

Explore



English

English is a major branch of the language arts and its main focus is on the written word. The study of English orients you to the discipline of thinking. You learn to critically evaluate your own speaking and writing, as well as the speaking and writing of others, and to express your thoughts and feelings coherently. * Excerpt from College Majors and Careers by Paul Pfifer

Areas to Explore

Writing . Editing . Education . Publishing . Advertising & PR . Law . Business

Careers to Explore

Journalist . Technical Writer . Editor . English Teacher/Professor . Copywriter . Novelist . ESL Instructor . Account Executive . Freelance Writer . Sales Manager . Public Relations Representative . Paralegal . Marketing Assistant . Website Manager . Publisher's Assistant . Speech Writer . Advertising Sales Representative . Translator

Employers to Explore

Public & Private Schools . Advertising Agencies . Universities . Libraries . Law Firms . Public Relations Firms . Bookstores . Magazines . Publishing Companies . Government Agencies . Corporate Legal Departments . Marketing Firms

Career Planning Tactics

- Build your portfolio by writing for campus publications and interning at local magazines or newspapers
- Create a blog to showcase your writing style and ability to gain a loyal following
- Obtain certification for public school teaching or advanced degree for teaching at the university/college level
- Most entry-level positions in Marketing/Advertising are in sales; Be willing to work your way up
- Supplement your studies with coursework in business if interested in advertising and public relations

Resources:

[Occupational Outlook Handbook: Authors, Editors & Writers](#)

[Occupational Outlook Handbook: Advertising, Marketing, PR & Sales](#)

[Occupational Outlook Handbook: Technical Writers](#)

[English @ Belmont Abbey](#)

Professional Associations

[American Society of Journalists & Authors](#)

[Public Relations Society of America](#)

[American Assoc. of Advertising Agencies](#)

[Association of American Publishers](#)



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