



**Career Community:**  
Liberal Arts



[starkstate.edu/academics](http://starkstate.edu/academics)



## Career Community: Liberal Arts

### Critical skills and abilities

- active listening
- critical thinking
- oral and written communication
- reading comprehension

### Specialized skills and knowledge

- communications and media
- customer and personal service
- English language
- Google Analytics
- Microsoft 365

Do you want to create a strong foundation for a career that may require additional higher education but will pay off in satisfaction and salary?

These programs start your pathway to careers in communication, English, humanities, psychology, sociology and technical communications through transfer programs with more than 40 colleges and universities.

## Majors in this Career Community

### EXPLORATORY MAJOR

If you know this career community is the right fit for you but you're unsure of your major, choose the **liberal arts exploratory major** to get started in the right direction. Your first 15 credit hours are applicable to all majors within this career community, and you'll get the experience to know which major is right for you.

### APPLIED SOCIOLOGY

Take this pathway to earn your initial sociology credits and then seamlessly transfer your associate degree to a four-year university sociology program for a bachelor's degree. You'll then be well-prepared to move on to an advanced degree or enter the workforce. Sociology grads find employment in diverse fields, including social and public services, program support, management, education, sales marketing, politics and public research.

### ASSOCIATE OF ARTS

Get an excellent and affordable foundation for a higher degree in communication, education, English, social and behavioral sciences and the arts. You'll gain knowledge and skills applicable to almost any work environment, including problem-solving, critical thinking and communication. Choose a concentration in general studies, applied sociology, communication, English or psychology.

### COMMUNICATION

Gain knowledge and skills you can apply to almost any work environment, such as public speaking, interpersonal communication and communication theory. You can continue your studies in a bachelor's degree program or put your associate degree to work in business, training and development, advertising, corporate communications, government and politics, broadcasting and more.

### ENGLISH

Build a solid foundation for bachelor and graduate degrees in the English discipline with skills in written communication, critical thinking and problem-solving. You'll be exposed to many types of written communication, from creative writing to grant writing, and you'll have the opportunity to study an array of different literature courses, such as introduction to Shakespeare and women's literature.

### PSYCHOLOGY

You can lay a solid yet affordable foundation for continuing your education in psychology through a bachelor's degree and beyond. This is also a practical second degree if you are preparing for a medical technology program, enhancing your marketability. While the program is designed for transfer, grads may be employed in positions that assist social and human service personnel.

### TECHNICAL COMMUNICATIONS

Get training in the diverse and growing field of technical communications with skills that include the ability to write clearly and edit and design technical documents, along with a broad knowledge from courses in a variety of disciplines. All grads complete an internship to introduce them to technical writing in the workplace. Jobs are found in computing, biotech, manufacturing, aviation and medicine, among other fields, with the option of pursuing a bachelor's degree in communications.



Schedule an appointment with  
a career specialist to explore  
opportunities in these industries.

## Consider these and other careers

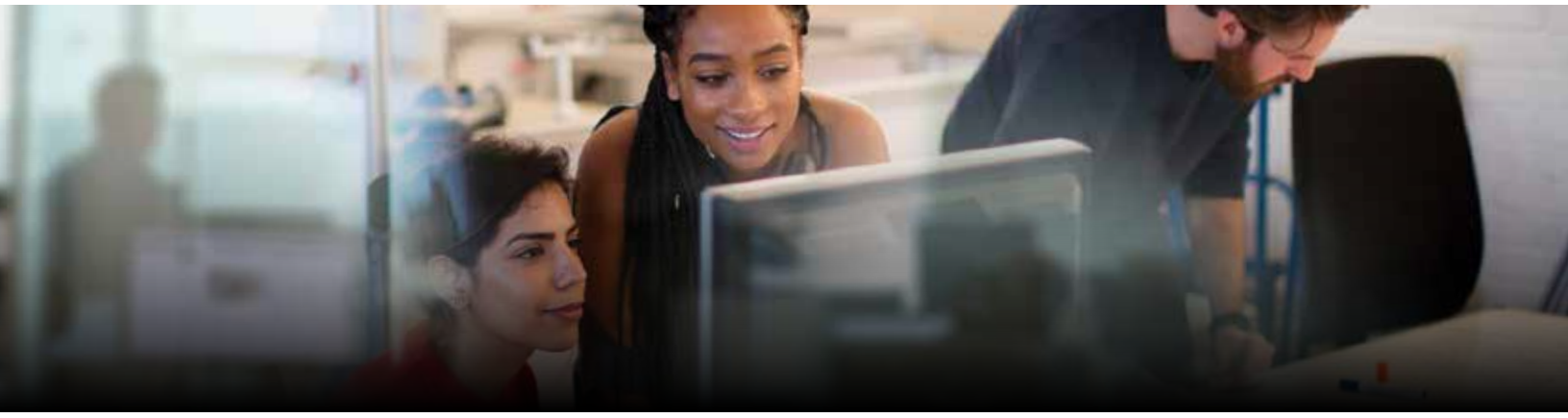
job title/description	Canton/Akron entry-level annual earnings	Canton/Akron average annual earnings
<b>editor</b> plan, review and revise content for publication	24,361	62,234
<b>educator</b> teach students at the elementary, middle or secondary school level	45,856	70,858
<b>market research analyst and marketing specialist</b> research conditions in local, regional, national or online markets; gather information to determine potential sales of a product or service, or plan a marketing or advertising campaign; may gather information on competitors, prices, sales and methods of marketing and distribution; may employ search marketing tactics, analyze web metrics and develop recommendations to increase search engine ranking and visibility to target markets	35,483	70,608
<b>proofreader and copy marker</b> read transcript or proof type setup to detect and mark for correction any grammatical, typographical or compositional errors; excludes workers whose primary duty is editing copy; includes proofreaders of braille	21,444	44,006
<b>public relations specialist</b> promote or create an intended public image for individuals, groups or organizations; may write or select material for release to various communications media; may specialize in using social media	33,878	71,721
<b>social science research assistant</b> assist social scientists in laboratory, survey and other social science research; may help prepare findings for publication and assist in laboratory analysis, quality control or data management	23,525	43,855
<b>statistical assistant</b> compile and compute data according to statistical formulas; analyze operational or research data for various use cases; assess data for completeness and accuracy	27,280	49,563
<b>writer and author</b> originate and prepare written material, such as scripts, stories, advertisements and other material	5,640	56,489
<i>careers represented may require further education; an advisor will help you determine your pathway</i>		

source: Team NEO (Lightcast Data 2024)

### Top hiring industries

- colleges, universities and professional schools
- elementary and secondary schools
- individual and family services
- insurance agencies and brokerages
- offices of physicians





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**Admissions**

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*Some careers represented in this viewbook may require further education. The information provided is based on regional data and subject to change. Please see an SSC advisor to make sure you're on the path to success. / Accredited by the Higher Learning Commission / Stark State College is committed to non-discrimination. For the full policy: [starkstate.edu/non-discrimination](http://starkstate.edu/non-discrimination)*

