he History Major provides an education that will enhance your life wherever your personal path may take you. Studying the lives of humans past, with all their triumphs, mistakes, struggles, and achievements, will increase your understanding of the various people you will encounter in life, as well as your own self-understanding. Studying history enhances your judgment and perception, helping you find patterns and perceive narratives in the messy data of reality. It trains you to discern what is important so you can make informed decisions about where you stand and how you should respond to the ever-shifting world around us. Studying history teaches you how to find your own answers to questions through research, and how to communicate the results of your inquiries persuasively in various media. These gifts of the history major will be yours throughout your life, regardless of changes in technology, economy, or educational fashion.

The history major at The University of Wisconsin-Madison is a starting point for a multitude of possible pathways through life. For Rues Feingold the UW history major started a path to the U.S. Senate. For Bud Selig the path led to Commissioner of Baseball. For Kimberly Kelleher it was becoming Vice President and publisher of Self Magazine. And for John Rowe the path led to CEO of Exelon, one of the largest energy distributors in America. Other history majors have become teachers, lawyers, advocates, engineers, writers, and had successful careers in scores of other fields as well. While the options are boundless, it can be difficult to see the way from the history major to the various careers for which it provides outstanding preparation. To help guide your way, we have crafted the enclosed suggested ‘pathways’ to several of the major industries in which history majors commonly find employment. These are not checklists of things you must do in order to succeed in a given industry, but rather guides to help you understand how the skills you learn in the history major can be best leveraged for success in various fields. Each pathway describes an industry, highlights the skills of history majors that are prized in that industry, and suggests additional skills or experiences valued in that field, along with advice from recruiters and Badger alumni about how to get from here to there.

The pathways described here are only a few of the most frequently traveled roads for history majors. Never let them narrow your horizons or limit your dreams. Rather, peruse these pathways as starting points, and let them spark your imagination as you set out on your own journey.
**BUSINESS ANALYTICS AND MANAGEMENT CONSULTING**

**ADDITIONAL SKILLS**

- • Research
- • Writing
- • Critical thinking
- • Logical reasoning
- • Empathy
- • Ability to present information
- • Identifying problems, percieving connections
- • Working with incomplete and ‘messy’ data
- • Working in teams and individuals
- • Synthesizing large amounts of information
- • Training in using the ‘big picture’

**COMMUNICATIONS AND ORGANIZATION**

- • Data collection, management, and analysis
- • Logic
- • Writing communication skills
- • Mathematics, statistics
- • MS Excel, Access and PowerPoint
- • Project management
- • Knowledge of databases like Oracle and SQL
- • Server and standard programming languages like SAS and R

**HISTORY PATHWAYS**

**EDUCATION**

- • Knowledge of different cultures and diverse backgrounds
- • Understanding of our society and in development
- • Research
- • Empathy
- • Synthesis of large amounts of information
- • Critical thinking
- • Writing
- • Presentation skills
- • Seeing the ‘big picture’
- • Awareness of diversity, equity and inclusion

**BUSINESS, MARKETING AND HUMAN RESOURCES**

- The field of business involves the development, sale, and trade of goods and services to consumers. Sales and marketing professionals aim to effectively communicate the benefits of their products to consumers. They strive to understand human behavior in order to predict trends in buying behavior and to convince customers to try new products.

- Working in the field of education is rewarding, challenging, multifaceted, and constantly changing. It requires organization, patience, and a love of learning.

**PUBLIC HISTORY**

- Public Historians work for numerous organizations across a broad spectrum. They work for government agencies, public and private museums, archives, libraries, historical societies, national and state parks, historic sites and landmarks, and public and private organizations that use the history, to name a few. According to Joel Washick, the Public Humanities Program Manager for the Center for Humanistic Education and Research at the University of Wisconsin-Madison, public history is “an area and method of history that uses the broader populace beyond the classroom to history and historical research.”

- Knowledge of history, understanding the development of our culture and society, understanding other civilizations, era, research, writing, critical thinking, logical reasoning, empathy, clear written and verbal communication skills, ability to present information, perceiving connections, understanding the ‘big picture’, ability to explain and interpret events and ideas, ability to work in teams and individually

- Ability to adapt ideas into a publically acceptable form, the ability to coordinate with volunteers, ability to develop a ‘big picture’ idea, understanding of technology, database management skills, logic, strong interpersonal skills, management of people and project management skills

- Language study (knowledge of multiple languages is preferred), study-abroad experience, ability to understand and write in a second language, conceptual and strategic thinking and implementation, geographic awareness and expertise, technological savvy, and the ability to navigate conflict resolution

**INTERNATIONAL RELATIONS AND BUSINESS**

- The goals of increasing global peace, prosperity, and human dignity require deep understanding of other cultures and societies. In our increasingly interconnected world, businesses need to be able to compete in an international marketplace and conduct business across broad geographic and cultural boundaries. Graduates with diverse cultures provides you with an outstanding advantage in the global business community. Having a global focus because you will have detailed knowledge of the development of various regions of the world.

- Research
- • Writing
- • Synthesis of information
- • Empathy, logical reasoning
- • Ability to present information
- • Identifying problems
- • Perceiving connections
- • Working with incomplete and ‘messy’ data
- • Synthesizing large amounts of information
- • Training in using the ‘big picture’
- • Cultural awareness, knowledge of different parts of the world and their historical development

**WRITING, PUBLISHING, PUBLIC RELATIONS AND EDITING**

- Analytical writing, descriptive writing, argumentative writing, editing, proofreading, research skills, synthesis of information, logical reasoning. The study of different cultures and times can spark the imagination of fiction writers and provide creative background knowledge for all writers. History also teaches presentation and communication skills, organization, self-direction, project planning and management.

- Writing: The ability to quickly put ideas together in writing, strategize, attention to detail Publishing: Advanced knowledge of XSL, XML, workability, ability to manipulate numbers Publisher: Excellent interpersonal skills, knowledge of social media platforms Editing: Understand the big picture while also putting details into perspective. "See"historicalhumanities.wisc.edu for more detailed descriptions.

- Take several history classes that are require for the field of interest in addition to the skills
- The UW-Madison Digital Media Certificate (http://digitalmadison.wisc.edu/) is a great way to develop media skills such as videography and web design. These skills are applicable for professional positions that are now more digitally-focused.

- Public Relations Student Society of America (PRSSA), UW-Madison
- Brian Curry, A UW-Madison alumna and Founder of Galaxy Six Strategies, a Public Relations and Media Training business in San Francisco, CA, believes that working in your field of interest in addition to the skills developed in your coursework is key to success. "I was an intern at a large PR Agency in New York City that was not only a great learning ground for my career. Do an internship [to get on-the-job training in your field of interest]."

- "You see, the study of history is not just about dates, details, and the decade, it is about developing an appreciation for the various ways people around the world live and think. Through the combined with the statistical, communication, and writing skills I gained through the history major, allowed me to successfully negotiate diplomatic negotiations, draft research papers, prepare policy briefs, develop and publish assessments during my time in Washington, D.C. — Dr. Redkipit, Ph. D. History"