

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

AREAS	EMPLOYERS	STRATEGIES
HUMAN SERVICES Counseling, Advocacy, Human Health Services	<ul style="list-style-type: none"> 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 	<ul style="list-style-type: none"> 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	<ul style="list-style-type: none"> Federal, state, and local governments National headquarters and local branches of nonprofit organizations 	<ul style="list-style-type: none"> Consider a business double major or minor Gain experience in counseling, advocacy, or administration Need masters in health care administration for advancement
COMMUNITY RELATIONS	<ul style="list-style-type: none"> Federal, state, or local government Local branches of national non-profit organizations 	<ul style="list-style-type: none"> Gain experience in counseling, advocacy, or administration Gain knowledge of community problems and govt resources
PROGRAM DEVELOPMENT	<ul style="list-style-type: none"> Federal, state, or local government Headquarters and branches of non-profit organizations 	<ul style="list-style-type: none"> Gain experience in counseling, advocacy, or administration Obtain graduate degree for advancement
RESEARCH	<ul style="list-style-type: none"> Federal government, especially Dept of Health & Human Services and National Institute of Education National headquarters of non-profit organizations 	<ul style="list-style-type: none"> Develop strong quantitative, statistical, and research skills Obtain graduate degree for advancement
HUMAN RESOURCES Employment & Recruitment, Labor Relations, Compensation & Benefits	<ul style="list-style-type: none"> Human resources (personnel) departments of companies Government personnel agencies and departments Employment agencies 	<ul style="list-style-type: none"> 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	<ul style="list-style-type: none"> Public relations and advertising firms Companies with in-house PR depts Trade associations Federal, state, and local government Colleges and universities Non-profit organizations 	<ul style="list-style-type: none"> 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	<ul style="list-style-type: none"> Advertising agencies Companies with in-house advertising agencies or depts 	<ul style="list-style-type: none"> 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	<ul style="list-style-type: none"> Market research firms Market research departments of consumer goods and manufacturing firms 	<ul style="list-style-type: none"> 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	<ul style="list-style-type: none"> Public and private schools 	<ul style="list-style-type: none"> Obtain a teaching certificate for public school positions Seek guidance from the Education Dept in your school Volunteer as a tutor
RETAIL / SALES	<ul style="list-style-type: none"> All major retail firms including pharmaceuticals, specialty, variety, and department store chains Wholesalers, manufacturers, insurance companies, and real estate companies 	<ul style="list-style-type: none"> 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