**PSYCHOLOGY**
What can I do with this degree?

<table>
<thead>
<tr>
<th>AREAS</th>
<th>EMPLOYERS</th>
<th>STRATEGIES</th>
</tr>
</thead>
<tbody>
<tr>
<td>HUMAN SERVICES</td>
<td>Federal government, including Departments of:</td>
<td>Obtain essential practical experience through part-time or summer jobs such as camp counselor, tutor, or resident hall advisor.</td>
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<tr>
<td>Counseling</td>
<td>Health and Human Services</td>
<td>Complete an internship for academic credit.</td>
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<td>Advocacy</td>
<td>Justice</td>
<td>Gain experience through volunteering with organizations such as crisis hotlines, Big Brother or Sister, Special Olympics, service fraternities or sororities, etc.</td>
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<td>Mental Health Services</td>
<td>Veterans Administration</td>
<td>Many entry-level helping positions require one year of related experience. Volunteer experience can typically fulfill this requirement.</td>
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<td>Case Management</td>
<td>State government, including Departments of:</td>
<td>Learn to work well with different types of people.</td>
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<td>Programming</td>
<td>Human Services</td>
<td>Develop strong communication skills.</td>
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<td>Community Relations</td>
<td>Mental Health &amp; Mental Retardation</td>
<td>Cultivate the desire to help others.</td>
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<td>Administration</td>
<td>Community mental health centers</td>
<td>Become fluent in a foreign language spoken by multicultural clients.</td>
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<td>State psychiatric hospitals</td>
<td>Be willing to relocate.</td>
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<td>Facilities for mentally impaired</td>
<td>Become familiar with government hiring procedures.</td>
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<td>Justice</td>
<td>Acquire knowledge of government and community resources available for those in need.</td>
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<td>Probation and parole</td>
<td>Obtain a graduate degree in psychology, counseling, or social work for substantive counseling work and advancement into administrative work.</td>
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<td>Local government</td>
<td>Many specialities exist at the graduate level, for example school counseling, mental health counseling, rehabilitation counseling, etc. Pursue particular degrees depending upon interests and career goals.</td>
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<td>Senior citizens' centers</td>
<td>Pursue an excellent academic record.</td>
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<td>United Way agencies</td>
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<td></td>
<td>Nonprofit organizations</td>
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<td></td>
<td>Religiously-affiliated service organizations</td>
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<td>Hospitals</td>
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</tbody>
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### RESEARCH

**Areas:**
- Federal government including:  
  - Department of Health and Human Services  
  - National Institute of Education  
  - Office of Naval Research  
- National headquarters of non-profit organizations  
- Universities and colleges

**Employers:**
- Work with a professor on his or her research project.  
- Develop strong quantitative and statistical skills.  
- Obtain a graduate degree for greater opportunities.

### HUMAN RESOURCES

**Employed with:**
- Public relations and advertising firms  
- Companies with public relations departments  
- Professional associations  
- Federal, state and local government  
- Colleges and universities  
- Non-profit organizations

**Areas:**
- Employment and Recruitment  
- Labor Relations  
- Compensation and Benefits

**Employers:**
- Acquire related experience as a resident hall advisor, orientation leader, admissions tour guide, or student assistant in career services.  
- Find student organization committee work in policy making or settling disputes.  
- Supplement curriculum with business courses.  
- Acquire strong computer skills.

### PUBLIC RELATIONS

**Employed with:**
- Public relations and advertising firms  
- Companies with public relations departments  
- Professional associations  
- Federal, state and local government  
- Colleges and universities  
- Non-profit organizations

**Areas:**
- Research  
- Programming  
- Writing and Editing  
- Event Planning  
- Media Placement  
- Public Speaking  
- Fund-raising

**Employers:**
- Develop strong writing and speaking skills.  
- Obtain related experience with campus newspaper, television, or radio station.  
- Serve as an admissions tour guide or work in alumni relations or other PR-related functions.  
- Volunteer as a fund-raiser or political canvasser.  
- Gain experience through internships.  
- Join the campus chapter of Public Relations Society of America.

### ADVERTISING

**Employed with:**
- Advertising agencies  
- Companies with in-house advertising agencies or departments

**Areas:**
- Creative  
- Media  
- Account Services  
- Research

**Employers:**
- Obtain relevant experience with campus newspaper, television, or radio station.  
- Work with student-run businesses.  
- Find an internship, even if unpaid, with a market research or advertising firm.  
- Develop a portfolio for creative positions.  
- Obtain a business minor or double major for account services positions.
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| MARKET RESEARCH | Market research firms  
Market research departments of consumer goods and manufacturing firms | Develop a strong background in math and statistics.  
Get involved in the American Marketing Association.  
Obtain related experience. Get a part-time or summer field service position with a market research firm.  
Obtain business research experience.  
Serve as a canvasser or phone interviewer for a non-profit organization or political campaign.  
Earn a graduate degree in statistics or marketing for the greatest number of opportunities. |
| TEACHING | Public and private schools  
Colleges and universities | Obtain teaching certificate for public school positions. Dual certification will increase marketability.  
Seek guidance from education department of your college.  
Secure strong personal recommendations.  
Volunteer as a tutor.  
Gain experience working with children or adolescents.  
PhD required for post-secondary teaching. |
| RETAILING | Department stores  
Specialty stores  
Discount stores  
Super retailers | Secure leadership positions in campus organizations.  
Work a part-time or summer job in a retail store.  
Demonstrate a willingness to take on additional responsibilities such as "assistant manager."  
Be willing to start in a management-trainee program.  
Learn to work well with different types of people. |
| SALES | Retailers  
Service providers  
Wholesalers  
Manufacturers  
Insurance companies  
Real estate companies | Obtain experience through internships or sales jobs.  
Take business courses.  
Participate in student organizations and seek leadership roles.  
Must be highly motivated and well organized.  
Develop a strong commitment to customer satisfaction.  
Must work well under pressure and be comfortable in a competitive environment. |
GENERAL INFORMATION

- Psychology provides a broad, liberal arts background.
- Some students may choose to study psychology because they enjoy the subject but wish to pursue careers requiring "any major." In this scenario, it is critical to develop desirable skills through internships, part-time or summer jobs, or volunteer experiences. Some skills valued most by employers include: communication, interpersonal, leadership, teamwork, and computer skills.
- Other students may major in psychology because they want to work in a related field. Many entry-level helping positions are available, however the amount of direct client contact is limited for those who have a bachelor's degree. Students may wish to pursue graduate education in psychology, social work, counseling, college student personnel, or other related fields to increase opportunities and earning potential.
- For those wishing to pursue graduate education, maintain a high grade point average, secure strong faculty recommendations, and gain experience through volunteer or work opportunities. Assist a faculty member with his or her research.