Sociology and Market Research

Market researchers study consumers to learn what they want and to learn how businesses and other organizations can better meet their needs and wants. They gather data using surveys, interviews, observations, and focus groups. They analyze them using quantitative (e.g., statistical) and qualitative methods. They interpret data using theories.

Here are the sociology classes you should take to get into career in market research:
- Research methods and statistics: Stats 121, Soc 300 (this is especially important, focusing on how to do a survey), 301, 307, 404, 405
- Culture and social diversity: Soc 322, 323, 330, 365, 367
- Micro theories and macro theories: Soc 310, 311, 350
- Electives in areas of interest to you: Soc 318, 325, 326, 327, 328, 329, 340, 345, 360, 370, 380, 383, 420, 421, 422, 424, 426, 429, 450, 460, 481
- Consider doing a minor in Management or Statistics

In addition to taking the relevant classes, you also need the following:
- Join the BYU Marketing Association (byumamarketing@gmail.com; ma.byu.edu). Marketing is a little different from market research (one is about gathering and analyzing data, the other is about creating and implementing a campaign), but it's good for you to know both sides. You should be involved in it for at least 2 years.
- Do an internship in market research.
- Be a research assistant with professors; help with lots of research projects: as a volunteer, for credit, for pay, as an Honors thesis, as an International Field Study, etc.
- Go to graduate school, specializing in quantitative and qualitative research and analysis (surveys, focus groups, etc.), public opinion, culture, etc.
- M.S. and/or Ph.D. in Sociology or Psychology
- MBA
Contact
If you want to talk about how sociology can prepare you for a career in market research, see:

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