# URBAN STUDIES

## What can I do with this major?

### AREAS

**GOVERNMENT**
- Demography
- Social statistics
- Public administration
- Policy analysis
- Research
- Community development
- Program development
- Human services
- City planning
- City and town management
- Law enforcement
- Lobbying
- Political campaigns
- Journalism

**REGIONAL AND URBAN PLANNING**
- Transportation
- Demography
- Housing
- Community development
- Historic preservation
- Urban design
- Architecture
- 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
  - Veterans Affairs
  - National Institutes of Health
  - National Institute of Aging
  - State and local government
  - Planning and development commissions
  - National, state, local parks, or recreation departments
  - National, state, or local news sources
  - Housing authorities
  - Transportation departments
  - Social service agencies
  - Peace Corps and Americorps

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

### STRATEGIES

- Supplement curriculum with coursework in statistics and social research. Consider obtaining a minor in political science, public administration, or other relevant field.
- Develop exceptional computer, communication, and research skills.
- Complete an internship with the federal government.
- Seek leadership roles in relevant campus or community organizations (e.g., IBM SMARTER Cities).
- Develop a specialty such as aging, family, criminal justice, or healthcare.
- Become familiar with the government application process. Utilize applicable websites and seek assistance from your college career center.
- There are a large number of specialized agencies within the federal government. Do extensive research to find the area that best fits your interests.
- Earn a graduate degree to qualify for more job opportunities.

- Enhance curriculum with courses in business, social sciences, and statistics.
- Earn a graduate degree in urban or regional planning from an accredited planning program.
- Gain experience through internships with employers of interest.
- Develop strong computer skills.
- Learn another language to communicate with diverse community members or to work abroad.
- Plan to work corroboratively with a wide array of professionals and local citizens.
- Understand that most planners work for local governments.
### Areas

#### Nonprofit
- Administration/Management
- Fundraising/Development
- Public relations
- Policy analysis
- Research
- Grant writing
- Community development
- Advocacy
- Programming
- Direct service:
  - Counseling
  - Case management

#### Business
- Real estate:
  - Construction
  - Management
  - Development
  - Sales
  - Leasing
  - Consulting
- Management
- Sales
- Finance
- Human resources
- Underwriting and claims management
- Market research

### Employers

**Nonprofit**
- Community service agencies
- Advocacy groups
- Federal, state, and local government
- United Way agencies
- 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

**Business**
- 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
- Consulting firms
- Other business corporations

### Strategies

**Nonprofit**
- Gain experience and develop helping skills through volunteer positions.
- Spend summers working at camps, The YMCA, or other social service agencies.
- Work with diverse populations to get exposure to multi-cultural issues. Learn a second language in order to interact with non-English speakers and increase marketability.
- Develop excellent communication skills.
- Concentrate course work in an area of interest such as youth, gerontology, or poverty.
- Serve as a peer mentor, resident assistant, or other student leadership position.
- Investigate term of service or service corps positions as a way to gain entry into the field.
- 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.
- Research organizations’ values to find a good fit with yours. Become knowledgeable about and committed to the work you plan to do.

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

<table>
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<td>Universities and colleges</td>
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<td>Legal aid societies</td>
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<td>Nonprofit and public interest organizations, e.g. ACLU, NAACP Legal Defense Fund, Legal Services Corporation</td>
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<td>Other private legal services</td>
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<td>Develop strong research skills and attention to detail.</td>
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<td>Participate in debate or forensic teams to hone communication skills.</td>
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<td>Choose courses or a minor to specialize in a particular area of law (e.g., a minor in business for a career in corporate law).</td>
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<td>Find part-time or summer work in a law firm.</td>
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<td>Shadow an attorney to learn more about the field and various specialties.</td>
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<td>Get involved in pre-law student organizations.</td>
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<td>Plan to attend law school and earn a law degree (J.D.).</td>
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<td>Maintain a high grade point average and secure strong faculty recommendations. Prepare for the LSAT (Law School Admission Test).</td>
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<td>Obtain specialized certification for paralegal positions.</td>
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<td>Earn a graduate degree for post-secondary teaching &amp; research.</td>
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<td>Assist a professor with research and take extra courses in research and statistics.</td>
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<td>Develop exceptional written and oral communication and interpersonal skills.</td>
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<td>Secure strong personal recommendations, particularly from professors, and maintain a high GPA.</td>
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<td>Earn a master's degree in a specialized area (e.g., College Student Personnel, Higher Education Administration, or Library and Information Sciences to work in other roles at post-secondary institutions).</td>
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<td>Seek campus leadership positions such as peer mentor, orientation leader, or resident assistant.</td>
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GENERAL INFORMATION

• Urban Studies majors develop an understanding of modern cities, as well as the social, historical, political, economic, and cultural forces shaping urban areas.
• Urban Studies is an interdisciplinary program that draws upon fields such as sociology, economics, and political science.
• Consider earning a second major or minor in another field of interest.
• 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 entry-level positions in business, non-profit, and government sectors, 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, planning, architecture, business, public policy, social sciences, 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 four-year universities.
• Conduct informational interviews with professionals working in areas of interest.

AREAS

SOCIAL SCIENCE RESEARCH
Data analysis
Demography
Market research
Clinical research
Information sourcing
Publishing

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 through coursework and research projects.
Learn to use statistics software packages as well as database and spreadsheet programs.
Earn a minor in statistics to assist in research analysis.
Volunteer to help a professor with research or complete an independent study.
Gain experience working on teams.
Network with professionals working in areas of interest.
Consider earning a graduate degree in one of the social sciences, statistics, or related field to qualify for more positions.

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