

Career-Related Services

Career Counseling
Graduate School Planning
Career Resource Library
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Hours

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School of UNDERGRADUATE STUDIES

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Sociology



Career Options for Sociology Majors

This booklet contains specific information about majoring in sociology at The University of Texas at Austin, as well as career opportunities related to this major. The careers listed typically require a bachelor's degree, and special certification or training requirements are noted. Please use this booklet as an idea generator, rather than as a comprehensive list of all career options for sociology majors. The career descriptions were obtained from the Center for Strategic Advising & Career Counseling (CSA&CC) library resources and career websites (see listing of sources on last page).

The first section, "Direct Career Opportunities," includes careers that use the communication and information management skills acquired by sociology majors. The second section, "More Career Opportunities," lists careers that are potentially available to all liberal arts majors who have related experience or coursework.

For sociology majors, there are many career options that require a master's or doctoral degree but do not require any particular undergraduate degree. Examples of these include law, international affairs, museum administration, library and information studies, hospital administration, and many more. For careers requiring graduate education, please visit our library or speak to a career counselor.

The CSA&CC offers many other services and resources to help you with your career planning. These include:

- Career Counseling
- Career Assessment
- Career Information Library
- Internship Information
- Graduate School Planning Assistance

Visit our website at utexas.edu/ugs/csacc or call 232-8400 for more information.

MAJORING IN SOCIOLOGY AT THE UNIVERSITY OF TEXAS AT AUSTIN

Departmental Website: www.utexas.edu/cola/depts/sociology
Campus Location: BUR 536
Phone Number: 471-1122

DESCRIPTION OF MAJOR

Sociology is the study of social life and focuses on the interaction between human groups and institutions and their influences on each other. Sociology ranges from the study of relationships in family units in the most primitive cultures to the research of large bureaucratic institutions in major industrialized nations.

AREAS OF STUDY:

There are twelve different areas of study in the Sociology Department at UT: Criminology, Demography, Development, Education, Family, Gender, Health, Political Sociology, Race and Ethnic Relations, Religion, Social Organizations, and Theory.

EXAMPLES OF COURSES:

SOC 302 Intro to the Study of Society

The focus of this course is the nature of human societies, social processes, social interaction, and the sociological approach.

SOC 317m Intro to Social Research

Examines the logic of scientific research, general methods of data collection and analysis, and computer applications.

SOC 318 Juvenile Delinquency

This course will focus on environments in which juvenile delinquency develops; delinquent subcultures and peer groups; societal reactions in schools, courts, and other agencies.

SOC 359 Labor and Labor Movements

Overview of work organizations in the United States, with emphasis on globalization, inequality, and labor movements.

Skills Gained by Sociology Majors:

Critical Thinking

Writing and Editing

Researching

Analyzing Information

Information Management

Understanding Diverse Viewpoints

DIRECT JOB OPPORTUNITIES

This sampling includes careers that use the communication and information management skills typically acquired by sociology majors.

College Admissions Officer

Evaluate freshman and transfer applicants; counsel and advise the general public including, but not limited to, prospective applicants, parents, faculty, and administration on admission-related issues; and participate in various recruitment and yield activities.

Community Organizer

Establish and organize community groups to solve social problems in the community. Assess strengths and weaknesses of existing resources and propose changes. Promote cooperation and coordination among government agencies, nonprofit organizations, and other community groups. Conduct research, prepare budgets, and assist in fundraising.

Compensation/Benefits Coordinator

Conduct programs of compensation and benefits and job analysis for employer. May specialize in specific areas, such as position classification and pension programs.

Corporate Recruiter

Maintain contacts in the community and travel, often to college campuses, to seek qualified job applicants. Screen and interview applicants and makes job offers. Stay up-to-date on organizational hiring policies, equal employment opportunity, and affirmative action guidelines. Work for companies, government agencies, and

non-profit organizations.

Disability Services Coordinator

Serve as an advocate for students with disabilities. Work with faculty to understand and provide reasonable accommodations for students with documented disabilities. Promote disability awareness on college campuses

Diversity Officer

Research, analyze, and monitor staffing policies to achieve diversity goals. Conduct outreach activities to identify and attract qualified women and minority applicants for company openings.

