



# ENGLISH / PROFESSIONAL WRITING

**Bachelor of Arts: English**

**Bachelor of Arts: Professional Writing**

**Bachelor of Arts: English/Paralegal**

**Bachelor of Science: Public Relations**

**Minors: Literature, and Professional Writing, Digital Communications & New Media, Public Relations**

**Certificate: Technical Writing**

English is an area of language arts that emphasizes the written works but also includes the study of literature, speech, and writing in all its forms. English majors develop their ability to think logically, read critically, and communicate effectively while heightening their aesthetic awareness and their understanding of fundamental human issues as they appear in works from various historical and cultural settings. An English major is ideal for students who wish to pursue entrance into graduate programs or law school and/or careers in a variety of settings including publishing, advertising, writing, editing, business, public relations and education.

Professional writers work in every industry, government agency, and influential institution. They are behind the content and branding of all entertainment media. They write news stories, technical documents, podcasts, user manuals, games, novels, poetry, social media, screenplays, grants, reviews, analyses, and so much more.

Employers recommend one or more internships to be successful and competitive when entering this field.

## **Career types associated with English**

*(Is this a good fit for you? Are you a...)*

- Artistic - "Creator"
- Social - "Helper"
- Enterprising - "Leader"

## **Skills associated with the English & Professional Writing majors**

- Proficiency in written and oral communication skills
- Flexible, precise editorial skills for various communications environments
- Ability to write in various styles for distinct, diverse audiences
- Ability to conduct research and explain results
- Ability to read analytically and interpret critically
- Ability to sustain concentration for prolonged periods
- Ability to cultivate imaginative, empathetic responses to ethically complex situations

## **Courses English & Professional Writing majors typically enjoy**

- Anthropology
- Drama
- History
- Humanities
- Sociology
- Public Speaking
- Writing

## **Common interests of majors**

- Attending movies, plays, lectures, or readings
- Participating in theatre productions
- Writing short stories, poetry, or news articles
- Conversing with others
- Participating in a book club, student newspaper, or yearbook club
- Reading essays, articles, novels, short stories, plays, poetry, and professional journals
- Visiting libraries
- Working part-time or as a volunteer for a library, high school/college radio or TV station, or nonprofit organization

## **For more information about the majors**

Contact the English Department, 132 Lytle, 610-683-4353, or visit [www.kutztown.edu/english](http://www.kutztown.edu/english)

## **Related KU majors**

Communication Studies, History, Philosophy, Secondary Education, Social Media Theory & Strategy

Artistic students may also be interested in:

Art, Art Education, Communication Studies, Communication Design, Crafts, Elementary Education, German Studies, International Studies\*, Library Science, Music, Music Education, Public Relations, Spanish

\*minor only

# FOUR STEPS TO SUCCESS

EXPLORE

DISCOVER

EXPERIENCE

IMPLEMENT

1<sup>ST</sup> YEAR

- Enroll in the Career Exploration Certificate.
- Attend info sessions to learn about career development and personal branding.
- Take a career assessment to identify and confirm interests.
- Get involved in campus clubs and organizations.
- Develop basic workplace skills through jobs or volunteer work.
- Talk with professors, family, and friends about career ideas.
- Conduct informational interviews with professionals working in fields of interest.
- Develop a relationship with your professors and faculty advisor.

2<sup>ND</sup> YEAR

- Meet with CDC career coach.
- Attend info sessions to learn about resume writing, and externships.
- Confirm your choice of major and consider options for double major or minor.
- Research careers of interest.
- Complete a job shadowing (externship) experience.
- Seek meaningful employment or volunteer work in a field related to your major.
- Explore options for undergraduate research and study abroad.
- Write a resume and have it reviewed by the CDC.
- Manage your online presence.

