

SOCIOLOGY: A World Of Opportunities



What can I do with a BA degree in sociology?

- Social Services—in rehabilitation, case management, group work with youth or the elderly, recreation, or administration.
- Corrections—in probation, parole, or other criminal justice work.
- Business—in advertising, marketing and consumer research, insurance, real estate, personnel work, training, or sales.
- College settings—in admissions, alumni relations, or placement offices.
- Health services—in family planning, substance abuse, rehabilitation counseling, health planning, hospital admissions, and insurance companies.
- Publishing, journalism, and public relations—in writing research, and editing.
- Government services—in federal, state, and local government jobs in such areas as transportation, housing, agriculture, and labor.
- Teaching—in elementary and secondary schools in conjunction with appropriate teacher certification.

What can I do with a MA or PhD degree in sociology?

With advanced degrees, it is more likely that a job will have the title sociologist, but many other opportunities exist:

- Sociologists may enter the Academia by teaching in high schools, colleges, and universities. While in education, sociologists can advise students, conduct research, and publish their work.
- In the corporate, non-profit, and government worlds, sociologists are needed as directors of research, policy analysts, consultants, human resource managers, and program managers.
- Practicing sociologists with advanced degrees may be called research analysts, survey researchers, gerontologists, statisticians, urban planners, community developers, criminologists, or demographers.
- In the clinical setting, some MA and PhD sociologists with specialized training become counselors, therapists, or program directors in social service agencies.