Ethics and Compliance Officer

Monitor activities related to standards of conduct and ethical practices, conduct background investigations on those seeking a business relationship with employer, present training classes and workshops on compliance.

Labor Union Organizer

Help organize workers in their efforts to gain collective bargaining advantages. Develop organizational committee, identify leaders on the work site, and provide training.

Parole Officer

Supervise adult and juvenile offenders who have been released from prison to ensure that they meet all the requirements of their parole. Develop plans for offenders before they are released and arrange for services such as employment, housing, medical care, and counseling. Conduct follow-up evaluations of parolee's progress.

Public Policy Analyst

Provide information and suggest policy initiatives to policy makers. Present findings to interested organizations and the media, analyze effectiveness of previous policies, and recommend changes based on findings.

Residence Life Coordinator

Supervise undergraduate and/or graduate staff, develop residence hall community, respond to student concerns, manage administration and facilities, and participate in department initiatives and campus life.

Social Service Caseworker

Help families and individuals secure assistance from social service agencies. Interview clients to understand degree and nature of problems and refer to appropriate community resources. May determine eligibility for financial assistance and/or advocate on clients' behalf to government or nonprofit agencies.

Youth Organizer

Manage and administer youth and community projects and resources; conduct needs assessment and plan and deliver relevant programs of personal and social education via discussions, arts-based activities, community/environmental projects, residential activities, and outdoor/sports activities.

MORE JOB OPPORTUNITIES

This section lists other opportunities that may be available to all liberal arts majors. Entry into these careers usually requires internship or volunteer experience or relevant coursework in addition to a sociology degree. This is a sampling of job opportunities; for more options and ideas, please visit the CSA&CC career information library.

ADVERTISING/MARKETING/SALES

Advertising and Promotions Manager

Plan and direct advertising policies and programs or produce collateral materials, such as posters, contests, coupons, or give-aways, to create extra interest in the purchase of a product or service for a department, an entire organization, or on an account basis.

Buyer

Purchase merchandise directly from manufacturers and resell it to retailers (wholesale buyer) or purchase goods from wholesalers for resale (retail buyer). Become expert in particular kind of merchandise (such as clothing or electronics), stay informed about new trends, analyze customers' buying preferences, and decide what merchandise employer will sell.

Customer Service Representative

Interact with customers to provide information in response to inquiries about products and services and to handle and resolve complaints.

Real Estate Agent

Operate real estate office, or work for commercial real estate firm, overseeing real estate transactions. Other duties usually include selling real estate or renting properties and arranging loans. Requires a state license.

Sales/Service Manager

Direct the actual distribution or movement of a product or service to the customer. Coordinate sales distribution by establishing sales territories, quotas, and goals and establish training programs for sales representatives. Analyze sales statistics gathered by staff to determine sales potential and inventory requirements and monitor the preferences of customers.

BUSINESS

Internal/Financial Auditor

Examine and analyze accounting records to determine financial status of establishment and prepare financial reports concerning operating procedures.

Insurance Agent

Assist companies and individuals in selecting the most appropriate insurance policies. Consult with clients, write reports, maintain records, and help process insurance claims. A professional license is required, and business courses can be helpful.

Loan Officer

Provide guidance and information for prospective loan applicants. Analyze and verify clients' creditworthiness. May negotiate repayment plans with delinquent borrowers. Work for commercial banks, credit unions, and other financial institutions.

Management Consultant Analyst

Analyze business problems by collecting information from both internal and external sources, developing possible solutions, and then making recommendations to management team. Usually work for consulting firms, who hire recent college graduates for 2-3 year analyst positions.

Retail Manager

Oversee profitable operation of retail stores, including hiring and supervising employees, managing inventory, and managing the budget. May be responsible for merchandise promotions and advertising.

CORPORATE COMMUNICATIONS

Corporate Recruiter

Maintain contacts in the community and travel, often to college campuses, to seek qualified job applicants. Screen and interview applicants and makes job offers. Stay up-to-date on organizational hiring policies, equal employment opportunity, and affirmative action guidelines. Work for companies, government agencies, and non-profit organizations.

