A 21st century major

The 21st century labor market is fast-changing, increasingly global, and technology-driven. The jobs that you may apply for as a graduate may not even exist yet. To navigate the 21st century means being able to keep up with the changing world.

As society evolves, you as a sociology major will have the tools to critically analyze the world and your place within it. You will also learn the practical skills you need to succeed there.

Conduct Research and Analyze Data. In sociology you use both qualitative and quantitative research methods. Learn to recognize trends and patterns and produce social statistics such as those used in market research, opinion polling, program evaluation, sales, and countless other applications.

Communicate Skillfully. Learn how to convey your ideas effectively in writing and in presentations. Strong communications skills are essential for success in the 21st century.

Practice Critical Thinking. Learn to look beyond the surface of issues to discover the "why." Build your analytical skills. Solve problems and identify opportunities.

Gain a Global Perspective. Learn about different cultures and how to analyze the interaction of groups and societies through a global and historical perspective.

Prepare for Graduate School. An undergraduate major in sociology provides an excellent foundation for graduate study in a wide range of fields including law, business, social work, medicine, public health, public administration and, of course, sociology.

How are recent sociology graduates using their degree?

As a broad social science, an undergraduate degree in sociology provides you with the technical and analytic skills and the global perspective you need to navigate the 21st century successfully and succeed in many careers.

Social Services/Public Services
"I am a caseworker for incarcerated mothers and their infants."

Program Support
"I am an immigration specialist for a large company. I write petitions for people to receive their Green Cards."

Management
"I provide management and financial analysis. The work involves forecasting and tracking revenue for large multimillion dollar efforts as well as labor relations."

Education
"I teach Conversational English and American Studies classes at a secondary school in Southeastern Ukraine."

Sales Marketing
"I am a marketing consultant. I assist with the planning and development of marketing strategies for my organization."

Social Science Researcher
"I am a statistician in the Fertility and Family Statistics Branch of the US Census Bureau."

---

### How are recent sociology graduates using their degree?

<table>
<thead>
<tr>
<th>Category</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Social Services</td>
<td>26.5%</td>
</tr>
<tr>
<td>Administrative Support</td>
<td>15.8%</td>
</tr>
<tr>
<td>Management</td>
<td>14.4%</td>
</tr>
<tr>
<td>Education</td>
<td>8.1%</td>
</tr>
<tr>
<td>Services</td>
<td>8.3%</td>
</tr>
<tr>
<td>Sales and Marketing</td>
<td>10.1%</td>
</tr>
<tr>
<td>Social Science Research</td>
<td>5.7%</td>
</tr>
<tr>
<td>Other/Other, including IT</td>
<td>4.4% 6.8%</td>
</tr>
</tbody>
</table>

Source: "What Can I Do With a Bachelor's Degree in Sociology? National Survey of Seniors, Wave II, 2007"