# URBAN STUDIES
What can I do with this degree?

## AREAS

### GOVERNMENT
- Demography
- Social Statistics
- Public Administration
- Policy Analysis
- Research
- Program Development
- Human Services
- Law Enforcement
- Politics

### REGIONAL AND URBAN PLANNING
- Transportation
- Demography
- Housing
- Historic Preservation
- Urban Design
- Urban Renewal
- Environmental/Regulatory Issues
- Economic Development
- Land Use
- Research Design
- Program Development

## EMPLOYERS

### GOVERNMENT
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

### REGIONAL AND URBAN PLANNING
- 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

## STRATEGIES

### GOVERNMENT
- 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
- 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

<table>
<thead>
<tr>
<th><strong>HUMAN SERVICES</strong></th>
<th><strong>EMPLOYERS</strong></th>
<th><strong>STRATEGIES</strong></th>
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</thead>
<tbody>
<tr>
<td>Counseling</td>
<td>Community service agencies</td>
<td>Gain experience and develop helping skills through volunteer positions.</td>
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<tr>
<td>Case Management</td>
<td>Advocacy groups</td>
<td>Spend summers working at camps, YMCA’s, or other social service agencies.</td>
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<tr>
<td>Advocacy</td>
<td>Federal, state, and local government</td>
<td>Gain experience working with diverse populations.</td>
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<tr>
<td>Rehabilitation Counseling</td>
<td>United Way agencies</td>
<td>Develop excellent communication skills.</td>
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<tr>
<td>Mental Health Services</td>
<td>Local branches of national non-profit organizations</td>
<td>Concentrate course work in an area of interest such as youth, gerontology, or poverty.</td>
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<tr>
<td>Programming</td>
<td>Religiously-affiliated service organizations</td>
<td>Learn a second language in order to interact with non-English speakers and increase marketability.</td>
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<tr>
<td>Administration</td>
<td>Private foundations</td>
<td>Serve as a peer mentor, resident assistant, or other student leader.</td>
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<tr>
<td></td>
<td>Adoption and child care agencies</td>
<td>Earn a master’s degree in social work, counseling, or other related field to increase employment opportunities.</td>
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<td></td>
<td>Nursing homes and retirement communities</td>
<td>Most states require licensure or certification for positions involving the direct provision of therapeutic services to clients.</td>
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<td>Hospitals and wellness centers</td>
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<td>Halfway houses</td>
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<td></td>
<td>Vocational services</td>
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<td>Educational information services</td>
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<tr>
<th><strong>BUSINESS</strong></th>
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<tr>
<td>Real Estate</td>
<td>Real estate firms</td>
<td>Earn a minor in business or supplement curriculum with courses in general business, accounting, and finance.</td>
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<tr>
<td>Construction Management</td>
<td>Rental properties</td>
<td>Gain business experience through part-time jobs, summer work, and internships.</td>
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<tr>
<td>Development</td>
<td>Construction and development companies</td>
<td>Develop excellent computer skills.</td>
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<tr>
<td>Sales</td>
<td>Insurance firms</td>
<td>Learn to use software applications such as spreadsheets, databases, and word processing.</td>
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<tr>
<td>Leasing</td>
<td>Retail stores</td>
<td>Hone written and oral communication skills.</td>
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<tr>
<td>Management</td>
<td>Banks</td>
<td>Join related professional associations.</td>
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<tr>
<td>Human Resources</td>
<td>Staffing agencies</td>
<td>Seek leadership roles in student organizations.</td>
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<td>Sales</td>
<td>Manufacturing companies</td>
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<td>Credit management companies and organizations</td>
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<td>Service industries</td>
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<td></td>
<td>Healthcare organizations</td>
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<tr>
<th><strong>EDUCATION</strong></th>
<th><strong>EMPLOYERS</strong></th>
<th><strong>STRATEGIES</strong></th>
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<tbody>
<tr>
<td>Teaching</td>
<td>Colleges and universities</td>
<td>Earn a graduate degree for post-secondary teaching.</td>
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<tr>
<td>Research</td>
<td>Adult education providers</td>
<td>Assist a professor with research.</td>
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<td>Take extra courses in research and statistics.</td>
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<td>Develop exceptional written and oral communication skills.</td>
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<td>Secure strong personal recommendations, particularly from professors.</td>
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### Areas

**Social Science Research**
- Data Analysis
- Demography
- Market Research
- Information Sourcing

**Employers**
- 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

**Strategies**
- 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.