

Non-teaching Careers for English Majors

AREAS	EMPLOYERS	STRATEGIES
Writing/Editing Creative writing Creative non-fiction Journalism Science writing Script writing Technical writing Travel writing	Newspapers, magazines, broadcast media Trade, professional or consumer publications Advertising agencies, corporations, government agencies Colleges and universities Any organization or publication with technical focus or technical areas.	<ul style="list-style-type: none"> • Select a wide variety of electives • Write for on-campus publications • Develop speaking/debate skills; write and edit reports • Obtain a concentration in technical writing; take basic science/computer courses • Gain knowledge about technical areas and trends
Education	Public schools Private schools Community colleges Four-year colleges and universities with graduate programs Libraries	<ul style="list-style-type: none"> • Acquire computer skills • Gain volunteer experience w/ 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 • Obtain certification for public school teaching • Obtain master's degree to teach in a community college (tenure-track) or to teach introductory courses at a four-year college/university (non-tenure-track) • Obtain a doctorate to for a tenure-track position at a four year college or university
Publishing Magazines/books/newspapers Editorial Advertising Sales Circulation Production Publicity	Special interest magazine Trade magazines Associational and organizational magazines Sunday newspaper supplements Mass-market publications Educational and professional books Religious books and magazine	<ul style="list-style-type: none"> • Obtain a summer internship • Participate in a Summer publishing institute (such as the Publishing Institute at the Univ. of Denver) • Develop word processing and editing skills • Develop web development skills • Work on student publications
Advertising & Marketing Creative Media Research	Advertising agencies In-house advertising departments of large companies	<ul style="list-style-type: none"> • Demonstrate talent, persistence, assertiveness, and enthusiasm • Be prepared to start entry-level • Obtain solid statistics background for research positions • Develop a creative 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 an internship in a market research or other advertising firm.

AREAS	EMPLOYERS	STRATEGIES
Public Relations Research Writing/editing Media Liaison	Public relations firms Advertising agencies In-house PR departments Trade associations College and universities Nonprofit organizations Government agencies	<ul style="list-style-type: none"> • Obtain internships/work experience • Develop strong research skills, public speaking ability, enthusiasm and good interpersonal skills. • Supplement your curriculum with business classes • Become an effective team worker by working on groups projects for campus organizations.
Law Paralegal Attorney Law professor	Law firms Corporate legal departments Government agencies Public service agencies	<ul style="list-style-type: none"> • 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 a law firm • Obtain specialty training for paralegals • Plan to attend law school to obtain a Juris Doctor (JD), the degree required for lawyers
Banking Credit lending Operations Retail Systems Trusts Information systems	Commercial banks Regional banks Savings & loans Credit unions	<ul style="list-style-type: none"> • Get a business minor • Find a summer internship • Develop strong analytical; and computer skills • Obtain cashier, teller, or clerical experience • Gain experience as a financial officer/treasurer in a campus organization
Business/Industry Management Sales/marketing Human resources Information systems Web development	A variety of businesses	<ul style="list-style-type: none"> • Consider getting a business minor and some technical writing experience. • Acquire computer skills • Gain work experience through part-time jobs, internships, or volunteer work • Secure a leadership role in a campus organization • Join student professional associations
Retailing Store Management Buying Sales	Department stores Grocery stores Drug stores Specialty stores Bookstores	<ul style="list-style-type: none"> • Supplement your curriculum with business courses. • Gain experience through part-time jobs or internships in retail.

Adapted from a handout developed by the Career Planning staff of Career Services at The University of Tennessee, Knoxville (revised 1999).

Skills and Knowledge acquired through the study of English

Adapt ideas
 Analyze complex ideas
 Argue logically
 Communicate accurately, clearly, concisely, and coherently

Define
 Design and direct projects
 Gather information
 Generate ideas
 Influence and persuade

Inform and explain
 Interpret instructions
 Justify decisions
 Question conventions
 Read for tone

Rewrite and edit
 Summarize information
 Synthesize ideas from multiple sources