TYPES OF ENTRY-LEVEL POSITIONS OBTAINED BY PSYCHOLOGY MAJORS*

Information about the jobs listed below (and hundreds of others, as well) can be found in the Occupational Outlook Handbook.

**Business Area**
(a minor in business would be helpful)

- advertising trainee
- administrative assistant
- advertising agent
- airline reservations clerk
- claims specialist
- customer relations
- employee counselor
- employment counselor
- insurance agent
- job analyst
- loan officer
- management trainee
- marketing representative
- marketing researcher
- media buyer
- occupational analyst
- personnel worker/administrator
- public information officer
- public relations
- sales representative
- small business owner
- store manager
- staff training and development
- warehouse manager

**Mental Health/Social Services Area**
(a minor in family and child studies, justice studies, sociology would be helpful)

- behavior analyst
- case worker
- child protection worker
- corrections officer
- counselor aide
- day care center supervisor
- director of volunteer services
- drug/substance abuse counselor
- employment counselor
- family service worker
- group home coordinator
- mental retardation unit
  manager
- probation/parole officer
- program manager
- rehabilitation advisor residential youth
  counselor
- social service director
- social worker
- veterans' advisor

**Other Positions**

- affirmative action officer
- child care worker
- college admissions counselor
- college admissions recruiter
- community recreation worker
- community relations officer
- computer programmer
- congressional aide
- fast food restaurant manager
- hospital patient service representative
- newspaper reporter
- park and recreation director
- research assistant
- statistical assistant
- technical writer

* Developed by Margaret A. Lloyd (Department of Psychology, Georgia Southern University)
WHAT CAN I DO WITH A BACHELORS DEGREE IN PSYCHOLOGY?

<table>
<thead>
<tr>
<th>AREAS</th>
<th>EMPLOYERS</th>
<th>STRATEGIES</th>
</tr>
</thead>
</table>
| 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 govt 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 depts of consumer goods 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 and 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 |

This is a modified version of a document entitled Psychology: What can I do with this degree? available from the University of Tennessee Career Services Office.

Prepared by Dr. Drew Appleby, Department of Psychology, Indiana University-Purdue University-Indianapolis.