### AREAS

**HUMAN SERVICES**  
- Counseling, Advocacy, Human health services  
  - Federal Government depts. of Health and Human Services, Veterans administration & Justice  
  - State Government 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.  

**ADMINISTRATION**  
- Federal, State and Local governments  
- National headquarters and local branches of non-profit organizations  

**COMMUNITY RELATIONS**  
- Federal, State and Local Governments  
- Local branches of national non-profit organizations  

**PROGRAM DEVELOPMENT**  
- Federal, State and Local Governments  
- Headquarters and branches of non-profit organizations  

**RESEARCH**  
- Federal Government, especially Dept of Health and Human Services and National Institute of Education  
- National Headquarters of non-profit organizations  

**HUMAN RESOURCES**  
- Employment Recruitment, Labor relations, Compensation and Benefits  
- Human resources (personel) departments of companies  
- Government personnel agencies and departments  
- Employment agencies  

**PUBLIC RELATIONS**  
- Research, programming, Fund-raising, Writing and Editing, Special Events, Media Placement, Public Speaking  
- Public relations and advertising firms  
- Companies with in-house PR departments  
- Trade associations  
- Federal, State and Local govs.  
- Colleges and universities  
- Non-profit organizations  

**ADVERTISING**  
- Creative, Media, Account Services or Research  
- Advertising agencies  
- Companies with in-house advertising agencies or depts.  

**MARKET RESEARCH**  
- Market research firms  
- Market research departments of consumer goods and manufacturing firms  

**TEACHING**  
- Public and private schools  

**RETAIL and SALES**  
- All major retail firms including pharmaceuticals, specialty, variety and department store chains  
- Wholesalers, manufacturers, insurance companies, and real estate companies  

### EMPLOYERS

**STRATEGIES**  
- Obtain essential practical experience such as residence hall advisor 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 work  

- Consider a business double major or minor  
- Gain experience in counseling, advocacy or administration  
- Need masters in health care administration for advancement  

- Gain experience in counseling, advocacy or administration  
- Gain knowledge of community problems and govt. resources  

- Gain experience in counseling, advocacy or administration  
- Obtain graduate degree for advancement  

- Develop strong quantitative, statistical and research skills  
- Obtain graduate degree for advancement  

- Acquire related experiences such as residence hall advisor, new student orientation leader, admissions office tour guide/recruiter, or member of committees that make policy, settle disputes, or adjudicate cases  

- 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  

- 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  
- Business minor or double major for Account Services jobs  

- Develop strong math/statistic 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).  

- Obtain a teaching certificate for public school positions  
- Seek guidance from the education dept. in your school  
- Volunteer as a tutor  

- Obtain related sales experience with part-time or summer retail job or work with campus newspaper or yearbook  
- Secure leadership position in campus organization