### Possible Occupations | Potential Employers | Skills To Develop & How To Gain Experience
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**Advertising**

Accounting
Creative Services
Media Relations

- Advertising agencies
  - Companies with in-house advertising agencies or departments
  - Internet/Social Media entities

- Develop strong writing and speaking skills.
- Gain experience through internships.
- Public Relations or other PR-related functions.
- Obtain one of the following minors: Arts, or Design.
- Serve as a student ambassador in admissions or work with alumni.
- Volunteer as a fund-raiser or political canvasser.

**Education**

Management
Planning
Policy Development

- Colleges and universities
  - Private learning centers
  - Private schools
  - Public schools

- Develop a strong background in math and statistics.
- Earn a graduate degree in statistics or marketing for the greatest marketability.
- Get a part-time or summer field service position with a market research firm.
- Develop strong writing and speaking skills.
- Gain experience through internships.
- Public relations or other PR-related functions.
- Serve as a student ambassador in admissions or work in alumni development.
- Volunteer as a fund-raiser or political canvasser.
- Take organizational behavior courses.

**Human Resources**

Compensation and Benefits
Employment and Recruitment
Labor Relations

- Employment and temporary agencies
  - Government agencies
  - Large companies
  - Large non-profit organizations including hospitals and educational institutions

- Acquire related experience as a resident hall advisor, orientation assistant, student ambassador in admissions, or peer career advisor in career services.
- Participate in on-campus and off-campus internships.
- Supplement curriculum with Human Resource Management courses.

**Market Research**

Management
Planning
Policy Development

- Manufacturing firms
  - Market research departments of consumer
  - Market research firms

- Develop a strong background in math and statistics.
- Earn a graduate degree in statistics or marketing for the greatest marketability.
- Get a part-time or summer field service position with a market research firm.
- Develop strong quantitative and statistical skills.
- Obtain a graduate degree for greater opportunities.
- Present at conferences - i.e. Fulton Poster Conference
- Work with a professor on his or her research project.
- Learn to work well with different types of people.
- Secure leadership positions in campus organizations.
- Work a part-time or summer job.

**Public Relations**

Event Planning
Fund-raising
Media Placement
Programming
Public Speaking
Research
Writing and Editing

- Colleges and universities
  - Companies with public relations departments
  - Federal, state and local government
  - Non-profit organizations
  - Professional associations
  - Public relations and advertising firms

- Develop strong writing and speaking skills.
- Gain experience through internships.
- Public relations or other PR-related functions.
- Serve as a, student ambassador in admissions or work in alumni development.
- Volunteer as a fund-raiser or political canvasser.
- Take organizational behavior courses.

**Research**

Data analysis
Social Research

- Federal government including:
  - Department of Health and Human Services
  - National Institute of Education
  - Office of Naval Research
  - National headquarters of non-profit organizations
  - Universities and colleges

- Develop strong quantitative and statistical skills.
- Obtain a graduate degree for greater opportunities.
- Present at conferences - i.e. Fulton Poster Conference
- Work with a professor on his or her research project.
- Learn to work well with different types of people.
- Secure leadership positions in campus organizations.
- Work a part-time or summer job.

**Retailing**

Customer Service Management

- Department stores
  - Specialty stores
  - Super retailers

- Be willing to start in a management-trainee program.
- Demonstrate a willingness to take on additional responsibilities such as "assistant manager."
- Learn to work well with different types of people.
- Secure leadership positions in campus organizations.
- Work a part-time or summer job.

**Sales**

Customer Service Management

- Insurance companies
  - Manufacturers
  - Real estate companies

- Retailers and wholesalers

- Be willing to start in a management-trainee program.
- Demonstrate a willingness to take on additional responsibilities such as "assistant manager."
- Learn to work well with different types of people.
- Secure leadership positions in campus organizations.
- Work a part-time or summer job.

- Acquire knowledge of government and community resources available for those in need.
- Become fluent in a foreign language spoken by multicultural clients.
- Complete an internship for academic credit.
- Graduate school is very competitive.
- Learn to work well with different types of people.

- Many entry-level helping positions require one year of related experience.
- Obtain a graduate degree in psychology, counseling, or social work.
- Obtain essential practical experience through volunteering or part-time work.

**Social & Human Services**

Administration
Advocacy
Case Management
Community Relations
Counseling
Mental Health Services
Programming

- Federal government, including Departments of:
  - Health and Human Services, Justice and Veterans Administration.
  - State government, including Departments of:
    - Community mental health centers
    - Facilities for mentally impaired
    - Human Services
    - Hospitals
    - Justice
    - Local government
    - Mental Health & Mental Retardation

- Nonprofit organizations
  - Probation and parole
  - Religiously-affiliated service organizations
  - Senior citizens' centers
  - State psychiatric hospitals
  - United Way agencies

- Acquire knowledge of government and community resources available for those in need.
- Become fluent in a foreign language spoken by multicultural clients.
- Complete an internship for academic credit.
- Graduate school is very competitive.
- Learn to work well with different types of people.

- Many entry-level helping positions require one year of related experience.
- Obtain a graduate degree in psychology, counseling, or social work.
- Obtain essential practical experience through volunteering or part-time work.
STRATEGIES FOR PLACEMENT IN PSYCHOLOGY

- For psychology students pursuing another career requiring “any major” it is critical for them to develop desirable skills through internships, part-time/summer jobs or volunteer experience.
- Develop skills valued most by employers such as communication, interpersonal, leadership, teamwork and computer skills.
- Consider assisting a faculty member with his or her research for valuable experience.
- For those wishing to pursue graduate education, maintain a high grade point average, secure strong faculty recommendations, and gain experience through volunteer or work opportunities.

CAMPUS RESOURCES

Alumni Career Website
http://alumnicareers.byu.edu

Psychology Department
1001 SWKT (801) 422-4287
https://psychology.byu.edu

Pre-Professional Advisement
3328 WSC (801) 422-3044
https://ppa.byu.edu

University Career Services
2410 WSC (801) 422-6535
http://ucs.byu.edu

INTERNET RESOURCES

- American Psychological Association-
http://www.apa.org/about/students.aspx
- BYU Psychology Department-
https://psychology.byu.edu
- On-campus Business Internships-
http://marriottschool.byu.edu/career/recruiters/fieldStudies.com
- Social Psychology Network-
http://www.socialpsychology.org/
- Wetfeet.com Guide to Psychology and Counseling
http://www.wetfeet.com/careers-industries/careers/psychology-and-counseling