

Careers in Sociology

Sociology is the study of human society and the power structures that maintain or change it. It also examines the roles played by individuals within organizations and how various types of institutions affect various groups of people (for example, women, visible minorities, LGBTQ, etc.).

Generally, as a social science, sociology is appealing to many organizations and employers. This is why many job advertisements request a “degree in social sciences”.

More specifically, understanding how people are affected by the social power surrounding them prepares students for a wide range of careers, as private and public organizations seek knowledgeable professionals who understand human interaction within organizations. Common areas where sociology majors tend to find work are listed below.

Examples of Common Career Areas for Sociology Majors

- Marketing and Advertising
- Public Relations
- Early Childhood Education
- Gerontology
- Public Health Policy Analyst (for example, with Manitoba Health, Public Health Agency of Canada, Health Canada, etc.).
- Environmental Policy Analyst (for example, with Environmental Conservation & Protection, Oil and Mineral companies or environmental preservation organizations)
- Social Services (for example, Provincial agencies like Child & Family Services, Department of Families or Employment, Income & Housing and Federal agencies such as Immigration & Citizenship or Environment & Climate Change Canada).
- Project Management
- Human Rights and Social Justice organizations (like Human Rights Watch and Amnesty International)
- Labour Relations
- City Planning
- Social Historian
- Journalist or News Reporter (including freelance and investigative journalism)

- Addictions Counselor
- School Counselor
- Conflict Resolution

Sociological Research Skills

Research skills developed in sociology lead to various types of work as well. The University of Winnipeg Sociology Department offers a special Certificate in Research Methodology that can complement your degree and signify your research expertise. Many employers consider this an asset, and this formal certificate can be added to your resume.

Students with sociological research training also tend to be attracted by a range of research-based organizations. For example:

- Consulting firms (which can involve a wide range of topic areas and interest groups as well as program evaluation)
- Statistics Canada
- Market research firms (including working with quantitative data such as survey results as well as qualitative research such as consumer focus groups)
- Polling firms
- Policy “Think Tanks” such as The Canadian Centre for Policy Alternatives, the Fraser Institute or the Frontier Centre for Public Policy
- World Health Organization, World Bank, and other international organizations

Further Schooling taken by Sociology Majors

In many cases, sociology majors continue on to graduate school (for a Master’s degree and sometimes a PhD as well). In most cases, Sociology majors pursue graduate school in Sociology departments. However, some go on to do graduate school in interdisciplinary programs such as Master’s in Public Health, Master’s in Public Administration, Master’s in Social Work, or Master’s in Business Administration.

Many students also go on to other areas of higher education after graduating, including Law and Medicine. Both of these fields recognize the importance of sociological training, and the LSAT and MCAT contain sociology components. Sociology training can be an asset to applications to law school, and can increase the effectiveness of lawyers in the areas of environmental law, family law, corporate law and labour law.