Behavioral Sciences | Industry Guide
Overview

Careers in behavioral sciences are expanding and diverse from business aligned positions such as Marketing and Human Resources to clinical roles such as Psychotherapy to behavioral economics oriented roles in Business Analytics. Beyond these, there is also a growing overlap with AI such as AI Ethics Researchers and AI Trainers.

FIRST THINGS FIRST

- **Sign up for the Behavioral Sciences Newsletter** to get updates on behavioral sciencess events and opportunities
- **To subscribe to Career Advancement's events calendar**, copy this calendar feed URL and add to your calendar app
- **Get personalized support** from Paige Williams, a double UChicago alum, who oversees behavioral sciences programs

Behavioral Economics and Consumer Insights

This field combines insights from psychology with quantitative analysis to collect, analyze, and interpret data to understand behavior. These fields help organizations interpret patterns and predict outcomes based on individual thinking.

Types of roles include:
- Political Behavioral Analysis
- Consumer Insights Research
- Consulting (Strategy and Economic)
- Behavioral Economics Research

Employers include:
- Cornerstone Research
- Alpine Group
- Chicago Bears
- Tech (e.g., Google, Meta)
- ReD Associates

Skills: Data Analysis | Statistics | Economics Concepts | Communication | Experimental Design

- **Apply for a business career trek** to meet employers and learn about opportunities in consulting, finance, sports business, and more. Upcoming treks include San Francisco, New York, Milan, Sao Paulo and Dubai (apply by Jan. 20)!
- **Sign up for the Metcalf Clinics Program** to work on an employer project in behavioral sciences and data analytics
- **Job shadow** with an alum working in economics at the Becker Friedman Institute (apply by Feb. 17!).
- **Explore research opportunities and events with the Data Science Institute**

Marketing and Analytics

These fields focus on understanding how companies can effectively reach and influence target audiences. Professionals analyze trends and motivations to craft strategies to shape customer engagement, strengthen brand loyalty, and drive sales.

Types of roles include:
- Marketing Analysis
- Brand Management
- Product Management
- Sports Analytics
- Consulting

Employers include:
- Under Armour
- McKinsey
- Nielsen
- Tech (e.g., Spotify, Apple)

Skills: Market Research | Brand Strategy | Digital Marketing | Data Analytics | Content Creation | Relationship Management

- **Sign up for the Careers in Business Newsletter** to get updates on consulting and marketing events and opportunities
- **Join a Specialized Career Track for Corporate & Marketing or Sports Business**
- **Explore pathways in the Marketing field from agencies to internal communications through a speaker panel**
- **Apply for an Academic Quarter Startup Internship** where projects include customer discovery, marketing, and growth.

Change Management

This field centers on helping organizations navigate transitions driven by technology, strategy, culture, etc. Professionals diagnose challenges, guide stakeholder alignment, and design processes that support people through change.

Types of roles include:
- Change Management Consulting
- Transformation Program Management
- Human Resources
- Learning & Development

Employers include:
- Consulting Firms (e.g., PwC)
- Corporations (e.g., Amazon, JPMorgan, Salesforce)
- Government Offices

Skills: Stakeholder Analysis | Communication | Project Management | Organizational Psychology

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BEHAVIORAL SCIENCES

Artificial Intelligence and Decision Making

AI is changing the humanities due to its ability to analyze data, recognize patterns, and support decisioning. By blending computational tools with insights, this field helps design processes, improve predictions, and enhance decision quality .

Types of roles include:
- Machine Learning Engineering
- AI Product Management
- AI Ethics & Standards Analysis
- Business Intelligence Analysis
- Human - AI Interaction Design

Employers include:
- Healthcare (e.g., Pfizer)
- Tech (e.g., Amazon)
- AI and ML Startups
- Think Tanks focused on AI Governance

Skills: Machine Learning | Programming | Data Visualization | AI Governance | A/B Testing | Statistical Modeling

- **Apply for an AI Career Trek** to meet employers and learn about opportunities in AI in San Francisco and Amsterdam
- **Build and Deploy AI Tools** through hands programs
  - **AI in Finance Program** to learn about leveraging AI in banking and trading through workshops. Apply by Dec 22.
  - **AI Development Program** to build skills required for technical AI roles (Winter quarter). Apply by January 4, 2026
  - **IBM SkillsBuild Program** to learn how to build a chatbot, discuss ethical considerations, and more. Open all year!
- **Join the UChicago Vibe Coding Hackathon** to develop and pitch an AI project (January 23-25). Apply by December 5
- **Participate in AI Industry Challenges** to develop an AI-driven solutions to problems (Applications open in Winter)
- Develop technical interview skills through the **Technical Interview Prep Program**
- Explore opportunities with AI Marketing and Research groups such as **Limetree**, **Marketing for Change**, and more.

Clinical Psychology

Clinical psychology focuses on understanding, diagnosing, and treating emotional, behavioral, and mental health challenges.

Types of roles include:
- Counseling and Psychotherapy
- School Counselor
- Clinical Researcher

Employers include:
- Hospitals and Schools
- Brain and Behavioral Research Foundation

Skills: Active Listening | Assessment and Diagnostic Skills | Therapeutic Techniques | Communication

- **Sign up for the Careers in Behavioral Sciences, Careers in STEM and Careers in Biological Sciences** newsletters for psychology opportunities
- **Apply for a STEM or humanities career trek** to meet employers and learn about opportunities in STEM, biological sciences, humanities and education. Upcoming treks include Philadelphia, Boston and Istanbul
- **Get involved with campus research** and work with a faculty member specializing in psychology.
- Apply for **Quad Fellowships** to support your mentored research during the Academic Year or Summer.

EVENTS

Fall and Winter Quarter
- October 21 | Corporate & Marketing Recruiting Roadmap
- November 11 | Why Arts and Humanities Matter in Tech
- January 2 | Chicago Bulls Career Fair
- January 8 | Dine and Carry Out Your Summer Plans
- January 15 | STEM Recruiting Night
- January 21 | Mock Interview Day: Sports-Focused Recruiters
- Jan. 22 l Phoenix Bio Lab Night & BSCD Fellowship Info Session
- February 2-13 | Winter Climate & Energy Metcalf Clinic
- February 10 | Tech Recruiting Bootcamp
- February 20 | Chicago Bears Career Summit
- February 20 l Careers in Biological Sciences Office Hours
- March 16-17 | Sports Business Competition Finals & Sao Paolo Trek
- March 16-20 | Spring Break Treks
- March 16-20 | Alumni Shadowing Opportunities
- March 16-20 l Spring Break Job Shadowing

Spring Quarter
- March 30 | Engineering Lab Tours
- April 3 | Sports Business Industry Panel with C-Suite Executives
- April 7 | Marketing Careers Exploration
- April 16 | Guest Speaker: Local Sports Executive
- May 5 | Student-Led Sports Innovation Pitch Night
- April 6-17 | Spring Climate & Energy Metcalf Clinic
- Mid-April | Behavioral Science Consumer Insights Competition

UPCOMING DEADLINES

Fall and Winter Quarter
- November 30 | AI in Asia Summer Immersion
- January 11 l Winter Climate & Energy Metcalf Clinic
- January 12 | Winter Deadline: 4+1 Programs
- January 20 | Spring Break Treks
- February 17 | Spring Break Job Shadowing

Spring Quarter
- March 29 | Spring Climate & Energy Metcalf Clinic
- April 3 | BSCD Fellowship Applications
- April 3 | NESSTP Fellowship Application
- April 13 | Spring Deadline: 4+1 Programs
- May 17 | Summer Tech Showcase