



What Next?
Beyond your
Psychology Degree
Alternative Careers



There are lots of professional training pathways in psychology...

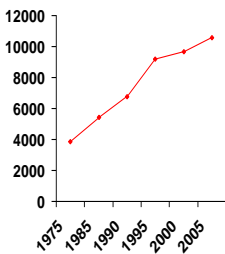


Clinical Psychology
 Counselling Psychology
 Educational Psychology
 Forensic Psychology
 Health Psychology
 Neuropsychology
 Occupational Psychology
 Sport & Exercise Psychology

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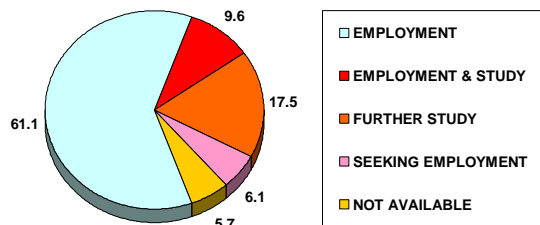
...so why think about an alternative career?

Well, there are lots and lots of psychology graduates

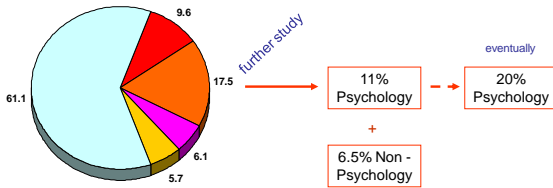


'There were 10,570 psychology graduates in 2005, giving it over 10,000 graduates for the first time, and also overtaking English as the fifth most popular subject. Around 1 in 24 degrees awarded in 2005 were in Psychology'.
Courses and Careers UK

Destinations of Psychology Graduates in the First Year



The route to professional psychology is further (postgraduate) study...



What do these trends mean for you?

- There are more options for a career in professional psychology
- BUT... 'getting in' is much more competitive... the opportunities to enter a career in professional psychology are much fewer than the students who wish to enter
- SO... many psychology graduates should (and do) consider a career other than professional psychology
- **The qualities that make a psychology degree attractive to applicants also make it attractive to a variety of employers**

Occupations of Graduates Who Enter Employment in the 1st 4 Years

Administrative Posts	20.8%
Management (mostly on a training track)	7.4%
Professional Psychology	16.2%
Other Professional & Technical Occupations	22.5%
Social, Health & Protective Service Occupations	15.9%
Marketing, Advertising & Customer Service	11.6%
Others	5.6%

How should you prepare?



- You are in a 'market'
- It is a 'buyers market' (you are a 'seller')
- It is also a 'bear' market (fear of investment)



- You must promote your value to employers and graduate selectors
- You motto: **I CAN DO IT**

Know and Appreciate Yourself:

Evaluate what you have acquired during your degree

- Knowledge of human behaviour
- Skills (specific and general - transferable)
- What have you done outside of your studies that may be of value to employers and selectors?

Become involved in activities within your university

Student Representation



Peer Assisted Student Support (PASS)



Career Preparation



You have been awarded an accredited psychology degree so you can....

Understand Complex Ideas: You have studied and mastered theory and research on human behaviour from a wide range of perspectives. You understand how the brain works and how it influences behaviour, how children develop, how people learn, think and perceive the world, why people differ, how people interact with each other, how society influences people, why people fall out, why people develop problems.

Analyse problems and find solutions: You have studied problem solving and are able to use different strategies for analysing situations and finding solutions. Moreover you know how to communicate these solutions.

You have been awarded an accredited psychology degree so you can do....

Research: you are a trained scientist, and you can design and carry out research using a range of methods. You know how to observe and test human participants, design and conduct experiments, plan and carry out social surveys, interview people, and even go native (participant observation). You can analyse quantitative and quantitative data, write a highly professional report on the results of research, make presentations on the outcome of research to lay and professional audiences, you can even talk to the media. You have been trained to do all of these things, and **you are good at them.**

You have been awarded an accredited psychology degree so you can....