Human Resources Specialist

Create and carry out human resource programs and policies including staffing, compensation, benefits, immigration, employee relations, training and health and safety programs. Assess employees for promotion.

Meeting & Convention Planner

Coordinate all aspects of group meetings and conventions, including speakers, location, audio-visual equipment, and publicity. Work for nonprofit organizations, professional associations, hotels, corporations, and government agencies.

Public Relations Specialist

Write articles for internal publications, write press releases, assemble press kits, arrange speaking engagements, assist in fundraising activities. Work in a variety of settings: business, government, non-profit, and education.

Technical Writer

Write technical materials, such as equipment manuals, appendices, or operating and maintenance instructions. May assist in layout work.

EDUCATION

College Admissions Officer

Evaluate freshman and transfer applicants; counsel and advise the general public including, but not limited to, prospective applicants, parents, faculty, and administration on admission-related issues; and participate in various recruitment and yield activities.

Corporate Trainer

Develop and conduct individual, group, and classroom training for employees on a wide variety of subjects. Develop training manuals, handouts, procedures, and supplemental training materials. Other duties involve test creation and administration for the advancement of employees.

Disability Services Coordinator

Serve as an advocate for students with disabilities. Work with faculty to understand and provide reasonable accommodations for students with documented disabilities. Promote disability awareness on college campuses.

Elementary School Teacher

Teach pupils in public or private schools at the elementary level basic academic, social, and other formative skills. Public schools require teacher certification, but private schools do not.

Residence Life Coordinator

Supervise undergraduate and/or graduate staff, develop residence hall community, respond to student concerns, manage administration and facilities, and participate in department initiatives and campus life.

ENVIRONMENT AND OUTDOOR

Environmental Education Specialist

Plan, develop, and conduct programs to inform public of historical, natural, and scientific features of national, state, or local parks.

Environmental Science and Protection Technician

Perform laboratory and field tests to monitor the environment and investigate sources of pollution, including those that affect health. May collect samples of gases, soil, water, and other materials for testing and take corrective actions as assigned.

Green Marketing Analyst

Create innovative ways to introduce environmentally conscious products into the marketplace. Analyze sales data and consumer spending habits and consult with other marketing team members and graphic designers.

Recycling Coordinator

Design and implement curbside and drop-off recycling and hazardous waste programs through city governments or private firms. Conduct public outreach campaigns to educate people about the advantages of recycling. May ensure compliance with ordinances or apply for grants.

Tour Guide

Escort individuals or groups on sightseeing tours or through places of interest, such as national parks, industrial establishments, public buildings, and art galleries.

GOVERNMENT

Legal Assistant

Assist lawyers by researching legal precedent, investigating facts, or preparing legal documents. Conduct research to support a legal proceeding, to formulate a defense, or to initiate legal action.

Legislative Analyst

Perform quantitative and qualitative analysis of information needed by legislators and other government officials. Evaluate policy issues and options, write reports, conduct briefing meetings, and respond to inquiries.

Legislative Assistant

Meet with lobbyists, arrange committee and subcommittee hearings, assist in developing legislation and amendments. Respond to requests for information, prepare memos and reports based on completed research for legislators.

Lobbying Organizer

Distribute information about a particular issue or organization, recruit volunteers, solicit funds, and organize such efforts as rallies, letter-writing campaigns, and voter registrations drives. Work for special and public interest groups as well as professional lobbyists.

Political Party Staffer

Work to advance a political party's agenda by recruiting and training candidates, preparing for conventions, planning fundraisers and publicity events, and supporting elected officials. Internship experience is especially helpful.

HUMAN SERVICES

Americorps Volunteer

Serve full-time for a year in organizations and agencies throughout the country, work to fight illiteracy, improve health services, create businesses, increase housing opportunities, or bridge the digital divide. Benefits include an Education Award or an end-of-service stipend.

