



Communication

Recent data from the National Association of Colleges and Employers and from the Association of American Colleges & Universities' survey of employers highlight **excellent communication skills** as one of the most highly desired traits when hiring college graduates. **The VMI English B.A. provides you with an immersive experience in writing, speaking, and presenting for a wide range of purposes, in diverse mediums and genres.** This helps you develop the fluency, creativity, and effectiveness in communication required for a successful career in business.

Thinking from Multiple Angles

An extensive survey of employers across the nation by the Association of American Colleges & Universities shows that, when it comes to hiring, **college graduates who can point to a well-rounded education with exposure to a wide variety of academic topics and disciplines are particularly valuable.** With its multidisciplinary structure and its emphasis on understanding texts in cultural context, the English B.A. at VMI cultivates your ability to approach knowledge and human nature from multiple perspectives. This gives you a **solid foundation for the innovative thinking needed to stand out in a career in business.**

**So you
want a
career in
business?**

Preparing for a
business career
with the VMI English major



VMI English majors reflect on how their degree enhances their business careers



Doug Burdett

Career Track

Douglas Burdett '82, VMI English major, is the founder of Sales Artillery. He is a former artillery officer and Madison Avenue ad man. He also hosts The Marketing Book Podcast, where he interviews authors each week about the latest in modern marketing and sales.

“When I’m hiring, it’s more difficult for me to find good writers than good coders. Content is the atomic particle of marketing. **The number-one skill I’m looking for is how good someone is at communicating and understanding an audience.**”

Cole Elliott



Career Track

Cole Elliott '18, VMI English B.A., joined RiverFront Investment Group in July 2018 as a sales associate, providing support to regional sales consultants and directors. He was promoted to a regional sales consultant, providing sales and marketing support to advisors.

“**The ability to communicate with a client is essential.** To be effective in sales, you have to be able to tell a story and articulate your experience. **Critical thinking and understanding the world from a global perspective** are also important, and you’ll learn all those skills as an English major.”

“In the English department at VMI, you’ll meet faculty with an abundance of talent and **a devotion to helping cadets.** If you let them, they’ll help you to **advance academically and in the real world.**”

Ben Outland



Career Track

Ben Outland '19, VMI English B.A., began his career in Manhattan as a Cyber Liability Underwriter for Evolve MGA. Evolve grew from 15 employees to over 50, including four VMI graduates, during the time Ben worked there. Ben now lives in the Washington D.C. area and works as an Underwriting Specialist for CNA Financial.

“I’ve found that regardless of your role, **written and verbal communication remains the single most important skill in business.** In my field, I often need to communicate complex and technical concepts, so being able to **explain things in a clear and concise way** is imperative. In the insurance industry, **reading comprehension is crucial** as well. After all, the clients’ money is on the line, and they are trusting you to provide accurate information about their policy.”

