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# MAJOR-SPECIFIC CAREER GUIDE

## Sociology

### Marketable Skills

Sociology majors develop professional skills including:

- Strong critical thinking skills
- Insight into group dynamics and diversity
- Strong written, oral, and interpersonal communication skills
- Experience researching, analyzing, and designing original studies
- The ability to apply sociological knowledge to counseling, intervention, and mediation
- Comfort using computers to analyze statistical data and assist in laboratory / field research
- The ability to analyze organizational patterns
- The ability to adapt approaches used in public relations, marketing, and politics to target diverse populations

### Relevant Fields

- Advocacy
- Behavioral Sciences
- Education
- Human Resources Management
- Intelligence Analyst
- Marketing
- Nonprofit Management
- Social Research and Data Analysis
- Social Work
- Training and Professional Development

### Sample Occupational Titles

Bachelor's Degree:

- Family Services Specialist
- Independent Living Trainer
- Probation Officer
- Recreation / Occupational Therapist
- Research Assistant / Analyst
- Social Services Intake Counselor

Advanced Degree:

- Applied Sociologist
- Criminologist
- Marriage / Family Therapist
- Public Relations Director
- School Counselor
- Social Worker
- Urban Planner

## Print Resources

Find these titles and additional books, periodicals, and handouts in the [Career Resource Library](#):

- [College Majors Handbook with Real Career Paths and Payoffs: The Actual Jobs, Earnings, and Trends for Graduates of 60 College Majors](#) by Neeta P. Fogg, Paul E. Harrington, and Thomas F. Harrington
- [Great Jobs for Sociology Majors](#) by Stephen Lambert
- [How to Choose a College Major](#) by Linda Landis Andrews

## Online Resources

Visit these websites and others listed in our [School-Specific Resources](#):

- Idealist at [www.idealist.org](http://www.idealist.org)
- O\*NET Resource Center at [www.onetcenter.org](http://www.onetcenter.org)
- Occupational Outlook Handbook at [www.bls.gov/oco](http://www.bls.gov/oco)
- Social Service Jobs at [www.socialservice.com](http://www.socialservice.com)
- The SocJournal at [www.sociology.org](http://www.sociology.org)
- USAJOBS at [www.usajobs.gov](http://www.usajobs.gov)

## Professional Associations

The following professional associations offer career-related information and job listings:

- American Sociological Association at [www.asanet.org](http://www.asanet.org)
- Association for Applied and Clinical Sociology at [www.aacsnet.net](http://www.aacsnet.net)
- International Rural Sociology Association at [www.irsa-world.org](http://www.irsa-world.org)
- Mid-South Sociological Association at [www.midsouthsoc.org](http://www.midsouthsoc.org)
- North Central Sociological Association at [www.ncsanet.org](http://www.ncsanet.org)

Find more professional associations at American Society of Association Executives at [www.asaecenter.org/Directories/AssociationSearch.cfm](http://www.asaecenter.org/Directories/AssociationSearch.cfm)