

What can I do with a BA/BS in Psychology?

A R E A S	E M P L O Y E R S	S T R A T E G I E S
<p>HUMAN SERVICES</p> <p>Counseling, Advocacy, Human Health Services</p>	<ul style="list-style-type: none"> • Federal Government Departments of Health & Human Services, Veterans' Administration, and Justice • State Government Department of Human Services, Mental Health, and Mental Retardation, psychiatric hospitals, community mental health centers, facilities for the mentally retarded, and Probation/Parole Departments. • 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
<p>ADMINISTRATION</p>	<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
<p>COMMUNITY RELATIONS</p>	<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 Government resources
<p>PROGRAM DEVELOPMENT</p>	<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
<p>RESEARCH</p>	<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
<p>HUMAN RESOURCES</p> <p>Employment & Recruitment, Labor Relations, Compensation & Benefits</p>	<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

<p>PUBLIC RELATIONS</p> <p>Research, Programming, Fund-Raising, Writing & Editing, Special Events, Media Placement, Public Speaking</p>	<ul style="list-style-type: none"> • Public relations and advertising firms • Companies with in-house PR Departments • 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
<p>ADVERTISING</p> <p>Creative, Media, Account Services, or Research</p>	<ul style="list-style-type: none"> • Advertising agencies • Companies with in-house Advertising Agencies or Departments 	<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
<p>MARKET RESEARCH</p>	<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
<p>TEACHING</p>	<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
<p>RETAIL and SALES</p>	<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

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.