# ENGLISH

## What can I do with this degree?

### AREAS

#### WRITING/EDITING
- Creative Writing
- Journalism
- Free-lance
- Technical Writing

#### PUBLISHING
- Editing
- Advertising
- Sales
- Circulation
- Production
- Publicity

#### EDUCATION
- Public schools
- Private schools
- Colleges and universities
- Libraries
- Private learning centers

### EMPLOYERS

- 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
- Special interest magazines
- Trade magazines
- Associational and organizational magazines
- Sunday newspaper supplements
- Educational and professional books
- Religious books and magazines
- Other book publishers

### 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.
- 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.
- 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.
<table>
<thead>
<tr>
<th>AREAS</th>
<th>EMPLOYERS</th>
<th>STRATEGIES</th>
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<tbody>
<tr>
<td><strong>ADVERTISING</strong></td>
<td>Advertising agencies</td>
<td>Demonstrate talent, persistence, assertiveness, and enthusiasm.</td>
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<td>In-house agencies of large companies</td>
<td>Be prepared to start in an entry-level position.</td>
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<td>Obtain strong statistics background for market research positions.</td>
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<td>Create portfolio of writing and ideas showing originality and imagination for creative or advertising positions.</td>
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<td>Gain knowledge of various media, contemporary tastes, and trends.</td>
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<td>Obtain campus newspaper, TV, or radio experience.</td>
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<td>Participate in sales and promotions in student organizations or private businesses.</td>
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<td></td>
<td>Complete an internship in a market research firm or advertising agency.</td>
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<td>Creative</td>
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<td>Supplement curriculum with courses in business, art, or graphic design.</td>
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<td>Media</td>
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<td>Research</td>
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| **PUBLIC RELATIONS** | Public relations firms | Obtain internship or other relevant work experience.                                             |
| Research          | Advertising agencies    | Develop strong research skills, public speaking ability, enthusiasm, and interpersonal skills.   |
| Writing           | In-house public relations departments                                    | Supplement curriculum with business courses.                                                   |
| Editing           | Trade associations       |                                                                                                 |
| Media             | Colleges and universities   |                                                                                                 |
|                   | Nonprofit organizations   |                                                                                                 |
|                   | Government agencies       | Become an effective team member by working on group projects for campus organizations.          |
|                   |                            |                                                                                                 |

| **LAW**           | Law firms                 | Develop strong organizational skills and attention to detail.                                 |
|                   | Corporate legal departments|                                                                                                 |
|                   | Government agencies       | Become skillful in debate and public speaking.                                                |
|                   | Public service agencies   | 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.                                 |
BUSINESS/INDUSTRY
Management
Sales
Marketing
Human Resources
Insurance
   Claims
   Underwriting

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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 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 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.

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