



Career Community:
Liberal Arts



starkstate.edu/academics



Career Community: Liberal Arts

Find out more.
Identify and explore your
unique Holland code.



Schedule a career exploration appointment
with a Stark State career specialist.

call 330-966-5459

email careerservices@starkstate.edu

stop in main campus - M104

SSC Akron - Gateway
Student Services

or hover your camera over
this QR code and tap the link



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, 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
customer service representative * interact with customers to provide information in response to inquiries about products and services and to handle and resolve complaints. Excludes individuals whose duties are primarily installation, sales, or repair	25,250	33,900	38,900
library technician/assistant * assist librarians by helping readers in the use of library catalogs, databases, and indexes to locate books and other materials; and by answering questions that require only brief consultation of standard reference. Compile records; sort and shelve books or other media; remove or repair damaged books or other media; register patrons; and check materials in and out of the circulation process. Replace materials in shelving area (stacks) or files	21,650	27,200	30,200
market research analyst * research market conditions in local, regional, or national areas, or gather information to determine potential sales of a product or service, or create a marketing campaign. May gather information on competitors, prices, sales, and methods of marketing and distribution	34,650	57,300	61,600
public relations specialist * engage in promoting or creating an intended public image for individuals, groups, or organizations. May write or select material for release to various communications media	35,100	55,300	63,800
substance abuse/mental health counselor * counsel with emphasis on prevention. Work with individuals and groups to promote optimum mental and emotional health. May help individuals deal with issues associated with addictions and substance abuse; family, parenting, and marital problems; stress management; self-esteem; and aging	31,100	47,600	46,500
writer * originate and prepare written material, such as scripts, stories, advertisements, and other material	32,400	47,600	50,000

* = high-demand, good-paying occupation: at least 1,000 job openings projected over 10-years (2022-2032) in the northeast Ohio region (9 counties in Akron, Canton and Cleveland MSA's) and jobs pay at least \$15/hour

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

source: *JobsEQ® 2020*

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
CVS Health
DRB Systems
FedEx
FirstEnergy
GOJO
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

Career Services

330-966-5459 | 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

