

Career destinations

BA (Hons) English and Advertising

Percentage of leavers in known destinations (2009)

The first students to complete this course will be in 2011, surveys of graduates from this course will therefore begin then.

An insight to the options available to students at the end of this course can be gained by looking at destinations of leavers from similar courses. Follow the links below to view the destinations of students graduating from:

- BA (Hons) Advertising

Knowledge and skills

Graduates develop a wide range of transferable skills which include extraction of information and meaning, analysis and communicating both verbally and in writing. These abilities are valued in many employment situations. Added to this is vocational knowledge of the advertising industry.

Career opportunities

Progression from the course into advertising could involve working in a creative team, account management or media planning and buying. Related areas are marketing and public relations. Skills in written and spoken communication could be used in many areas including journalism, broadcasting and publishing.

These are very competitive career areas so it is important to take advantage of opportunities to gain relevant experience and to publish work.

To become a teacher further training is necessary, the most common route being a one year post graduate teaching qualification, but there are also work based opportunities linked to accredited schools.