Communicate, Educate, Influence and Change: Not only are you a skilled communicator, you have been trained in social interaction and communication. You know the theory and research evidence that have highlighted the major factors in effective communication. You can understand others, analyse social situations, and you know how to motivate and influence people. You can apply principles of learning theory and cognitive psychology in the development of procedures to change behaviour.

You have been awarded an accredited psychology degree so you can....

Use computers in lots of ways: in preparing high class documents and presentations, carrying out internet-based research, designing and running experiments, developing software and other materials, and analysing data using sophisticated packages (e.g. SPSS). In fact you are a maestro with the computer. You are **highly numerate** and have completed advanced statistics courses.

Work independently (your final year project) and **as part of a team** (on small scale projects). Whilst working as a team you found that you were able to take a **leadership** role, and you have an example of this.

Emphasise your 'people' skills...

Assess people	I CAN DO IT
Communicate with people	I CAN DO IT
Influence people	I CAN DO IT
Manage people	I CAN DO IT
Help and advise people	I CAN DO IT

Some Diverse Careers for Psychologists



Retail and Marketing: Social Psychology, Occupational Psychology

Social Work: Social Psychology, Developmental Psychology, Abnormal / Clinical Psychology

Youth Work: Developmental Psychology, Social Psychology

Pharmaceuticals: Biopsychology, Psychopharmacology, Behaviour analysis, Experimental psychology

IT Industry: research methods, experimental psychology, cognitive psychology

Case Study from www.prospects.co.uk

Rosie, desk officer for the Foreign and Commonwealth Office

Rosie studied Psychology at Portsmouth University. In view of the costs of further study, Rosie decided against pursuing professional psychology at this time. She decided to take a gap year and during this year she worked for a refugee charity, where she learned about the Foreign Office. Rosie joined on a Civil Service Fast Stream in October 2006. Her current role is desk officer for Cuba, the Dominican Republic and Haiti. **Rosie feels that her psychology training is useful in working with people and the combination of analytical and concise writing skills developed on her degree are particularly useful in this role. Rosie comments, 'psychology is useful for most careers. As well as the knowledge, you gain a knowledge of human behaviour and a broad range of skills'**



Case Study from www.prospects.co.uk

Jen, human Resources (HR) Consultant



I fell into human resources (HR). Its breadth appealed to me and the fact that my psychology degree would be of use. Psychology gave me a greater level of analytical skills and a knowledge of occupational psychology. My roles have included selection, human aspects of project management, and team building. Research and reporting skills are an important element and psychology really helped. Also, generally in HR, few have statistical knowledge, so if you are able to present and analyse business data with credibility then that will take you a long way. **At university I learned a lot about the thought processes in looking at a phenomenon. This helps me to be methodical but also swift in deciding what needs to be done.**



PSYCHOLOGISTS AS RETAIL EXPERTS



Learning Zone

- Accounting
- Business Studies
- Economics
- Leisure, Sport and Recreation
- Travel and Tourism

The Psychology of Shopping - 140305

A look into the psychology of shopping.



At your Leisure - 14 March 2005

The Psychology of Shopping

The 1970s giants of retailing made it their business to 'pile it high, sell it cheap'. Organisations such as Tesco and Waitrose made their names by following this policy. The thinking was that consumers would buy as long as they believed they were getting cheap prices and that the goods were of reasonable quality.

In the past thirty years, retailers have become increasingly sophisticated in their methods of parting consumers from their money. In grocery markets, shops have used a range of techniques to create the right conditions psychologically for consumers to buy what the retailers want them to buy: the aroma of freshly-baked bread is



> Associate Director 
 Dr. Eleanor Atton, Razor Research 
 "You can't expect any jobs, and especially non-academic jobs, to come to you. You have to go out and look for them and be able to sell yourself and your skills to employers."

Why did you decide on this career?

