

# Career Pathways of WCU Sociology Alumni

## WEST CHESTER UNIVERSITY

### Human Services and Human Resources

Sociology students educated in social science theories and methods, social institutions, human interaction, social problems, social change, mental health, and critical perspectives find work in human resources, social work, and behavioral health fields. They are sought by private firms, nonprofits, and government agencies.

### Professional Business Services

Sociology students educated in the self, social interaction, social institutions, concepts and theories, culture, diversity, research methods, and data analysis obtain work as customer service reps, project managers, and business analysts. They are sought by private employers in industries that include product development, law, finance, marketing and retail.

### Marketing, Media, and Sales

Sociology students educated in social science research, the self, social interaction, social change, social institutions, diversity, and culture in the digital age find work as marketing, media, and sales specialists, as well as public relations, advertising, and campaign managers. They are sought by marketing and mass media firms, digital media companies, and nonprofits.

### Health Services

Sociology students educated in social science perspectives on medicine, mental health, aging, work, diversity, and inequality, with training in research methods and analysis, find work in clinical research, social work, case management, data analysis and application, and medical sales. They are sought by public agencies and private firms in the U.S. and beyond.

### Government

Sociology students educated in social science theories and methods, social institutions, work, the environment, social problems, and inequality find positions as outreach, emergency management, and program specialists, managers, and directors. They work in all levels and branches of government.

### Education and Activism

Sociology students educated in social institutions, social interaction and the self, diversity, urban and social problems, mental health, and critical perspectives find positions as teachers, school counselors, youth leaders, victim advocates, policy reformers, and researchers. They are sought by public and private schools, universities, and nonprofits that support children, youth, and victims of injustice.

<https://www.wcupa.edu/sciences-mathematics/anthropologySociology/sociologyProgram.aspx>

