

# URBAN STUDIES

## What can I do with this major?

### AREAS

### EMPLOYERS

### STRATEGIES

#### GOVERNMENT

Demography  
 Social Statistics  
 Public Administration  
 Policy Analysis  
 Research  
 Program Development  
 Human Services  
 City Planning  
 Law Enforcement  
 Politics

Federal departments and agencies such as:  
 Departments of Agriculture, Education,  
 Interior, Commerce, Defense  
 Health and Human Services  
 Drug Enforcement Administration  
 Environmental Protection Agency  
 Housing and Urban Development  
 Veteran's Administration  
 National Institutes of Health  
 National Institute of Aging  
 Peace Corps  
 State and local government  
 Planning and development commissions  
 National, state, or local parks or recreation  
 departments  
 Housing authorities  
 Social service agencies  
 Transportation departments

Supplement curriculum with coursework in statistics and social research.  
 Develop exceptional computer, communication, and research skills.  
 Gain work experience via government internships, part-time jobs, or summer work.  
 Develop a specialty such as aging, family, criminal justice, or healthcare.  
 Learn the federal job application process.  
 Obtain a graduate degree for advanced positions.  
 Consider obtaining a minor in political science, public administration, or other relevant fields.

#### REGIONAL AND URBAN PLANNING

Transportation  
 Demography  
 Housing  
 Historic Preservation  
 Urban Design  
 Urban Renewal  
 Environmental/Regulatory Issues  
 Economic Development  
 Land Use  
 Research Design  
 Program Development

Architecture firms  
 Engineering firms  
 Local planning agencies  
 Real estate and development contractors  
 Investment companies  
 Transportation agencies  
 Zoning administration  
 Federal, state, and local government  
 Utility companies  
 Non-profit organizations  
 Historical restoration or preservation agencies  
 Neighborhood revitalization initiatives  
 International development organizations

Enhance curriculum with courses in business, social sciences, and statistics.  
 Earn a graduate degree in urban or regional planning from an accredited planning program.  
 Find a related internship, part-time, or summer job.  
 Develop strong computer skills.  
 Learn another language to communicate with diverse community members or to work abroad.  
 Plan to work collaboratively with a wide array of professionals and local citizens.  
 Understand that most planners work for local governments.

## AREAS

## EMPLOYERS

## STRATEGIES

### HUMAN SERVICES

Counseling  
Case Management  
Advocacy  
Rehabilitation Counseling  
Mental Health Services  
Programming  
Administration

Community service agencies  
Advocacy groups  
Federal, state, and local government  
United Way agencies  
Local branches of national non-profit organizations  
Religiously-affiliated service organizations  
Private foundations  
Adoption and child care agencies  
Nursing homes and retirement communities  
Hospitals and wellness centers  
Halfway houses  
Vocational services  
Educational information services

Gain experience and develop helping skills through volunteer positions.  
Spend summers working at camps, YMCA's, or other social service agencies.  
Gain experience working with diverse populations.  
Develop excellent communication skills.  
Concentrate course work in an area of interest such as youth, gerontology, or poverty.  
Learn a second language in order to interact with non-English speakers and increase marketability.  
Serve as a peer mentor, resident assistant, or other student leader.  
Earn a master's degree in social work, counseling, or other related field to increase employment opportunities.  
Most states require licensure or certification for positions involving the direct provision of therapeutic services to clients.

### BUSINESS

Real Estate  
Construction Management  
Development  
Sales  
Leasing  
Management  
Human Resources  
Sales

Real estate firms  
Rental properties  
Construction and development companies  
Insurance firms  
Retail stores  
Banks  
Staffing agencies  
Manufacturing companies  
Credit management companies and organizations  
Service industries  
Healthcare organizations

Earn a minor in business or supplement curriculum with courses in general business, accounting, and finance.  
Gain business experience through part-time jobs, summer work, and internships.  
Develop excellent computer skills.  
Learn to use software applications such as spreadsheets, databases, and word processing.  
Hone written and oral communication skills.  
Join related professional associations.  
Seek leadership roles in student organizations.

### EDUCATION

Teaching  
Research

Colleges and universities  
Adult education providers

Earn a graduate degree for post-secondary teaching.  
Assist a professor with research.  
Take extra courses in research and statistics.  
Develop exceptional written and oral communication skills.  
Secure strong personal recommendations, particularly from professors.

## AREAS

## EMPLOYERS

## STRATEGIES

### SOCIAL SCIENCE RESEARCH

Data Analysis  
Demography  
Market Research  
Information Sourcing

Universities  
Government agencies  
Research institutes  
Non-profit organizations  
Private industries  
Advertising and marketing firms  
Consulting organizations  
Information brokers  
Newspapers, magazines, news agencies  
Public opinion research polls

Develop exceptional quantitative, statistical, and writing skills.  
Learn to use statistics software packages as well as database, spreadsheet, and desktop publishing programs.  
Volunteer to help a professor with a research project.  
Obtain an advanced degree for research administration positions.  
Network with professionals working in areas of interest.  
Gain experience working on teams.

### GENERAL INFORMATION

- Many transferable skills such as analytical, organizational, research, interpersonal, computer, leadership, teamwork, and oral/written communication are associated with the urban studies degree.
- Internships, part-time jobs, summer jobs, and/or volunteer experiences are critical for gaining experience and developing a career path.
- An undergraduate degree is sufficient for many entry-level positions in business, industry, and government; however, a graduate degree is likely to be more desirable in a competitive market.
- An undergraduate degree in urban studies is good preparation for graduate or professional education in law, business, and other related fields. Research pre-requisites for graduate or professional programs of interest.
- To enhance graduate or professional school opportunities, maintain a high grade point average, secure strong faculty recommendations, join student or professional organizations, and gain relevant experience outside of the classroom through work, internship, volunteer, and research opportunities.
- A Ph.D. is required for teaching at the four-year university level.
- For human or social service positions, gain experience with a population of interest (i.e., children, college students, elderly adults) and develop multicultural sensitivity and understanding. Plan to earn a graduate degree in counseling, social work or related field.
- Conduct informational interviews with professionals working in areas of interest.