MAJOR IN SOCIOLOGY

DATA ANALYTICS

WHY SOCIOLOGY?

Sociology provides a strong foundation in understanding social behaviors and trends, equipping you with the skills to collect, analyze, and interpret data. This knowledge is crucial for anyone looking to pursue a career in social research or data analysis, where you'll help organizations make informed decisions based on empirical evidence.

MARKETABLE SKILLS

Data Analysis: Proficiency in analyzing complex datasets
Research Methods: Expertise in qualitative and quantitative research techniques
Statistical Proficiency: Skill in using statistical software and data presentation
Critical Thinking: Ability to analyze societal issues and propose data-driven solutions
Communication: Competence in presenting research findings to diverse audiences

POSSIBLE COURSES

SOC 321: Sociology of Innovation
SOC 339: Social Organizations & Change
SOC 405: Regression Analysis
SOC 426: Sociology of Work and Occupations

Internships:
Domo, Qualtrics, and Washington Seminar

GRADUATE PROGRAMS

Master of Sociology: Focus on advanced research and analysis

Master of Data Science: Specialization in data analytics

PhD in Sociology: Academic or high-level research careers

Master of Public Administration: Leadership roles in public sector research

CAREERS

Social research analyst
Policy analyst
Data scientist
Academic researcher
Management and social impact consulting