



**Career Community:**  
Liberal Arts



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



## Career Community: Liberal Arts

**Holland Code** matches your interests to your ideal career and work environment.



**Find out more.** Make an appointment with Career Services to discover your code and what it means for your future.

call 330-966-5459  
 email [careerservices@starkstate.edu](mailto:careerservices@starkstate.edu)  
 stop in main campus - M104  
 SSC Akron - Gateway  
 Student Services

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, technical communications and transfer programs with more than 40 colleges and universities.

### Consider these and other careers

job title/description	Entry-level annual wage	Canton average annual wage	Akron average annual wage
<b>behavioral analyst; mental health counselor</b> * ✪ counsel with emphasis on prevention; work with individuals and groups to promote optimum mental and emotional health; may help individuals deal with stress management, self-esteem, aging and issues associated with addictions and substance abuse, family, parenting and marital problems	33,600	49,800	46,800
<b>customer service representative</b> ✪ interact with customers to provide information in response to inquiries and handle and resolve complaints (excludes installation, sales or repair)	20,800	32,000	36,700
<b>market research analyst</b> * ✪ research market conditions in local, regional or national areas; gather information to determine potential sales of a product or service and create a marketing campaign; may gather information on competitors, prices, sales and methods of marketing and distribution	32,500	58,700	63,500
<b>psychologist</b> * ✪ diagnose or evaluate mental and emotional disorders of individuals through observation, interview, and psychological tests, and formulate and administer programs of treatment	52,900	79,200	73,500
<b>public relations specialist</b> * ✪ promote or create an intentional public image for individuals, groups or organizations; may write or select material for release	29,300	48,700	59,800
<b>technical writer</b> * ✪ write technical materials, such as equipment manuals, appendices or operating and maintenance instructions; may assist in layout	32,700	51,000	65,400
<b>writer</b> * ✪ originate and prepare written material, such as scripts, stories, ads and other material	22,000	30,000	47,300

✪ = high-demand, good-paying occupation: at least 1,000 job openings projected through 2028 in the Northeast Ohio region (10 counties in Akron, Canton and Cleveland MSAs); jobs pay \$15/hour or more

\* may require further education; an advisor will help you determine your pathway

sources: high demand from 2018.2 QCEW employees; all other fields Bureau of Labor Statistics 2018 from JobsEQ

## Critical skills and abilities

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

## Technical skills and knowledge

- communications and media
- computers and electronics
- customer and personal service
- English language

## Some local employers with jobs in this Career Community

Coleman Professional Services  
CommQuest  
DRB Systems  
FedEx  
FirstEnergy  
GOJO  
Kenan Advantage Group  
OhioGuidestone  
The J.M. Smucker Company  
The Timken Company

## 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.

### 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.

### 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.

### 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.

### 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.

### 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.

### TECHNICAL COMMUNICATIONS

Get training in the diverse and growing field of technical communications with skills that include the ability to write clearly, 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.



**Stark State**  
COLLEGE

6200 Frank Ave NW  
North Canton, OH 44720

**Admissions**

330-494-6170 ext. 4228 | 1-800-797-8275 | [info@starkstate.edu](mailto:info@starkstate.edu)

**Career Services**

330-966-5459 | [careerservices@starkstate.edu](mailto:careerservices@starkstate.edu)

*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)*

