ENGLISH
What can I do with this degree?

English studies the English language and literature as well as the history and structure. Reading, research and writing are major aspects of this major to further develop your verbal and composition skills. (DISCOVER, n.d.)

“The English Department also offers approaches to film, women’s studies, issues of race and difference, contemporary fiction, linguistics, as well as creative and professional writing. Students studying English can continue these interests in graduate school, or they teach, or they enter fields such as publishing; but they also, and quite routinely, enter law school, medical school, business, or other professions.” (Winona State University English Department, n.d.)

The National Association of Colleges and Employers (2011) reports that hiring for the Class of 2011 (all majors) nationally is up 5.9% with an average salary offer of $50,462. Hiring for the Midwest region is reported by The Collegiate Employment Research Institute (2010) as also increasing by 10% for Bachelor graduates with an average salary of $36,866, which is down from the past two years. The Midwest Colleges and Employers Association (2010) reports regional (12 state Midwest region) hiring is increasing by 9% with an average starting salary of $35,453 for all Bachelor degree recipients. The Midwest Colleges and Employers Association (2010) also reports all Liberal Arts majors regionally are expected to earn an average salary of $34,242 while The Collegiate Employment Research Institute (2010) reports Liberal Arts majors are expected to earn an average starting salary of $35,445. English Language majors are expected to average starting offers of $35,144 (National Association of Colleges and Employers, 2011). English majors are seeing an increase in hiring of 9% (The Collegiate Employment Research Institute, 2010).

<table>
<thead>
<tr>
<th>AREAS</th>
<th>EMPLOYERS</th>
<th>PREPARATION</th>
</tr>
</thead>
</table>
| WRITING/EDITING | • Newspapers, magazines, broadcast media--script writing  
                  • Trade, professional or consumer publications  
                  • Advertising agencies, corporations, government agencies, colleges and universities  
                  • Any organization or publication with technical focus or technical areas | • Select a wide variety of electives.  
 • Write for on-campus publications; develop speaking/debate skills; write and edit reports.  
 • Obtain concentration in technical writing.  
 • Take basic science/computer courses; gain knowledge about technical areas and trends. |
| EDUCATION  | • Public schools  
                  • Private schools  
                  • Colleges and universities  
                  • Libraries | • Acquire computer skills.  
 • Gain volunteer experience with 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.  
 • Need certification for public school teaching.  
 • Obtain graduate degree for post-secondary teaching. Master’s required to teach introductory courses. Doctorate required for full-time professorships. |
| RETAILING  | • Department, grocery, drug, specialty and variety store chains  
                  • Bookstores | • Supplement curriculum with business courses.  
 • Gain experience through part-time jobs or internships in retail. |

Winona State University, Career Services, Winona, MN  55987
Phone: 507-457-5340   Web: www.winona.edu/career   Email: career@winona.edu
### PUBLISHING
- Magazines/Books/Newspapers
- Editorial
- Advertising Sales
- Circulation
- Production
- Publicity

<table>
<thead>
<tr>
<th>EMPLOYERS</th>
<th>PREPARATION</th>
</tr>
</thead>
<tbody>
<tr>
<td>Special interest magazines</td>
<td>• Obtain summer internship.</td>
</tr>
<tr>
<td>Trade magazines</td>
<td>• Participate in summer publishing institute.</td>
</tr>
<tr>
<td>Associational and organizational magazines</td>
<td>• Develop word processing and editing skills.</td>
</tr>
<tr>
<td>Sunday newspaper supplements</td>
<td>• Work on student publications.</td>
</tr>
<tr>
<td>Mass-market paperbacks</td>
<td></td>
</tr>
<tr>
<td>Educational and professional books</td>
<td></td>
</tr>
<tr>
<td>Religious books and magazines</td>
<td></td>
</tr>
</tbody>
</table>

