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 Database Developer Marketing Associate Financial Analyst
- Data Analyst Creative Director Brand Manager 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:



la.psu.edu/career-enrichment-network

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