

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

EMPLOYERS

STRATEGIES

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

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

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

COMMUNICATION/WRITING

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.