## Areas

### Human Services
- Counseling, Advocacy, Human Health Services
  - Federal Government depts. of Health & Human Services, Veterans' Administration, and Justice
  - State Govt 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 nonprofit organizations

### Community Relations
- Federal, state, or local government
- Local branches of national non-profit organizations

### Program Development
- Federal, state, or local government
- Headquarters and branches of non-profit organizations

### Research
- Federal government, especially Dept of Health & Human Services and National Institute of Education
- National headquarters of non-profit organizations

### Human Resources
- Employment & Recruitment, Labor Relations, Compensation & Benefits
- Human resources (personnel) departments of companies
- Government personnel agencies and departments
- Employment agencies

### Public Relations
- Research, Programming, Fund-Raising, Writing & Editing, Special Events, Media Placement, Public Speaking
- Public relations and advertising firms
- Companies with in-house PR depts.
- Trade associations
- Federal, state, and local government
- 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

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## Strategies

### Human Services
- 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

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

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

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

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

### Human Resources
- 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

### Public Relations
- 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

### Advertising
- 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

### Market Research
- 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

### Teaching
- Obtain a teaching certificate for public school positions
- Seek guidance from the Education Dept in your school
- Volunteer as a tutor

### Retail and Sales
- 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

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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.