### ADVERTISING
- Creative
- Media
- Research

<table>
<thead>
<tr>
<th>EMPLOYERS</th>
<th>PREPARATION</th>
</tr>
</thead>
<tbody>
<tr>
<td>Advertising agencies</td>
<td>• Demonstrate talent, persistence, assertiveness and enthusiasm; be prepared to start entry-level.</td>
</tr>
<tr>
<td>In-house agencies of large companies</td>
<td>• Obtain solid statistics background for research.</td>
</tr>
<tr>
<td></td>
<td>• Create portfolio of writing/ideas showing originality and imagination for creative department.</td>
</tr>
<tr>
<td></td>
<td>• Gain knowledge of various media, contemporary tastes and trends.</td>
</tr>
<tr>
<td></td>
<td>• Obtain campus newspaper, TV or radio experience.</td>
</tr>
<tr>
<td></td>
<td>• Participate in student-run or personal business involving promotion and sales.</td>
</tr>
<tr>
<td></td>
<td>• Find internship in market research firm.</td>
</tr>
</tbody>
</table>

### PUBLIC RELATIONS
- Research
- Writing/Editing
- Media Liaison

<table>
<thead>
<tr>
<th>EMPLOYERS</th>
<th>PREPARATION</th>
</tr>
</thead>
<tbody>
<tr>
<td>Public relations firms</td>
<td>• Obtain internships/work experience.</td>
</tr>
<tr>
<td>Advertising agencies</td>
<td>• Develop strong research skills, public speaking ability, enthusiasm and good interpersonal skills.</td>
</tr>
<tr>
<td>In-house public relations departments</td>
<td>• Supplement curriculum with business classes.</td>
</tr>
<tr>
<td>Trade associations</td>
<td>• Become an effective team worker by working on group projects for campus organizations.</td>
</tr>
<tr>
<td>Colleges and universities</td>
<td></td>
</tr>
<tr>
<td>Nonprofit organizations</td>
<td></td>
</tr>
<tr>
<td>Government agencies</td>
<td></td>
</tr>
</tbody>
</table>

### LAW
- Paralegal
- Attorney

<table>
<thead>
<tr>
<th>EMPLOYERS</th>
<th>PREPARATION</th>
</tr>
</thead>
<tbody>
<tr>
<td>Law firms</td>
<td>• Develop organizational skills and concern for detail.</td>
</tr>
<tr>
<td>Corporate legal departments</td>
<td>• Become skillful in debate.</td>
</tr>
<tr>
<td>Government agencies</td>
<td>• Organize campus events, speakers or political rallies.</td>
</tr>
<tr>
<td>Public service agencies</td>
<td>• Obtain summer or part-time work in law firm.</td>
</tr>
<tr>
<td></td>
<td>• Specialty training required for paralegals.</td>
</tr>
<tr>
<td></td>
<td>• Plan to attend law school to obtain Juris Doctor, the degree required for lawyers.</td>
</tr>
</tbody>
</table>

### BANKING
- Credit Lending
- Operations
- Retail
- Systems

<table>
<thead>
<tr>
<th>EMPLOYERS</th>
<th>PREPARATION</th>
</tr>
</thead>
<tbody>
<tr>
<td>Commercial banks</td>
<td>• Get a business minor.</td>
</tr>
<tr>
<td>Regional banks</td>
<td>• Find a summer internship.</td>
</tr>
<tr>
<td>Savings &amp; Loan associations</td>
<td>• Develop strong analytical and computer skills.</td>
</tr>
<tr>
<td>Credit unions</td>
<td>• Obtain cashier, teller or clerical experience.</td>
</tr>
<tr>
<td></td>
<td>• Gain experience as financial officer/treasurer in campus organization.</td>
</tr>
</tbody>
</table>
ENGLISH
What can I do with this degree?

- Trusts
  - Areas
    - Business/Industry
      - Management
      - Sales/Marketing
      - Human Resources
  - Employers
    - Business organizations
  - Preparation
    - Business minor and technical writing experiences are helpful.
    - Acquire computer skills.
    - Gain work experience through part-time jobs, internships or related volunteer work.
    - Secure a leadership role in campus organization.
    - Join student professional associations.

- Strategies
  - Earn good grades. Grades are an indicator of technical competence in accounting and of a person’s work ethic.
  - Actively participate in student organizations to develop leadership skills.
  - Develop excellent computer skills.
  - Learn to work well within a team.
  - Develop strong communication skills.
  - Gain work experience and information about careers through internships.
  - Accuracy and attention to detail are important traits for English graduates.