3<sup>RD</sup> YEAR

- Enroll in the Career Success Certificate.
- Complete an internship and/or undergraduate research.
- Attend info sessions about internships, interviewing, job search strategies, and grad school.
- Build a LinkedIn profile and continue to monitor your online presence.
- Complete a mock interview.
- Build skills through research projects, part-time employment, and volunteer work.
- Participate in employment panels, site visits & networking events.
- Attend internship & job fairs.
- Take on a leadership role in a student organization or work.
- Consider graduate school options and prepare for

4<sup>TH</sup> YEAR

- Attend your Senior Kick-off session and other info sessions to prepare for job search/grad school.
- Update your resume and LinkedIn profile.
- Create cover letter drafts.
- Gain experience through internships and/or undergraduate research.
- Secure references for job/grad school applications.
- Create your "30 second" commercial/elevator pitch.
- Meet with CDC to develop job search strategies.
- Research employers.
- Network with professionals through events and social media.
- Join a professional organization in your discipline.
- Attend the senior etiquette luncheon or dinner.
- Participate in job fairs and on-campus interviewing.

## Sample Career Titles

English and Professional Writing majors can be found working in a wide variety of career fields. Here are just some career titles that may be of interest. Please note that some jobs may require further education and training.

To learn more about these careers, visit <http://online.onetcenter.org> or [www.bls.gov/oco](http://www.bls.gov/oco).

- Advertising Copywriter/Executive
- Announcer (Radio/TV)
- Archivist
- Author
- Bibliographer
- Biographer
- Book Critic
- Bookstore Manager
- Columnist/Commentator
- Comedy Writer
- Communications Manager
- Congressional Aide
- Copywriter
- Critic, Art/Book
- Crossword Puzzle Developer
- Desktop Publisher
- Documentation Specialist
- Editor, Film/Video/Magazine
- Editor, News
- Educational Program Specialist
- Entertainment Agent
- ESL Teacher
- Freelance Writer/Consultant
- Information Abstractor/Indexer
- Labor Relations Specialist
- Lawyer
- Librarian
- Linguist
- Literary Agent
- Lobbyist
- Magazine Writer
- Manuscript Reader
- Market Research Analyst
- Marketing Specialist
- Mass Media Script Reader
- Media Planner
- Narrator
- Paralegal
- Playwright/Poet
- Product Manager
- Proofreader
- Public Relations Specialist
- Public Speaker
- Publicity Assistant
- Publisher
- Reading Consultant/Specialist
- Reporter
- Research Assistant Analyst
- Researcher/Pollster
- Reviewer
- Sales Representative
- Teacher
- Technical Writer/Consultant
- Training Specialist
- Translator
- Underwriter
- Video Scriptwriter/Producer

## Common Internship Sites and Employers

English and Professional Writing majors often find internships and employment in the following fields/industries.

- News and Media
  - Book Publishers
  - Colleges/Universities
  - Consulting Firms
  - Public Relations Firms
- Business and Industry
  - Telecommunications Organizations
  - Non-profit Organizations
  - Radio Stations
  - Libraries

# Handshake

Handshake is the primary online resource  
for preparing and connecting students and alumni with employers.  
[www.kutztown.edu/handshake](http://www.kutztown.edu/handshake)

## Useful Websites for English & Professional Writing Majors

Whether you are researching related career fields, applying for internships or jobs, or planning to join a professional association, these websites are for you!

<b>Industry/Employment Information</b>	<b>Professional Associations</b>	<b>Related Area Employers</b>
Book Jobs <a href="http://bookjobs.com">http://bookjobs.com</a>	American Society of Journalists & Authors <a href="http://www.asja.org">www.asja.org</a>	Alliance for Sustainable Communities Altitude Marketing Animal Rescue League of Berks County APSCUF ArtsQuest Berks County Living Berks-Mont News Clark Associates, Inc. Da Vinci Science Center DaBrian Marketing Group Hawk Mountain Sanctuary Hershey Entertainment & Resorts Great Valley Publishing Company Kutztown University: University Relations Lehigh Valley Press Lehigh Valley Style Merion West PBS 39 Picture this Post Reminder Media Rodale Institute Strunk Media Group The Morning Call The Washington Center Unisys United Way WPMT FOX43
Internship Programs <a href="http://www.internshipprograms.com">www.internshipprograms.com</a>	Association of Writers & Writing Programs <a href="http://www.awpwriter.org">www.awpwriter.org</a>	
Journalism Jobs <a href="http://www.journalismjobs.com">www.journalismjobs.com</a>	Association for Education in Journalism & Mass Communications <a href="http://www.aejmc.org">www.aejmc.org</a>	
Pennsylvania Newspaper Association <a href="http://panewsmedia.org">http://panewsmedia.org</a>	Modern Language Association <a href="http://www.mla.org">www.mla.org</a>	
Poets & Writers <a href="http://www.pw.org">www.pw.org</a>	National Council for Teachers of English <a href="http://www.ncte.org">www.ncte.org</a>	
PRSA Job Center <a href="http://www.prsa.org/jobcenter">www.prsa.org/jobcenter</a>	Public Relations Society of America <a href="http://www.prsa.org">www.prsa.org</a>	
Public Relations <a href="http://www.nationjob.com/publicrelations">www.nationjob.com/publicrelations</a>	Society for Technical Communication <a href="http://www.stc.org">www.stc.org</a>	
The Write Jobs <a href="http://www.writerswrite.com/jobs">www.writerswrite.com/jobs</a>	The Association of Magazine Media <a href="http://www.magazine.org">http://www.magazine.org</a>	
Work in Public Relations <a href="http://www.marketingjobs.com">www.marketingjobs.com</a>		
Writer's Resource Center <a href="http://www.poewar.com">www.poewar.com</a>		
LinkedIn Jobs <a href="http://www.linkedin.com/jobs">www.linkedin.com/jobs</a>		

