEGIES
WRITING/EDITING Creative Writing Journalism Free-lance Technical Writing	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	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 wih 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, speciality, 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. 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, communications, and religious studies (i.e., seminary).
- Develop a speciality 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 aditional 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 teacing.
- A graduate degree is required for teaching at the college or university level.

Prepared by the Career Planning staff of Career Services at The University of Tennessee, Knoxville. (1992, Revised 1999, 2004)
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