

# Career

# Paths

## WRITING & RHETORIC

The bachelor's degree in Writing and Rhetoric supports practice of writing in a wide range of settings. Our small classes are designed with active participation in multiple writing situations, from working with real-world clients to composing descriptive informational cards for museum exhibits. You will learn to collect information, conduct research, compose, analyze, and revise texts of many kinds. You will learn how to design brochures and web pages and present visual information effectively.

### Media

**Example Career Paths:** Writing | Editing | Copywriting | Publishing | Blogging | Speech Writing | Column Writing | Social Media Management | Research | Sales | Marketing/Promotion

**Potential Employers:** Publishing Firms | Literary Agencies | Internet Sites | Radio & TV Companies | University Presses | Trade, Professional, or Consumer Publications

**Professional Associations:** [Association of American Publishers](#) | [The Authors Guild](#) | [News Media Alliance](#) | [Writers Guild of America](#)

**Related Occupations:** [Advertising Sales Agents](#) | [Editors](#) | [Market Research Analysts](#) | [News Analysts, Reporters, & Journalists](#) | [Public Relations Specialists](#) | [Writers & Authors](#)

### Public Relations/Advertising

**Example Career Paths:** Account Coordination | Research | Media Relations | Social Media Management | Account Management | Fundraising

**Potential Employers:** Private Corporations | PR Firms | Advertising Agencies | Sports & Entertainment Organizations | Hospitality/Tourism Industry | Labor Unions | Consulting Firms

**Professional Associations:** [Association of Fundraising Professionals](#) | [Public Relations Society of America](#) | [American Association for Public Opinion Research](#)

**Related Occupations:** [Advertising, Promotions, and Marketing Managers](#) | [Advertising Sales Agents](#) | [Market Research Analysts](#) | [Public Relations Specialists](#)

## Business/Industry

**Example Career Paths:** Writing/Editing | Corporate Communication | Management | Customer Service | Sales | Marketing | Human Resources | Consulting | Real Estate | Insurance

**Potential Employers:** Retailers | Financial Institutions | Insurance Companies | Healthcare Organizations | Real Estate Agencies | Consulting Firms | Corporations

**Professional Associations:** [Society for Human Resource Management](#) | [National Association of Sales Professionals](#) | [International Association of Business Communicators](#)

**Related Occupations:** [Advertising, Promotions, and Marketing Managers](#) | [Human Resources Specialists](#) | [Labor Relations Specialists](#) | [Management Analysts](#) | [Sales Occupations](#) | [Training & Development Specialists](#)

## Technical Communication

**Example Career Paths:** Technical Writing & Editing | Science & Medical Writing | Grant & Proposal Writing | Content Management | Information Technology Writing | Manual & Tutorial Writing | Human-Computer Interface Design | Corporate Communications & Training | Mechanical Communication

**Potential Employers:** Consulting Companies | Technical Industries | Engineering Firms | Healthcare Industry | Computer Systems Design Companies | Software Publishers

**Professional Associations:** [Grant Professionals Association](#) | [Society for Technical Communication](#) | [American Medical Writers Association](#)

**Related Occupations:** [Editors](#) | [Technical Writers](#) | [Training & Development Specialists](#)

## Nonprofit

**Example Career Paths:** Non-Profit Administration | Grant Writing | Research | Fundraising/Development | Volunteer Coordination | Program Coordination | Public Relations

**Potential Employers:** Local & National Nonprofits | Professional Associations | Chambers of Commerce | Community Centers | Philanthropies | Hospitals | Religious Institutions

**Professional Associations:** [Grant Professionals Association](#) | [Association of Fundraising Professionals](#) | [National Council of Nonprofits](#)

**Related Occupations:** [Fundraisers](#) | [Public Relations Specialists](#) | [Social & Community Service Managers](#) | [Technical Writers](#)

## Government

**Example Career Paths:** City/Town Management | Campaigning | Legislative Services | Law | Lobbying | Program Administration | Social Services | Research | Speech Writing

**Potential Employers:** Federal Agencies | Local/State Governments | Political Parties | Political Action Committees | Elected Public Officials | School Districts | Law Firms | Libraries

**Professional Associations:** [National Association of Government Communicators](#) | [Association of Government Relations Professionals](#) | [American Bar Association](#)

**Related Occupations:** [Fundraisers](#) | [Lawyers](#) | [Legislators](#) | [Public Relations Specialists](#) | [Social & Community Service Managers](#) | [Writers & Authors](#)

## Education

**Example Career Paths:** Research | Teaching | Information/Library Science | University Communications/Outreach | Higher Education Administration | Tutoring

**Potential Employers:** Colleges & Universities | Technical Schools | Medical & Professional Schools | K-12 Schools | Libraries | Museums | Private Learning Centers

**Professional Associations:** [National Communications Association](#) | [NASPA: Student Affairs Administrators in Higher Education](#) | [American Library Association](#)

**Related Occupations:** [Fundraisers](#) | [High School Teachers](#) | [Librarians & Library Media Specialists](#) | [Postsecondary Education Administrators](#) | [Postsecondary Teachers](#) | [Public Relations Specialists](#) | [Tutors](#)

## Preparing for your Career

- Conduct informational interviews or shadow professionals in careers of interest to learn more about their jobs.
- Develop excellent communication skills, both verbal and written.
- Obtain experience through part-time, summer job, internship, or volunteer opportunities within your area of interest.
- Develop specialized skills related to the area(s) you are interested in by selecting electives related to your interests or adding a minor.
- Participate in clubs & organizations to develop skills in communication, teamwork, leadership, and problem-solving.
- Generate a portfolio of produced work from class projects, internships, and co-curricular activities.
- Build a network of contacts & find an experienced mentor
- Join relevant professional associations. Attend conferences and read journals.

This resource was adapted from What Can I Do With My Major.

For more, visit <https://web.uri.edu/career/wcidwmm/>

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