Have you ever wondered how businesses and other organizations obtain information for marketing products or identifying audiences? Are you interested in public opinion and why people vote for certain candidates? Are you concerned with social changes in large or small communities? Do you wonder what would happen to your town if a new power plant were built nearby? These are a few of the many questions that concern applied sociologists.

Applied sociology is a sub-field of sociology that uses sociological knowledge and methods to help people, organizations and communities solve their problems. Many of the problems faced by public and private agencies as well as large and small businesses have their roots in social relations, social change or social organization.

**Career Opportunities**

Applied sociology is good training for any job that involves working with people and organizations. A variety of careers are available such as:

- Research analysis and market research
- Community organization and natural resources management
- Customer relations and sales
- Human resources development
- Law and criminal justice

**Research**

Sociologists at NCSU are exploring a variety of issues revolving around the causes and consequences of social and organizational change. Areas of interest among CALS faculty are:

- the impact of urbanization and population change on communities
- the structure of agriculture and the effects of social and economic change on rural areas
- farming endeavors and farm families
- information diffusion and technology transfer

Other faculty members are studying:

- crime and delinquency
- industrial relations
- the changing structure of family

The broad research program reflects an ongoing commitment to the application of sociological knowledge to the challenge of today’s world.

**Course Work/Curriculum**

Part of a science curriculum, the applied sociology program offers considerable flexibility. 128 hours are required to earn the Bachelor of Science degree. Students gain:

- basic preparation in mathematics, physical sciences, humanities and social sciences
- hands-on experience through an internship or field placement
- an opportunity to develop a supplementary area reflecting their own interests

**Graduate Study**

The Department offers the Master of Sociology, Master of Science, and Doctor of Philosophy. The core program includes sociological theory, research methods, and quantitative analysis. Major areas of concentration can be found on the website.

**Co-Curricular Activities**

The university, the College of Agriculture and Life Sciences and the Department of Sociology and Anthropology offer co-curricular activities in which students may participate while earning a degree. The Taylor Sociology Club and the Alpha Kappa Delta Honorary Society are of special interest to sociology majors. In addition, there are more than 250 other student organizations at North Carolina State University in which students are encouraged to participate.

**Career Services**

In addition to faculty advisers, CALS Career Services is available to provide information about career and employment opportunities. The office assists students and alumni with a variety of career needs such as choosing a major, resume tips, and job search strategies.