Applied Sociology: Consider the Possibilities!

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DO YOU WANT TO KNOW ...

☐ Where we are?
☐ How we got here?
☐ Where we are going?

ARE YOU CURIOUS ABOUT . . .

☐ Social factors promoting or limiting disease?
☐ Who commits crime and why?
☐ Patterns of discrimination in the work place?
☐ Hunger in times and places of affluence and abundance?
☐ Technology and the natural environment?
☐ Why people look up while they wait for the elevator?

CAN YOU SEE YOURSELF ...

☐ Evaluating policies based on their effectiveness?
☐ Creating programs to meet the needs of a special group in your community?
☐ Solving social problems like fair access to resources?
☐ Leading others in being the change you want to see in the world?

IF YOU ANSWERED YES TO ANY OF THESE QUESTIONS, APPLIED SOCIOLOGY AT CAL U MAY BE THE COLLEGE PROGRAM FOR YOU!!

At Cal U, the APPLIED SOCIOLOGY program trains its students for today’s rapidly changing world. We help you understand the world and your place in it while developing social and technical skills that matter in the workplace. Applied Sociology at Cal U opens worlds while opening doors!

SOCILOGY? APPLIED SOCIOLOGY? WHAT’S THE DIFFERENCE?

You probably have heard people talk about pure science – topics or events to which scholars devote their lives studying and knowing about in great detail. Pure science gives us core knowledge about our world -- a foundation that we share across disciplines, across cultures, across time. Pure science gives us the deepest understanding possible on a single topic. A sociology degree prepares students with the “pure science” of the discipline, fundamental knowledge about the social world. A sociology degree alone gives you a deep understanding of the social world and prepares you well for graduate school. At Cal U, we believe that pure science works alongside applied science.
Applied science makes the stuff of pure science work – applying knowledge to the real world in real time. Applied Sociology at Cal U teaches you how to make that knowledge work by giving you the skills and experience in demand in the workplace and graduate school!

Communication skills
Interpersonal skills
Leadership skills
Analytical skills
Computer literacy

BUT WAIT …. SOCI-WHAT??!! WHAT DO SOCIOLOGISTS STUDY?

Sociologists study all aspects of social life. The topics you can study are limitless, but to give you a sense of the field, here are some areas sociologists are interested in:

Social problems
Substance Abuse
Social Deviance & Conformity
Juvenile Delinquency
Education
Populations & Family life
Social Interaction
Gender
Race
Class
Social Psychology
Mass Media & Communications
Criminology
Culture
Social Change
Aging
Sport
Work

GREAT, BUT WHAT JOBS CAN I GET WITH THIS DEGREE IN THE REAL WORLD?

The Bachelor of Arts in Sociology with a concentration in Applied Sociology prepares you for a range of opportunities after graduation. Possibilities include, but are not limited to, careers as mediators, group facilitators, and organization consultants.

Graduates may work in diverse applied settings such as industry, government, higher education, social services, criminal justice, youth programs, faith-based programs, law, research institutes, hospitals, museums, voluntary associations, and as solo practitioners/consultants.
EXAMPLES OF APPLIED SOCIOLOGICAL WORK IN THESE SETTINGS INCLUDE:

- Evaluating the effectiveness of various educational policies/programs
- Investigating the social norms promoting or inhibiting the spread of AIDS
- Evaluating and assessing the effectiveness of various criminal justice programs
- Analyzing employment records for evidence of discrimination
- Planning medical services and facilities for a target population

(Adapted from Association for Applied and Clinical Sociology

I CAN GET A SOCIOLOGY DEGREE AT VIRTUALLY ANY SCHOOL. WHY SHOULD I COME TO CAL U?

Because we offer a top-notch program! The Applied Sociology Concentration at Cal U has been judged by the Association for Applied and Clinical Sociology as a good candidate for accreditation. The Association granted us full accreditation in August 2008!

What is accreditation and why does it matter? Accreditation is a type of quality assurance process under which a facility’s or institution’s services and operations are examined by a third-party accrediting agency to determine if applicable standards are met. Should the facility meet the accrediting agency’s standards, the facility receives accredited status from the accrediting agency.

ONE MORE TIME...WHY SHOULD I BE INTERESTED IN APPLIED SOCIOLOGY AT CAL U?

It...

