## SOCIOMETRY

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

### AREAS

**ENVIRONMENT AND SOCIETY**
- Waste management firms
- Health agencies
- Local planning agencies
- Environmental advocacy groups
- National advocacy groups
- Environmental periodicals
- Federal government
- Regional, state, and local agencies
- Consulting firms

### EMPLOYERS

- Take courses in general and urban ecology, statistics, and public speaking.
- Learn skills in communication networking, electronic mail and analytical writing.
- Gain experience via part-time or summer jobs, internships or practicum placements, and volunteer work.
- Obtain graduate degree for advancement.

**CRIMINAL JUSTICE**
- Correctional institutions
- Court systems
- Federal, state and local government, especially law enforcement agencies

### EMPLOYERS

- Emphasize research methods, statistics, and computer skills.
- Gain essential practical experience via part-time or summer jobs, internships or practicum placement, and volunteer work.
- Learn skills in communication networking and electronic mail.
- Obtain graduate degree for advancement.

**DEMOGRAPHY**
- Companies and organizations doing demographic forecasting and population studies
- Companies compiling market research data
- Consulting firms
- Business and industry
- International, federal and state agencies
- Government and regional planning departments
- Colleges and universities
- Foundations
- Advertising and marketing firms
- Private research firms

### EMPLOYERS

- Take courses in social research methods, statistics, computer applications, calculus and foreign language.
- Develop good communication skills.
- Gain experience via internships or part-time jobs in companies with statistical research departments.
- Learn skills in communication networking and electronic mail.
- Obtain graduate degree for advancement.
## HUMAN SERVICES

<table>
<thead>
<tr>
<th>Counseling</th>
<th>Advocacy groups</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mental Health Services</td>
<td>Federal, state and local government</td>
</tr>
<tr>
<td>Social Services, including: Administration</td>
<td>United Way agencies/local branches of national non-profit organizations</td>
</tr>
<tr>
<td>Programming</td>
<td>Religiously-affiliated service organizations</td>
</tr>
<tr>
<td>Recreation</td>
<td>Adoption and child care agencies</td>
</tr>
<tr>
<td>Public and private nursing homes</td>
<td>Hospitals</td>
</tr>
</tbody>
</table>

### EMPLOYERS

- Advocacy groups
- Federal, state and local government
- United Way agencies/local branches of national non-profit organizations
- Religiously-affiliated service organizations
- Adoption and child care agencies
- Public and private nursing homes
- Hospitals

### STRATEGIES

- Learn skills in communication networking and electronic mail.
- Concentrate course work in areas of interest.
- Pursue excellent academic record.
- Emphasize research methods courses, statistics courses and computer skills.
- Obtain counseling courses and experience for counseling and case worker positions.
- Acquire related experience.
- Obtain graduate degree for advancement.
- Consider business minor or double major for positions in administration, and master's in healthcare administration for advancement.
- May need master's degree in social work or counseling for counseling positions.

## BUSINESS

<table>
<thead>
<tr>
<th>Demography/Planning</th>
<th>Research departments/firms</th>
</tr>
</thead>
<tbody>
<tr>
<td>Human Resources</td>
<td>Personnel/industrial relations departments</td>
</tr>
<tr>
<td>Management</td>
<td>Marketing/management firms</td>
</tr>
<tr>
<td>Sales</td>
<td>Organizational planning departments/firms</td>
</tr>
<tr>
<td>Advertising</td>
<td>International businesses</td>
</tr>
<tr>
<td>Marketing</td>
<td>Manufacturing firms</td>
</tr>
<tr>
<td>Consumer Research</td>
<td>Advertising firms</td>
</tr>
<tr>
<td>Insurance</td>
<td>Consumer research/public relations firms</td>
</tr>
<tr>
<td>Real Estate</td>
<td>Insurance/real estate companies</td>
</tr>
<tr>
<td>Personnel/Training</td>
<td>Publishing firms</td>
</tr>
<tr>
<td>Administration</td>
<td>Consulting firms</td>
</tr>
</tbody>
</table>

### EMPLOYERS

- Research departments/firms
- Personnel/industrial relations departments
- Marketing/management firms
- Organizational planning departments/firms
- International businesses
- Manufacturing firms
- Advertising firms
- Consumer research/public relations firms
- Insurance/real estate companies
- Publishing firms
- Consulting firms

### STRATEGIES

- Focus on an occupational area: personnel, industrial relations, management, marketing, or public relations.
- Take courses in labor relations, industrial psychology, personnel management, public speaking, writing, social psychology and/or business.
- Gain related experience.
- Obtain graduate degree for advancement.
- Learn skills in communication networking and electronic mail.
- Stress work experience, social skills, public speaking, writing skills, statistics and research training when interviewing.

## EDUCATION

<table>
<thead>
<tr>
<th>Teaching</th>
<th>Public and private schools</th>
</tr>
</thead>
<tbody>
<tr>
<td>Administration</td>
<td>Colleges and universities</td>
</tr>
<tr>
<td>Alumni Relations</td>
<td></td>
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<tr>
<td>Placement Offices</td>
<td></td>
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<tr>
<td>Research</td>
<td></td>
</tr>
</tbody>
</table>

### EMPLOYERS

- Public and private schools
- Colleges and universities

### STRATEGIES

- Obtain certification/licensing to teach grades K-12.
- Volunteer as a tutor.
- Obtain Ph.D. to teach and for advanced research positions in colleges and universities.
- Secure strong personal recommendations.
- Learn skills in communication networking and electronic mail.
<table>
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<tr>
<th>AREAS</th>
<th>EMPLOYERS</th>
<th>STRATEGIES</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>SOCIAL SCIENCE RESEARCH</strong></td>
<td>Federal government, National headquarters of non-profit organizations, Firms conducting social, market, or statistical research, Public relations firms, Professional periodicals, Newspapers and magazines, Social service agencies, Hospitals, Business and industry, Labor unions, Professional sociologists, Universities, Religious organizations, Public opinion research polls</td>
<td>Learn federal government job application process. Develop strong quantitative, statistical, writing, information gathering, and assimilating skills. Take courses in research methods and statistics. Learn skills in communication networking and electronic mail. Acquire related experience. Obtain graduate degree for advancement and specialized areas.</td>
</tr>
<tr>
<td><strong>COMMUNITY RELATIONS</strong></td>
<td>Federal, state and local government, National headquarters and local branches of non-profit organizations, Private social service organizations, Religiously-affiliated service organizations, Child care agencies</td>
<td>Learn federal, state and local government job application process. Obtain experience in counseling, advocacy or administration. Acquire knowledge of community problems and government resources. Gain volunteer experience. Take courses in public speaking and social psychology. Learn skills in communication networking and electronic mail.</td>
</tr>
<tr>
<td><strong>GOVERNMENT</strong></td>
<td>Public assistance agencies, Federal, state, local and county government</td>
<td>Learn federal, state, and local government job application process. Learn skills in communication networking and electronic mail. Obtain experience in research and evaluation. Acquire skills in survey and evaluation research, and specialties in such fields as health sociology, aging, criminal justice, demography, and family. Gain experience via co-op programs and volunteer work. Obtain graduate degree for advancement.</td>
</tr>
</tbody>
</table>