



University of Maryland University College

Selling Your Social Science Degree

**Presented by
Cathy Francois, MBA, GCDF
Career Advising Specialist**

**University of Maryland University College
Office of Career and Alumni Services**

Topics

What can you do with a social science degree?

How do you identify a target position?

How do you market your skills?



Presenter Career Bio



Cathy Francois, MBA, GCDF

- **Undergraduate Degree:** Sociology, 2004
- **Graduate Degree:** Business Administration, 2013
- **Industry Experience:** Healthcare, Newspaper/Print Media, Telecommunications, Higher Education
- **Positions Held:** Medical Office Assistant, Advertising Sales Representative, Account Executive, Customer Service Representative, Admissions Representative, Academic Advisor, Career Coach



What Can Social Science Majors Do?

Psychology

History

Social Science

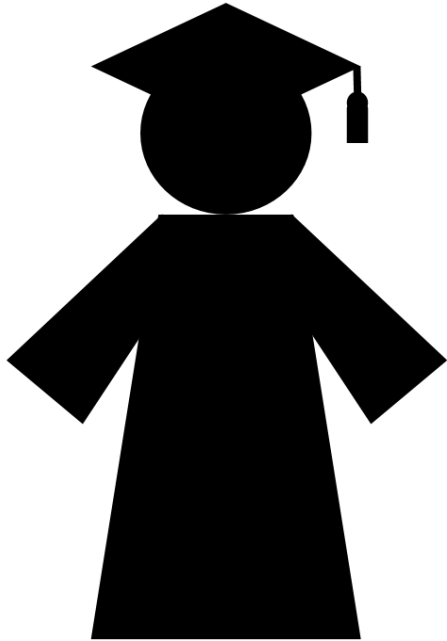
Sociology

Economics

Political Science



What Can Social Science Majors Do?



