



## *Major to Career Guide*

# Alternative Careers for Business Majors

### *Introduction*

Some students who enter a college program with expectations of becoming a business professional may experience some disappointments in their internships or apprenticeship experience and feel that this certain business field is not a good occupational match for them. Other business professionals, already in the field, may begin to feel burned out and ready for a career change; however, some may fear change or really do not think there are other employers out there that would hire them. Take heart! There are many career options for Business majors and outside the traditional business work force. There ARE employers out there that will hire you and value the skills you have developed through your education and work experiences.

### *First steps*

Your interests and values may have changed since you first entered school or since you have been in the field. Taking an assessment to help identify your interests and values can help you with your decisions. Inventories that may help include the Strong Interest Inventory and the Myers Briggs Type Indicator. Talking to a career counselor can help you with your exploration and the decision-making process.

Once you have identified your interests, values, and aptitudes, research can be done on occupations, salaries, job outlook, and potential employers. Career Counselors are specially trained in human development and keep up with employment trends in order to assist people in the career developmental process. They can interpret your test scores to aid you in your decision making process. The following occupational suggestions involve using the many skills that students, business majors and professionals have developed in their academic training and work experiences.

### *What are some potential occupations?*

#### **Higher Education**

- Alumni Director
- Assistant/Associate Professor
- Dean of Admissions
- Dean of Students
- Director of Financial Aid
- Director of Student Affairs

#### **Retail Business**

- Buyer
- Department Manager
- Fashion Coordinator
- Human Resources Specialist
- Manufacturer's Sales Representative
- Store Manager
- Training Coordinator

## ***What are some potential occupations? (con't.)***

### **Sales and Marketing**

- Advertising Sales Representative/Associate
- Insurance Sales Representative
- Stock Broker, Travel Agent

### **Broadcasting/Journalism/Public Relations**

- Advertising Account Executive
- Art Director
- Program Director
- Newspaper/Magazine Reporter/Editor
- News Reporter
- Public Relations Specialist
- Radio Music Director
- Radio Production Manager
- Radio Research Director
- Radio Script Writer
- Technical Director
- Television News Producer
- Television Production Director

### **Government Employment**

- Administrative Officer
- Budget Analyst
- Criminal Investigator
- Customs Agent
- Immigration Inspector/Examiner
- Language Specialist
- Outdoor Recreational Planner
- Personnel Staffing Specialist
- Public Health Program Specialist
- Radio Operator
- Supply Specialist
- Transportation Specialist

## ***Additional information***

Within each of the listed categories, there are many more job titles. Your career resource center can provide you with occupational information in each of these areas. It is important that you identify occupations that are in demand and to match your occupational choice with employers that are hiring. To find out about supply and demand of jobs, read the *Occupational Outlook Handbook* and your local/regional job outlook publications.

To find out who is hiring, read local business journals, newspapers, and other publications in the library. Your counselor or librarian can assist you with finding the resources that you need. UNC Career Services offers free workshops in resume writing, interview skills, and job searching strategies throughout the year.