- Helps you understand your social world, and your place in it.
- Is full of interesting topics. There is something for everyone in the study of society!
- Helps you develop skills valuable in the job market.
- Opens up to you a wide range of interesting jobs.

FOR MORE INFO

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Field Research Methods (SOC 417)
Dr. Larsen

Do you enjoy “hanging out” and observing other people as they move and interact?

In this course you will:
✓ Get certified by National Institutes of Health in Protection of Human Research Participants
✓ Learn to understand the social world through the eyes of others
✓ Develop your inductive thinking and reasoning skills
✓ Practice your writing and presentation skills

The ability to observe and comprehend what others miss prepares you for:

*** LEADERSHIP ROLES ***

in the workplace and is a highly marketable career asset for ALL Cal U graduates!
How can I **USE** Sociology?

Sociology can contribute to solving social and organizational problems and building a better world!

**BUILD**

Would you like to work on creative, practical solutions to challenges like these?

Identifying the pros and cons of a landfill to community
Improving the hurricane evacuation process
Planning an expansion/addition to a place of worship
Assessing nursing home residents’ level of satisfaction
Attracting retirees to Arizona

AND MUCH MORE!!!

The ability to conduct research to solve the problems of organizations will prepare you for

*** LEADERSHIP ROLES ***

in the workplace and is a highly marketable career asset for ALL Cal U graduates!!!
Evaluation Research (SOC 425), Fall 2008
M-W-F 1:00 – 1:50 p.m. Dr. Larsen

Evaluation is a KEY component of strategic planning – working to improve the effectiveness of an organization.

Study, appraise, and improve an organization’s
Programs
Products
Policies
Performance

You’ll be:
Planning, managing, and budgeting an evaluation
Analyzing data
Learning the politics and ethics of evaluation practice
Communicating and reporting your findings
Implementing change

The ability to conduct a research-based evaluation will prepare you for

*** LEADERSHIP ROLES ***

in the workplace and is a highly marketable career asset for ALL Cal U graduates!
Sociology Major -- Applied Sociology Concentration

Are you curious about…
Who commits crime and why?
Technology and the natural environment?
Why people look up when waiting for the elevator?

Can you see yourself…
Solving social problems like fair access to resources?
Leading others in the change you wish to see in the world?
Conducting small group therapy for adult criminal offenders?
Studying communication patterns among Space Shuttle astronauts?

…in careers including…
- City Planner, Congressional Aide, Organization Consultant, Fundraiser
- Secret Service Agent, Parole/Probation Officer, INS Border Patrol, Transportation Security Administration (TSA) Official, Forensic Social Worker
- Public Relations Specialist, News Correspondent
- Alcohol and Drug Caseworker, Mental Health Worker, Recreation Therapist, Family Mediator, Independent Living Trainer, Public Health Educator
- Union Organizer, Consumer Advocate, Peace Corps/VISTA worker

AND MORE!!!

MY WAY

...then take courses in the Applied Sociology Concentration!!!

Evaluation Research (SOC 425) 
Social Research Methods (SOC 415) 
Applied Sociology (SOC 420) 
Statistics (MAT 215) 
Field Research Methods (SOC 417) 
Applied Sociology Internship (SOC 429)

For more information, contact:
Dr. Larsen, Director of Applied Sociology Program, larsen@cup.edu or 724-938-4149
Need to fulfill your Gen Ed requirements?

Sociology can help!

**Critical Thinking**
SOC 205 Contemporary Social Problems
SOC 417 Field Research Methods
SOC 420 Applied Sociology
SOC 425 Evaluation Research

**Multicultural Awareness**
SOC 205 Contemporary Social Problems
SOC 240 Social Institutions
SOC 315 Social Minorities
SOC 377 Modern Freedom Movements

**Values**
SOC 205 Contemporary Social Problems
SOC 315 Social Minorities
SOC 377 Modern Freedom Movements
SOC 395 Elite Deviance

**Social Sciences**
SOC 100 Principles of Sociology
SOC 205 Contemporary Social Problems
SOC 240 Social Institutions
SOC 312 Sociology of Organizations
SOC 315 Social Minorities
SOC 317 Substance Use/Abuse
SOC 377 Modern Freedom Movements
SOC 395 Elite Deviance
SOC 410 Social Theory