

# AFRICANA STUDIES

What can I do with this major?

## AREAS

### EDUCATION

Teaching  
Research  
Student Support Services  
Student Affairs  
Multicultural Programming  
Administration  
Information/Library Science

## EMPLOYERS

Universities and colleges  
Campus cultural centers  
Support programs, e.g. Educational Advancement Program, Upward Bound  
School and community libraries  
Community organizations

## STRATEGIES

Earn a Ph.D. to teach and research at four-year institutions. The interdisciplinary nature of Africana studies makes it good preparation for advanced education in a variety of fields in the humanities and social sciences.  
Obtain a master's degree in student affairs or library/information science if interested in those areas.  
Get involved in leadership roles on campus such as peer mentor, resident advisor, or orientation leader.  
Join related professional associations as a student member.  
Volunteer to assist a professor with research or take an independent study class.  
Develop strong communication and public speaking skills.  
Secure strong recommendations from faculty, and maintain a high grade point average.

### HUMAN SERVICES

Counseling  
Psychotherapy  
Mental Health Services  
Case Management  
Programming  
Community Relations  
Fundraising/Development  
Administration

Mental health institutions  
Hospitals and clinics  
Residential treatment facilities  
Private and group practice  
Correctional institutions  
Federal, state, or local government, including:  
    Department of Human Services  
    Veterans Administration  
Organizations that aid minorities, immigrants, and refugees or focus on cultural issues  
Youth organizations and camps including YMCA, Boys and Girls Club  
Nonprofit and social services organizations including United Way, Red Cross, Goodwill Industries, Salvation Army, etc.

Supplement curriculum with courses in psychology, social work, or child and family studies.  
Obtain a graduate degree in psychology, counseling, or social work for increased counseling opportunities or advancement into administrative work.  
Gain essential practical experience through part-time or summer jobs and internships.  
Volunteer with organizations that assist people of diverse backgrounds, such as ones providing services to refugees and immigrants.  
Participate in training opportunities, e.g. suicide prevention or crisis hotline response.  
Learn to work well with different types of people and gain experience working with diverse clientele.  
Acquire knowledge of government and community resources available for those in need.

## AREAS

### ADVOCACY

Domestic and International Advocacy  
Humanitarian Services  
Development:  
    Economic  
    Community  
    Housing  
Disaster/Disease Relief  
HIV/AIDS Advocacy  
Policy Development  
Program Administration  
Education  
Volunteer Coordination  
Grant Writing  
Fundraising/Development

## EMPLOYERS

Black organizations, e.g. National Association of the Advancement for Colored People (NAACP), National Action Network, 100 Black Men  
Community action agencies  
Nonprofit organizations, e.g. National Black Business Council  
Private voluntary organizations  
Faith based organizations (FBO's) and churches  
International aid and relief organizations  
NGO's (Non-governmental Organizations), e.g. Action Aid, Oxfam, International Red Cross  
Federal government agencies with an international focus, e.g. Peace Corps, USAID, and the Foreign Service (State Department) or focus on community assistance, e.g. Housing and Urban Development and the Department of Health and Human Services  
State and local government agencies

## STRATEGIES

Volunteer at relevant local social service agencies to gain experience and demonstrate interest.  
Participate in campus "alternative break" trips or church-led mission trips to places such as the Caribbean, South America, or Africa.  
Develop excellent research, writing, communication, and organizational skills. Learn how to motivate individuals and groups.  
Earn leadership roles in campus organizations, e.g. the NAACP.  
Learn a language spoken in Africa, e.g. Swahili or Zulu. Plan to study abroad or volunteer in Africa.  
Seek cultural experiences on campus and get involved with the international student population.  
Plan to move to larger communities for more opportunities.

### BUSINESS AND INDUSTRY

Training and Development  
Human Resources  
Equity and Diversity Functions  
Management  
Sales  
Marketing  
Advertising  
Public Relations  
Consulting

Public and private corporations in various industries including:  
    Banks and financial institutions  
    Insurance companies  
    Retail stores  
    Hotels and restaurants  
    Consumer goods manufacturers  
    Businesses targeting a Black clientele  
Staffing agencies  
Consulting firms  
Marketing companies  
Public relations agencies

Double major or minor in business.  
Gain business experience through internships or part-time and summer jobs.  
Become current with business and industry literature and news.  
Join campus organizations or professional societies and seek leadership roles.  
Understand the top skills employers desire and be prepared to demonstrate them, such as communication (oral and written), computer, interpersonal, leadership, and teamwork.  
Conduct informational interviews with professionals to learn more about career fields.  
When job searching, seek employers interested in hiring "any major."  
Learn how to sell your Africana Studies major to companies that value cultural diversity.  
Be willing to start in a management-trainee program or other entry-level positions.  
Earn an MBA or a graduate degree in another area of interest for more advanced opportunities.

AREAS	EMPLOYERS	STRATEGIES
<b><u>COMMUNICATION/WRITING</u></b> Journalism Creative Writing Freelance Writing Copy Writing Editing Research and Analysis	Newspapers Magazines Broadcast media companies including television and movie industry Trade, professional, or consumer publications Publications and Internet sites marketed toward African Americans, e.g. Ebony, Essence Advertising agencies Publishing houses Large corporations Self-employment	Pair an interest in Africana Studies with communication skills to write about Blacks, write on topics of interest to minorities, or for publications targeting a Black audience. Obtain a minor in English or journalism or take other writing-focused classes. Write for campus publications such as college newspapers, magazines, or department/program newsletters. Volunteer to assist or tutor students in a writing center. Intern with a publishing house, magazine, or other relevant organization. Create a portfolio of writing samples, especially those that have been published. Seek opportunities for recognition and networking through writing contests and freelance writing submissions. Become familiar with the proposal and submission process involved in freelance writing.

**LAW AND POLITICS**

Law: Corporate Practice Public Interest Law Civil Law Lobbying Government Relations Elected or Appointed Leadership Public Policy Research Intelligence Campaign Management Special Interest Advocacy Program Administration	Law firms Corporate legal departments Public defenders offices District attorneys Public interest groups, e.g. Southern Poverty Law Center Legal aid Sole practitioner Government agencies, e.g. US African Development Agency Lobbying groups	Obtain the J.D. for law positions or an advanced degree in political science, public administration, or public policy for government positions. Supplement curriculum with relevant courses to prepare for law school. Maintain a high grade point average and secure strong faculty recommendations. Prepare for and take the Law School Admission Test (LSAT). Participate in activities that develop strong debate and public speaking skills such as mock trial. Get involved with the pre-law society on campus. Gain relevant experience through jobs or internships with law firms, government agencies, or mediation centers.
--	--	---

**GENERAL INFORMATION**

- Africana Studies provides an interdisciplinary background that helps students develop analytical, critical thinking, and writing skills while gaining knowledge about the lives and conditions of people from African descent in Africa, the United States, Latin America, and other communities.
- When paired with a major in another field, Africana Studies can enhance the employability of a student because of a deeper understanding of the African-American experience, culture, and history which many organizations will value. Training in this field can lead to a better appreciation of certain customers or clients.
- Some students may choose to study Africana Studies because they enjoy the subject but wish to pursue careers requiring "any major." In this scenario, it is critical to develop skills relevant to targeted field through internships, part-time or summer jobs, or volunteer experiences.
- Africana Studies majors are excellent candidates for a number of graduate school options because of their broad liberal arts background as well as specific interests that may set them apart from other students. For those wishing to pursue graduate education, maintain a high GPA, establish relationships with faculty to secure strong recommendations, and gain experience through volunteer, work, or research opportunities.