# Building Your Resume for a Career in English & Professional Writing

Building a strong resume for your career field starts long before you ever start your job search. Employers want to hire graduates who not only have the necessary educational background but also have experience applying that knowledge.

## Ebony English

[pprof000@live.kutztown.edu](mailto:pprof000@live.kutztown.edu), [www.linkedin.com/in/edbony](http://www.linkedin.com/in/edbony), 555-555-5555

### PROFILE

Interested in obtaining an Editor position for Lehigh Valley Style Magazine.

### QUALIFICATIONS

- Strong written and verbal communication skills
- Ability to incorporate criticisms into written work
- Fluent in Hindi and English
- Experience working with diverse populations

### EDUCATION

B.A. Kutztown University of Pennsylvania  
**Major: English/Professional Writing**  
**Minor: Communication Studies**  
GPA: 3.81

Kutztown, PA  
May 20xx

**Related Courses:** Magazine Writing, Arts and Entertainment Writing, Pop Music Journalism, Travel Writing

Learn more about your field and develop the necessary skills for employment by gaining hands-on experience through internships & related experiences.

### INTERNSHIP & EXTERNSHIP EXPERIENCE

Lehigh Valley Style (LVS) Magazine

Palmer, PA  
Spring 20xx

#### Writing Intern

- Created monthly "Volunteer Spotlight" magazine segment focusing on local services and opportunities
- Interviewed local business owners and volunteers to be featured in upcoming articles
- Attended local events and assisted with event reviews
- Maintained magazine social media pages including Facebook & Twitter
- Filmed and edited "Mini Promos" for website, highlighting upcoming issues and events

#### Student Extern

- Observed article construction and editing process
- Participated in creative meeting focusing on affordable entertainment for young adults

Sept 20xx

Utilize summer breaks to acquire valuable experience via volunteer or employment opportunities related to your major.

### RELATED CAMPUS INVOLVEMENT

The Keystone Magazine, Kutztown University

Fall 20xx-Present

#### Writer

- Attend on-campus events and write reviews for student-run magazine
- Update and maintain "Events Page" of The Keystone Online
- Utilize constructive criticisms to adjust and edit articles

English Club, Kutztown University

Fall 20xx-Present

#### Member

### PROFESSIONAL DEVELOPMENT

Society of Professional Journalists

Fall 20xx-Present

Sigma Tau Delta, English Honors Society

Spring 20xx-Present

Career Success Certificate, Kutztown University Career Development Center

Spring 20xx

Career Exploration Certificate, Kutztown University Career Development Center

Fall 20xx

Develop professionally through campus involvement and professional memberships. This illustrates responsibility, leadership abilities and time management skills.

### WORK EXPERIENCE

Rohrbach Library, Kutztown University

Kutztown, PA

#### Library Student Assistant

Fall 20xx-Present

- Process interlibrary loans and operate audiovisual equipment
- Instruct students on proper use of media and equipment
- Answer inquiries regarding library databases, resources and services
- Communicate effectively with large, diverse student populations