Government Affairs Director

Brand Strategist

Fundraising Manager

Research Director

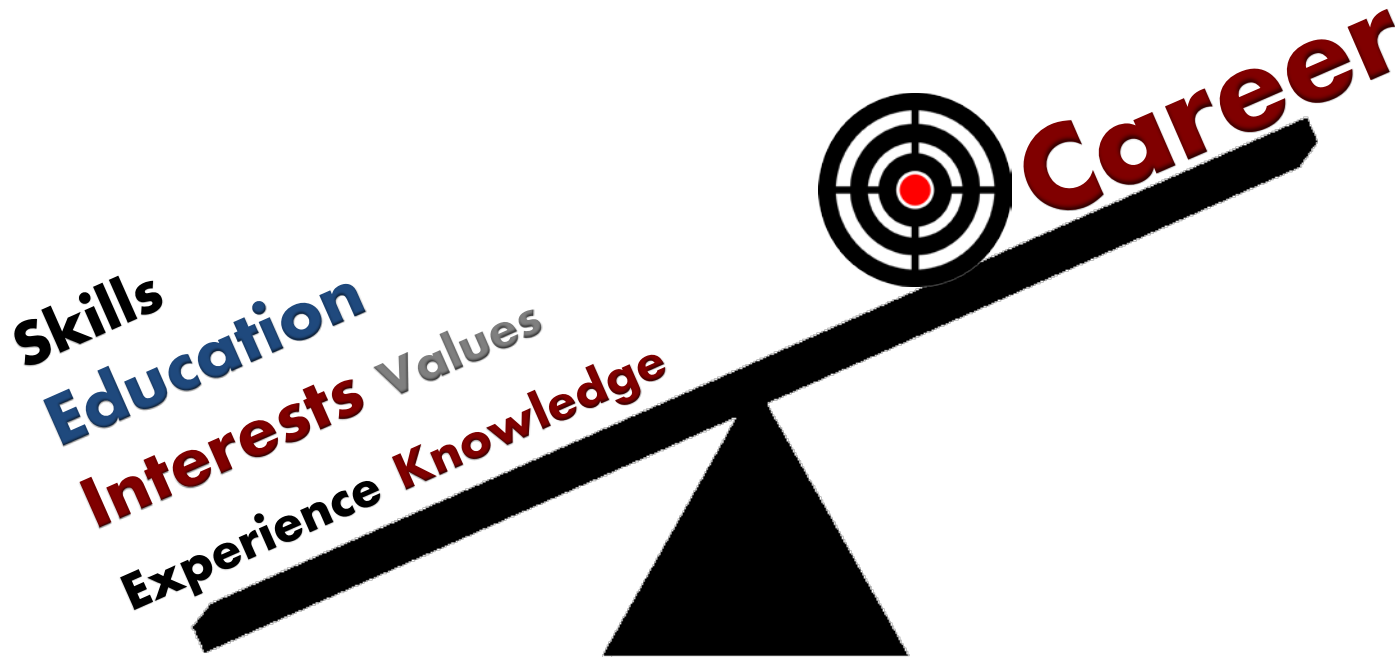
Sales Assistant

Program Manager, Non-Profit Organization



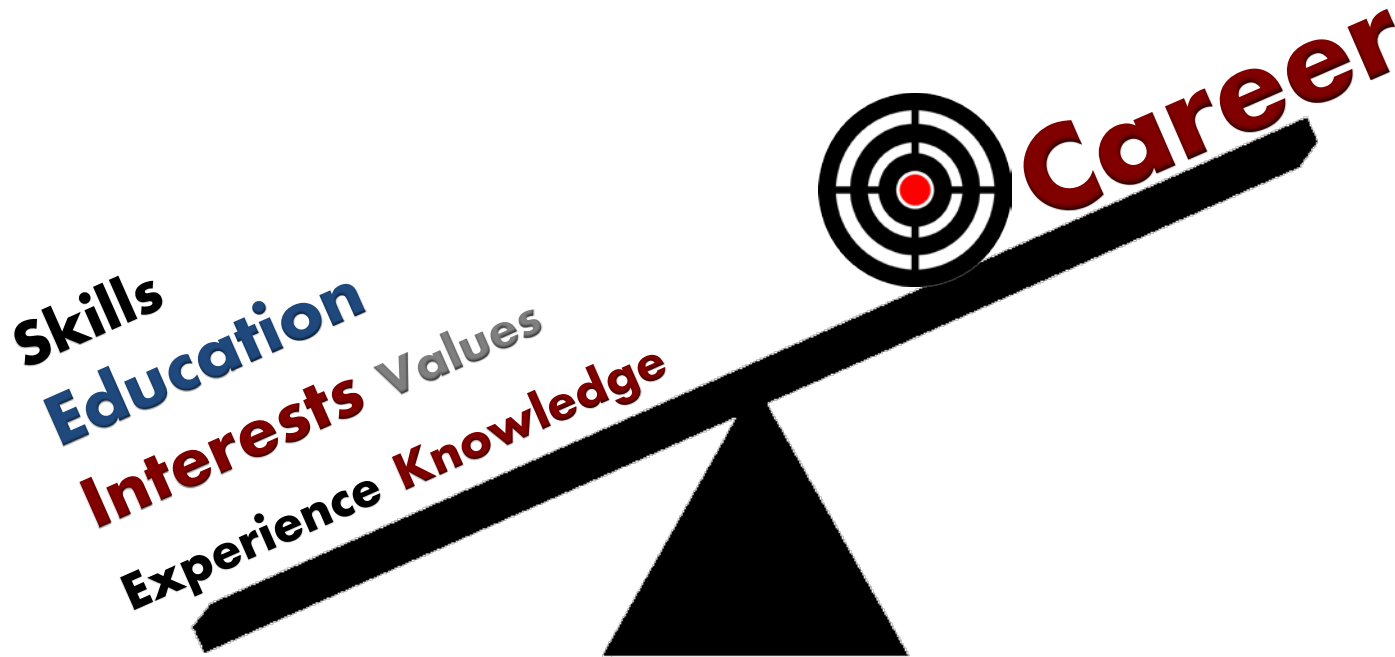
How to Identify a Target Position?

ASSESS



How to Identify a Target Position?

MATCH



How to Identify a Target Position?

MATCH

Career Match

If you're wondering, "What can I do with a degree in ... ?" then you have come to the right place. The Career Match tool allows you select an academic program area and identify career options that match your interests and skills.

To get started, select your program of interest from the list below.

Psychology, Social Science, and Science ▼

Social Science ▼

Social Science

As the pace of change accelerates, businesses, government institutions, and nonprofit organizations are faced with increasingly complex issues. To meet these challenges, they need people who understand social systems and the world that surrounds them. Communities also need people who are driven by a desire to make a tangible difference in society. With a degree in **Social Science** from UMUC, you'll acquire the sociological perspective that is critical for working effectively in today's multiethnic and multinational business environment.

[More](#)

Select a Career: ▼

Select a Career:

Business
Criminal Justice
Demography
Education
Government
Human Services
Public Welfare
Community Relations
Research
Environment and Society

Business ▼

Business

Apply your knowledge of **Social Science** to today's challenging global market. Your UMUC education will prepare you with the necessary skills to pursue graduate programs as well as exciting careers in enduring public and private sectors.

Career Areas

- Demography/Planning
- Human Resources
- Management
- Sales
- Advertising
- Marketing
- Consumer Research
- Insurance
- Real Estate
- Personnel/Training
- Administration



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[More](#)

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Employers

- Research Departments/Firms
- Personnel/Industrial Relations Departments
- Marketing/Management Firms
- Organizational Planning Departments/Firms
- International Business
- Manufacturing Firms
- Advertising Firms
- Consumer Research
- Public Relations Firms
- Insurance and Real Estate Companies
- Publishing Firms
- Consulting Firms



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[More](#)

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Strategies

Excel in the workplace by implementing these suggestions:

- Focus on an occupational area such as personnel, industrial relations, management, marketing, or public relations.
- Take courses in labor relations, industrial psychology, sociology of work, personnel management, public speaking, writing, social psychology, and social interaction.
- Gain related experience.
- Learn skills in communication networking and e-mail.
- Obtain graduate degree for advancement.
- Stress work experience, social skills, public speaking, writing skills, statistics, and research training when interviewing.



