APPENDIX III

University of Toronto’s Humanities Campaign

YOU HAVE AN ENGLISH DEGREE. NOW WHAT?

A) CORRECT OTHER PEOPLE’S GRAMMAR

B) RUN BANK OF MONTREAL

Some people will tell you: A is the only way available for an English grad these days. They believe an education in the humanities don’t prepare you for the job market. The truth is more than 90% of high school students start their career search six months after graduation. But where are the blue chips owners or CEOs? How many have an English grad end up doing practically anything, including running banks. For example, Tony Campoli, English grad, Chairman & CEO of Bank of Montreal.

UNIVERSITY OF TORONTO. GREAT MINDS FOR A GREAT FUTURE.
JUST ANOTHER DO-NOTHING
BUT-RUN-A-MUTUAL-FUND-COMPANY
PHILOSOPHY GRAD.

Some believe an education in the humanities doesn't prepare you for the job market. The truth is more than 80% of liberal arts undergrads earn their careers within six months of graduation. But university isn't job training. It's discipline. We need training. So a philosophy grad can make the leap into the practical world of actual study. For instance. C'est la vie.

Gordon Cheesborough, President of CEO of American Investments.

UNIVERSITY OF TORONTO GREAT MINDS FOR A GREAT FUTURE.
Some study political science because there isn’t a degree called “how to run Canada’s largest automotive company.”

Some believe an education in the social sciences doesn’t prepare you for the job market. The truth is more than 50% of Social Sc. majors start their careers within 6 months of graduation. But university and job markets both need the skills that come from the social sciences. The most telling is that a political science grad can find herself leading the board of a large automotive manufacturer just as an economics doctor did when she became President and General Manager of General Motors of Canada.

University of Toronto, great minds for a great future.
Sociology Graduate?
Oh yeah, that has future
CEO written all over it.

Many people believe a sociology degree doesn’t prepare you for the job market (let alone the CEO’s office). The truth is more than 90% of liberal arts students start their careers within six months of graduation. But university isn’t job training; it’s broader. Its minds training. So a sociology grad can jump into the high-tech field of telecommunications. And, in some cases, end up running the company, just like Carol Stephenson, President and CEO of Lucent Technologies Canada.

University of Toronto: Great minds for a great future.