



What can I do with a major in **SOCIAL DATA ANALYTICS**

Social Data Analytics majors develop a broad range of skills that prepare them for career paths in a variety of industries!

JOB TITLES

Common job titles for Social Data Analytics majors:

- | | |
|----------------------------|--------------------------|
| Digital Strategist | Data Analyst |
| Database Developer | Creative Director |
| Marketing Associate | Brand Manager |
| Financial Analyst | Content Curator |

INDUSTRIES

Common industries Social Data Analytics majors work in:

- | | | |
|-------------------|-------------------------------|--------------------|
| Consulting | Banking and Finance | Research |
| Marketing | Business Analysis | Agriculture |
| Healthcare | Information Technology | |

GET STARTED







- Obtain relevant experience through internships, part-time jobs, or research.
- Participate in student organizations and seek leadership roles.
- Assist faculty members with research.
- Subscribe to professional associations.
- Network with industry professionals (alumni, employers, etc.)
- **Meet with a Liberal Arts Career Coach!**

Transferable Skills

-  **Data Analysis**
-  **Critical Thinking**
-  **Analytical Skills**
-  **Organization and Attention to Detail**
-  **Social Media and Marketing**

Employers

Employers who hire Social Data Analytics majors include:

- | | |
|--|--|
|  IBM |  Google |
|  Meta |  Accenture |
|  PwC |  Deloitte |
|  KMPG |  Amazon |