How do you **MARKET** your skills?

Skills
Education
Interests Values
Experience **Knowledge**



How do you **MARKET** your skills?

Sample Job Description

Position: Recruiter

Job Description

The recruiter will manage the recruiting process to include: **partnering with hiring managers** to **write** compelling job descriptions, ensuring proper classification and level, sourcing and screening candidates, **conducting/coordinating interviews**, and working with managers to extend offers, supporting as needed.

Basic Qualifications:

Demonstrated ability to produce a pipeline of candidates.

Highly motivated individual with a strong work ethic and the ability to **overcome** obstacles

Excellent **communication**, **presentation**, and **networking skills**.

Ability to think outside the box to **solve problems** for candidates and clients.

Sample Resume Position Description

Position: Career Advisor

- Reviewed resumes and cover letters, **conducted** mock telephone **interviews**, and make recommendations
- Developed training **presentations**, program resource guides, and wrote content for webinars
- Co-presented with **Talent Acquisition Specialist** at Student Services Drive-in conference on LinkedIn profile optimization
- Established and **managed ongoing relationships with hiring managers** to **source** potential students and alumni for employment and internship opportunities to meet their **staffing** needs
- Demonstrated analytical thinking skills to **overcome** objections, adjust approach, and **resolve problems** in the admissions process
- Assisted in the organization of job fairs and other **networking** events



How do you **MARKET** your skills?

Summary Report for: 13-1071.00 - Human Resources Specialists

Updated 2015

Bright Outlook

Perform activities in the human resource area. Includes employment specialists who screen, recruit, interview, and place workers.

Sample of reported job titles: Corporate Recruiter, Employment Coordinator, Employment Representative, Employment Specialist, Human Resources Coordinator, Human Resources HR Generalist, Human Resources Specialist (HR Specialist), Personnel Coordinator, Recruiter, Technical Recruiter

View report: **Summary** Details Custom

[Tasks](#) | [Tools & Technology](#) | [Knowledge](#) | [Skills](#) | [Abilities](#) | [Work Activities](#) | [Detailed Work Activities](#) | [Work Context](#) | [Job Zone](#) | [Education](#) | [Credentials](#) | [Interests](#) | [Work Styles](#) | [Work Values](#) | [Related Occupations](#) | [Wages & Employment](#) | [Job Openings](#) | [Additional Information](#)



View report: Summary **Details** Custom

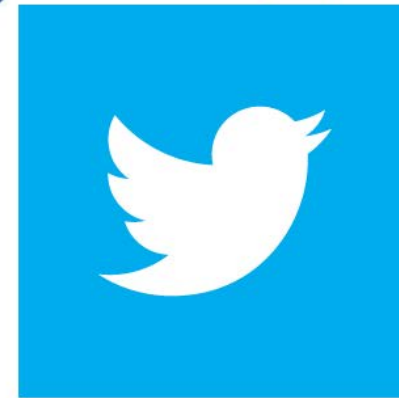
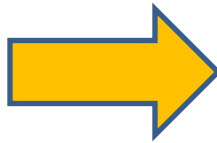
[Tasks](#) | [Tools & Technology](#) | [Knowledge](#) | [Skills](#) | [Abilities](#) | [Work Activities](#) | [Detailed Work Activities](#) | [Work Context](#) | [Job Zone](#) | [Education](#) | [Credentials](#) | [Interests](#) | [Work Styles](#) | [Work Values](#) | [Related Occupations](#) | [Wages & Employment](#) | [Job Openings](#) | [Additional Information](#)

- Inform job applicants of details such as duties and responsibilities, compensation, benefits, schedules, working conditions, or promotion opportunities.
- Address employee relations issues, such as harassment allegations, work complaints, or other employee concerns.



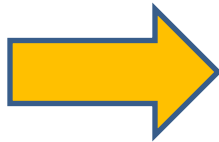
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Skills
Education
Interests Values
Experience **Knowledge**



How do you **MARKET** your skills?

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Live Q & A Session

Please submit your questions
in the chat box



RESOURCES

- **Best Jobs For Social Science Majors by Salary Potential**
<http://www.payscale.com/college-salary-report/common-jobs-for-majors/social-sciences?page=2>
- **Career Match Tool**
<http://www.umuc.edu/students/support/careerservices/planning/careermatch.cfm>
- **ResearchGate** <https://www.researchgate.net/home>
- **ACADEMIA** <https://www.academia.edu/>
- **O*NET** <https://www.onetonline.org/>



CAREER & ALUMNI SERVICES

- **Website:** www.umuc.edu/careerservices
- **Phone:** 240-684-2720
- **Email:** careerservices@umuc.edu
- **Services:**
 - UMUC Career & Alumni Services is a valuable resource and it is available for students throughout their program AND beyond graduation as an alumnus, completely free of charge.
 - Access to career tools and resources in **CareerQuest** such as Resunate, InterviewStream, Career Shift, CareerSpots, and Career Insider by Vault.
 - Hundreds of jobs and internship announcements directly from employers.

