What did I do with my Psychology major?

What is your primary discipline/field?

Marketing professional

Was Psychology your undergraduate major?

- (●) Yes
- ( ) No

What degree is required (or most typical) for your job?

MA/MS

What is your primary work setting?

For-profit business

In just a few words, how would you describe your job? What are the primary activities you engage in?

Primary market research - designing research (primarily among physicians), analyzing results and reporting them to the marketing team.

Can you guesstimate about what percentage of your work time you spend engaged in each of the following activities?

Research?	Teaching	Practice: Assessment	Practice: Therapy	Consultation or Administration
100				

What makes your field most unique from some of the other fields on the list above?

100% of my time is spent on research. Also the focus of the research is much different - it's not about individuals, but rather how to connect our products with the right customers.

What other non-psychology-related activities does your job entail that you did not expect? For instance, does your job include accounting, personnel management, business administration, clerical work, or other activities?

Lots of paperwork/documentation, business improvement (ways to improve efficiencies of meetings, etc.)

What is the BEST thing about your field? What would you tell a college student to encourage them to enter your field?

Seeing the impact of what I do. For the pharmaceutical industry specifically, my research helps connect the right medicines to people who need them. Also, I still get to do all the parts of research that I enjoyed from psychology; it's just focused on different topics - with a much quicker timeline.

What is your LEAST FAVORITE thing about your field? What would you tell a college student to DISCOURAGE them to enter?

The paperwork. The pharmaceutical industry is highly regulated - and that means lots of paperwork. Documentation, and more documentation - for contracts, evaluating whether stimuli needs medical/legal review, monitoring for reported adverse events, recording budgets (and budget changes.)

(Optional) What is your age?

39

(Optional) If you would like students to contact you with questions, please list your email below

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