Community Organizer

Establish and organize community groups to solve social problems in the community. Assess strengths and weaknesses of existing resources and propose changes. Promote cooperation and coordination among government agencies, nonprofit organizations, and other community groups. Conduct research, prepare budgets, and assist in fundraising.

Social Service Caseworker

Help families and individuals secure assistance from social service agencies. Interview clients to understand degree and nature of problems and refer to appropriate community resources. May determine eligibility for financial assistance and/or advocate on clients' behalf to government or nonprofit agencies.

Volunteer Coordinator

Recruit, train, schedule and provide supervision to volunteers at non-profit organizations. Arrange for on-the-job and other required training, supervision and evaluation of volunteers. Serve as liaison between administration, staff, and volunteers.

Youth Organizer

Manage and administer youth and community projects and resources; conduct needs assessment and plan and deliver relevant programs of personal and social education via discussions, arts-based activities, community/environmental projects, residential activities, and outdoor/sports activities.

INTERNATIONAL

ESL/ESOL Teacher

Provide rigorous and appropriate instruction to international students that supports the acceleration of English and appropriate academic content. Serve as a liaison between the student, his/her family and the school, by providing cross-cultural information to all parties that foster positive relationships.

Foreign Service Officer

Analyze and report on political and economic developments, including agricultural trends, humanitarian and social conditions. Identify export markets, negotiate international agreements, and interpret US policies and interests for foreign governments, opinion leaders and publics. Issue visas to foreign nationals, provide development assistance, and arrange cultural exchanges.

Intelligence Officer

A member of the armed forces, police officer or civilian intelligence agency who specializes in the gathering, fusion and analysis of information and intelligence in order to provide advice to their government or another organization.

Interpreter/Translator

Enable the cross-cultural communication necessary in today's society by converting one language into another. Must remain sensitive to the cultures associated with their languages of expertise.

Peace Corps Volunteer

Peace Corps Volunteers work internationally in the following areas: education, youth outreach, and community development; health and HIV/AIDS; agriculture and environment; business development; and information technology. Within these areas, the specific duties and responsibilities of each Volunteer can vary widely.

MEDIA/PUBLISHING

Copy Editor

Act as liaison between author, editor, and proofreader. Review manuscripts for grammar and style usage. May develop in-house style guide, supervise freelance staff, and handle author queries.

Copywriter

Write articles, bulletins, sales letters, speeches, and other related informative, marketing and promotional material for use by publication or broadcast media to promote sale of goods and services.

Grant Writer

Write and develop grant proposals, which includes conducting needs assessments and matching product needs with available funding. Work for government or non-profit agencies.

Staff Writer

Research and write articles for magazine. May write article promos, short features, author bios, or photo captions. May work on freelance basis or for one particular magazine.

Travel Writer

Write features with detailed, accurate, timely and up-to-date information regarding destinations, hotels, restaurants, tours, activities, etc, using a variety of sources of information. Involves thorough research and travel.

RESEARCH

Information Broker

Perform research for clients in business, healthcare, government, law, and science. Uses Internet, database, and library resources to find specific information. May also analyze information, write reports, and train clients in information retrieval. Often work for consulting firms or on freelance basis.

Institutional Researcher

Write institutional and policy histories; research and report on current issues, long-range trends; edit records; manage archives. Work for government agencies, private corporations, public archives and libraries.

Market Research Analyst

Research market conditions in local, regional, or national areas to determine potential sales of a product or service. May gather information on competitors, prices, sales, and methods of marketing and distribution. May use survey results to create a marketing campaign based on regional preferences and buying habits.

Publications Researcher

Research story and script ideas; maintain research files on topics and people; verify stories for accuracy. Work for newspaper, magazine, or book publishers.

Social Science Research Assistant

Assist social scientists in laboratory, survey, and other social research. May perform publication activities, laboratory analysis, quality control, or data management.

SOURCES

UT Sociology Department: *www.utexas.edu/cola/depts/sociology*

Rutgers Career Services: *careerservices.rutgers.edu*

O*Net Occupational Information Network: *online.onetcenter.org*

Occupational Outlook Handbook: *www.bls.gov/oco*