- Links
  - English as a Second Language
  - Magazine Publishers of America
  - American Copy Editors Society - Includes Internship Postings and “Ask an Expert” sections
  - Society for Technical Communication
  - National Council for Teachers of English
  - Writers and Editors from the Occupational Outlook Handbook
  - Teacher-Postsecondary from the Occupational Outlook Handbook

Prepared by the Career Planning staff of Career Services at The University of Tennessee, Knoxville. (2003)

The following is a representative sample of types of job positions relating to English (not all possible options are listed):

Librarian
This career field is expected to grow annually at a moderate rate of 0.8% (Economic Research Institute, 2010). Nationally there are 150,500 positions employed with 2,120 positions in Minnesota (United States Department of Labor, 2009). The annual salary averages $54,500 nationally and averages $57,000 in Minnesota. Starting salaries for Librarians average $41,500 nationally and average $44,000 in Minnesota. A Master’s degree is required.

Advertising Copywriter
This field is expected to grow annually at a moderate rate of 1.5% (Economic Research Institute, 2010). Nationally there are 43,400 positions including 1,740 positions in Minnesota (United States Department of Labor, 2009). The annual salary averages $54,500 nationally and averages $57,500 in Minnesota. Starting salaries average $40,500 nationally and average $42,500 in Minnesota. A Bachelor degree is desired.

College/University Faculty
College and University faculty are growing annually at a moderate rate of 1.5% (Economic Research Institute, 2010). There are 1,387,000 positions nationwide and average an annual salary of $64,500 (United States Department of Labor, 2009). In Minnesota there are 22,430 positions that average an annual salary of $68,000. Starting salaries average $48,500 annually nationwide and average $49,500 in Minnesota. Generally a Doctoral Degree is required with instances of Master’s Degree graduates being hired.
What can I do with this degree?

Technical Writer
This career is growing annually at a moderate rate of 1.8% (Economic Research Institute, 2010). Nationally there are 46,300 positions averaging an annual salary of $62,500 (United States Department of Labor, 2009). In Minnesota there are 1,140 positions averaging an annual salary of $66,000. Starting salaries average $43,500 nationally and average $46,000 in Minnesota. A Bachelor degree is required.

Critic (Book/Theater)
This field is growing annually at a moderate rate of 1.5% (Economic Research Institute, 2010). There are 43,400 Critics in the nation including 1,740 in Minnesota (United States Department of Labor, 2009). Annually they average a salary of $56,000 nationally and average $59,000 in Minnesota. Starting salaries average $39,500 nationally and average $41,500 in Minnesota. A Bachelor’s degree is preferred.

Editor
Editors are not expected to see a change in growth (Economic Research Institute, 2010). However, there are 110,900 positions nationwide averaging an annual salary of $51,500 (United States Department of Labor, 2009). In Minnesota there are 3,010 positions averaging an annual salary of $54,500. Starting salaries average $35,500 nationally and average $37,500 in Minnesota. A Bachelor degree is a requirement.

Proofreader
This field is expected to decline annually in growth -0.6% (Economic Research Institute, 2010). Nationally there are 14,000 positions with 300 positions in Minnesota (United States Department of Labor, 2009). The annual salary averages $36,000 nationally and averages $38,000 in Minnesota. Starting salaries average $30,000 nationally and average $31,500 in Minnesota. Some employers prefer a Bachelor’s degree.

Blogger
Bloggers are a modern position that is growing annually at a slow rate of 0.4% (Economic Research Institute, 2010). There are 43,400 positions in the nation with 1,740 positions in Minnesota (United States Department of Labor, 2009). The annual salary averages $55,000 nationwide and averages $58,000 in Minnesota. Starting salaries average $39,500 nationally and average $41,500 in Minnesota. Formal training is not required but most employers prefer a Bachelor’s degree.

Reporter/Journalist
This career field is declining annually in growth at a rate of -0.8% (Economic Research Institute, 2010). Nationally there are 46,100 positions with 1,050 in Minnesota (United States Department of Labor, 2009). The annual salary averages $46,500 nationally and average $49,000 in Minnesota. Starting salaries average $35,500 nationally and average $37,500 in Minnesota. Employers prefer a Bachelor’s degree.

For additional information please visit the websites below:

- Career One Stop: [http://www.careeronestop.org/](http://www.careeronestop.org/)
- O*Net Online: [http://www.onetonline.org/](http://www.onetonline.org/)

What can I do with this degree?