There are several reasons I wanted to leave academia for a career in market research. Firstly, I was more excited by the prospect of working in the heart of the commercial world where my research would have more direct practical implication. Beyond this, I've always been

interested in brands, popular culture and the youth of today and felt that market research provided an ideal opportunity to learn more about this. I wanted to work for an agency that could offer me a wealth of varied experience where no two days would be the same and the scope of my research was very broad. The work environment was also an important consideration for me. I wanted to work with like minded people in a fun, creative and energetic place and to be able to be myself at work. My current career certainly ticks all these boxes.



Describe your current job briefly:

The company that I work for is quite small - 19 people - but growing quickly. The company specialises in qualitative market research and mainly operates in the commercial sector, although we do manage some quantitative research, and an increasing number of public sector projects. Put simply, we help to build and look after products and brands through research. Clients such as Nokia, Lynx and Visit Britain come to us for consumer insight and the focus can be anything from profiling certain types of consumers to better understand their lifestyles and experiences, to exploring ideas for new products, advertising, packaging and so forth to help in their development. My job varies from day to day but it mostly involves meeting with clients, contributing to research proposals and helping to plan, conduct, analyse and report research projects. Fieldwork is a vital part of this process and we use many different techniques depending on the project (e.g. focus groups, interviews, blogs, video diaries). We always work in teams which is great because you get to work closely with others, share your thoughts and ideas and learn from your peers.

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How did you find your position?

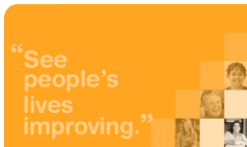
I found my position through internet research and networking. When I had some idea of what I was after, I started doing some online research. I searched the Market Research Society website and the market research companies listed on Google and ironically one of the first companies I came across was Firefish. I immediately became interested in this company as their website exuded the personality I was after and they were relatively small, located in London, worked with numerous high profile clients and seemed very forward thinking and creative. I contacted one of the Managing Directors directly and through other contacts as well was able to set up a meeting to introduce myself directly and find out more about the .

A Job in Social Work ???



Social Work

- Social Work:
 - A growing profession which is well suited to those with a background in Psychology.
 - The National Social Work Qualifications Board (NSWQB)
 - <http://www.nswqb.ie/about/index.html>



The Health Service Community Mental Health Teams Rehabilitation Centres



Bid to end social work jobs crisis (Glasgow Evening Times, 1 Aug 2003)

Official: children placed at risk by failing social work departments: Danning report highlights missed targets, understaffing and delays (The Sunday Herald, 1 Feb 2004).

Caring? This Mob Couldn't Care Less (Sunday Mail (Scotland), 9 May 2004)

Social work reforms revealed in wake of abuse scandals (The Times, 8 Feb 2006)

Change probably means no change for social work 'professionals' (The Scotsman, 10 Feb 2006)

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The Police The Prison Service Probation Service



Academic / Teaching / Research



Common Job Titles for Graduates with Degrees in Psychology

Government / Legislative Services	Admissions / Financial Aid
Hotel Management	Advertising
Human Resources	Bank Management
Human Services	Child / Youth / Elder Care
Insurance Claims / Underwriter	Community Services
Insurance Sales	Consulting Services
Law	Court / Juvenile Services
Enforcement / Police	Customer Services
Manufacturing / Production	Educational Services
Market Research	Employee Relations
Military Service	Employment Services
Museum Programs	Financial Services
Retail / Wholesale Sales	News Reporting
Social Services	Personnel / Human Resources
Special Populations Services	Private / Nonprofit Management
Stocks / Bonds Sales	Production / Quality Control
Student / Alumni Services	Property Management
Substance Abuse Services	Public Relations / Media Services
Supply Management	Purchasing
Teaching	Real Estate Sales
Technical Writing	Residential Services
Travel Services	Restaurant Management
Volunteer Services	Retail Management
Youth Services	

Aubrecht, L. (Winter, 2001) What Can You Do With a BA in Psychology? Eye on Psi Chi, 5(2), 29-31.

REMEMBER: You CAN do it
...and the very best of luck