### What can I do with a Bachelor’s Degree in Psychology?

<table>
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<th>AREAS</th>
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| HUMAN SERVICES  
Counseling, Advocacy, Human Health Services | ★ Federal Government Depts of Health & Human Services, Veterans’ Administration, and Justice  
★ State Govt Depts of Human Services, Mental Health, and Mental Retardation, psychiatric hospitals, community mental health centers, facilities for the mentally retarded, and probation/parole depts  
★ Local Government: senior citizens' centers  
★ Non-Profit Organizations such as United Way, Goodwill Industries, Boys and Girls Clubs, and YWCA/YMCA | ★ Obtain essential practical experience such as residence hall adviser or camp counselor  
★ Enroll in an internship or practicum  
★ Perform volunteer services such as Special Olympics, Big Brother/Sister, or crisis hotline  
★ Learn foreign language for multi-cultural clients  
★ Become familiar with government hiring procedures  
★ Be willing to relocate  
★ Be prepared to obtain a masters degree for more substantive counseling work |
| ADMINISTRATION | ★ Federal, state, and local governments  
★ National headquarters and local branches of nonprofit organizations | ★ Consider a business double major or minor  
★ Gain experience in counseling, advocacy, or administration  
★ Need masters in health care administration for advancement |
| COMMUNITY RELATIONS | ★ Federal, state, or local government  
★ Local branches of national non-profit organizations | ★ Gain experience in counseling, advocacy, or administration  
★ Gain knowledge of community problems and gov't resources |
| PROGRAM DEVELOPMENT | ★ Federal, state, or local government  
★ Headquarters and branches of non-profit organizations | ★ Gain experience in counseling, advocacy, or administration  
★ Obtain graduate degree for advancement |
| RESEARCH | ★ Federal government, especially Dept of Health & Human Services and National Institute of Education  
★ National headquarters of non-profit organizations | ★ Develop strong quantitative, statistical, and research skills  
★ Obtain graduate degree for advancement |
| HUMAN RESOURCES  
Employment & Recruitment, Labor Relations, Compensation & Benefits | ★ Human resources (personnel) departments of companies  
★ Government personnel agencies and departments  
★ Employment agencies | ★ Acquire related experiences such as a residence hall adviser, new student orientation leader, admissions office tour guide/recruiter, or member of committees that make policy, settle disputes, or adjudicate cases |
| PUBLIC RELATIONS  
Research, Programming, Fund-Raising, Writing & Editing, Special Events, Media Placement, Public Speaking | ★ Public relations and advertising firms  
★ Companies with in-house PR depts  
★ Trade associations  
★ Federal, state, and local government  
★ Colleges and universities  
★ Non-profit organizations | ★ Develop strong writing and speaking skills  
★ Obtain related experiences with campus newspaper, TV, or radio, Admissions office tour guide or recruiter, Student activities office planning  
★ Serve as a fund raiser or political canvasser  
★ Find internship through Public Relations Society of America |
| ADVERTISING  
Creative, Media, Account Services, or Research | ★ Advertising agencies  
★ Companies with in-house advertising agencies or depts | ★ Obtain experience with campus TV, radio, or newspaper  
★ Work with a student-run business  
★ Find an internship with a market research firm or a member of the American Advertising Federation  
★ Develop a portfolio for a creative position  
★ Business minor or double major for Account Services jobs |
| MARKET RESEARCH | ★ Market research firms  
★ Market research departments of consumer goods and manufacturing firms | ★ Develop strong math/statistics skills  
★ Become involved in the American Marketing Association  
★ Obtain a part-time or summer job with a market research firm (see Marketing Services in the yellow pages), perform a Business Dept practicum, become a reporter for campus newspaper, serve as a canvasser/phone interviewer for a charity or political campaign |
| TEACHING | ★ Public and private schools | ★ Obtain a teaching certificate for public school positions  
★ Seek guidance from the Education Dept in your school  
★ Volunteer as a tutor |
| RETAIL / SALES | ★ All major retail firms including pharmaceuticals, specialty, variety, and department store chains  
★ Wholesalers, manufacturers, insurance companies, and real estate companies | ★ Obtain related sales experiences with part-time or summer retail job or work with campus newspaper or yearbook  
★ Secure leadership position in campus organization  
★ Perform an internship with a retail store |