

CAREER BRIEF



CALIFORNIA STATE UNIVERSITY
BAKERSFIELD

Department of English

WHAT CAN YOU DO WITH A DEGREE IN ENGLISH?

NATIONAL AVERAGE SALARY:

- \$79,513 per year

DEGREES:

- **Bachelor's Degree** in English
- **Master's Degree** in Instructional Design, Educational Technology, Learning Design, or related field
- **Graduate Certificates** in Instructional Design or Educational Technology

SUGGESTED CLASSES:

- Technical and Professional Writing
- Writing for Digital Media
- Writing and Editing
- Communication courses emphasizing audience analysis and presentation
- Education courses focusing on learning theory and assessment
- Courses involving instructional technology, online learning, or training development

RELATED MINOR(S):

- Minor in Communications, Educational Studies, or Digital Humanities

Instructional Designer

Instructional Designers create learning experiences that help people gain knowledge and skills. They work in higher education, K-12 schools, government agencies, healthcare organizations, nonprofits, and private industry. They analyze learning needs, develop training materials, create online courses, write assessments, and evaluate the effectiveness of educational programs. Many work closely with subject matter experts, faculty, trainers, and organizational leaders to develop engaging learning experiences using learning technologies and evidence-based teaching practices.

PROFESSIONAL ORGANIZATIONS:

- Association for Talent Development (ATD) – <https://www.td.org>
- Learning Guild – <https://www.learningguild.com>
- International Society for Technology in Education (ISTE) – <https://iste.org>
- EDUCAUSE – <https://www.educause.edu>
- Quality Matters (QM) – <https://www.qualitymatters.org>

CREDENTIALS/CERTIFICATIONS/CERTIFICATES:

- ATD Instructional Design Certificate
- ATD eLearning Instructional Design Certificate
- Quality Matters (QM) Higher Education Peer Reviewer Certification
- Quality Matters (QM) Applying the QM Rubric (APPQMR)
- Articulate Storyline Training and Certification Programs
- Adobe Captivate Training Programs
- Learning Experience Design (LXD) Certificates