WHAT’S INSIDE

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Includes Holland Code.

The Six Holland Types ................................................................................................ p. 3
Includes Realistic, Investigative, Artistic, Social, Enterprising, and Conventional.

MU Career Center’s Guide to Holland Code:
Part of the Career and Major Exploration Guide Series

Career and Major Exploration Guide Series:
⇒ Guide to Exploring Majors and Careers
⇒ Guide to Holland Code

MU Career Center Guide Series:
Career and Major Exploration
Job Search Preparation
After College Planning
Diversity
This is based on Dr. John Holland’s theory that people and work environments can be loosely classified into six different groups. Each of the letters above corresponds to one of the six groups described in the following pages.

Different people’s personalities may find different environments more to their liking. While you may have some interests in and similarities to several of the six groups, you may be attracted primarily to two or three of the areas. These two or three letters are your “Holland Code.” For example, with a code of “RES” you would most resemble the Realistic type, somewhat less resemble the Enterprising type, and resemble the Social type even less. The types that are not in your code are the types you resemble least of all.

Most people, and most jobs, are best represented by some combination of two or three of the Holland interest areas. In addition, most people are most satisfied if there is some degree of fit between their personality and their work environment.

The rest of the pages in this booklet further explain each type and provide some examples of career possibilities, areas of study at MU, and co-curricular activities for each code. To take a more in-depth look at your Holland Code, take a self-assessment such as the SDS, Discover, or a card sort at the MU Career Center with a Career Specialist.
**Realistic (Doers)**

People who have athletic ability, prefer to work with objects, machines, tools, plants or animals, or to be outdoors.

<table>
<thead>
<tr>
<th>Are you?</th>
<th>Can you?</th>
<th>Like to?</th>
</tr>
</thead>
<tbody>
<tr>
<td>practical</td>
<td>fix electrical things</td>
<td>tinker with machines/vehicles</td>
</tr>
<tr>
<td>straightforward/frank</td>
<td>solve electrical problems</td>
<td>work outdoors</td>
</tr>
<tr>
<td>mechanically inclined</td>
<td>pitch a tent</td>
<td>be physically active</td>
</tr>
<tr>
<td>stable</td>
<td>play a sport</td>
<td>use your hands</td>
</tr>
<tr>
<td>concrete</td>
<td>read a blueprint</td>
<td>build things</td>
</tr>
<tr>
<td>reserved</td>
<td>plant a garden</td>
<td>tend/train animals</td>
</tr>
<tr>
<td>self-controlled</td>
<td>operate tools and machine</td>
<td>work on electronic equipment</td>
</tr>
</tbody>
</table>

**Career Possibilities (Holland Code):**

- Air Traffic Controller (SER)
- Archaeologist (IRE)
- Athletic Trainer (SRE)
- Cartographer (IRE)
- Commercial Airline Pilot (RIE)
- Commercial Drafter (IRE)
- Correction Officer (SER)
- Dental Technician (REI)
- Farm Manager (ESR)
- Fish and Game Warden (RES)
- Floral Designer (RAE)
- Forester (RIS)
- Geodetic Surveyor (IRE)
- Industrial Arts Teacher (IER)
- Laboratory Technician (RIE)
- Landscape Architect (AIR)
- Mechanical Engineer (RIS)
- Optician (REI)
- Petroleum Geologist (RIE)
- Police Officer (SER)
- Practical Nurse (SER)
- Property Manager (ESR)
- Recreation Manager (SER)
- Service Manager (ERS)
- Software Technician (RCI)
- Ultrasound Technologist (RSI)
- Vocational Rehabilitation Consultant (ESR)

**Investigative (Thinkers)**

People who like to observe, learn, investigate, analyze, evaluate, or solve problems.

<table>
<thead>
<tr>
<th>Are you?</th>
<th>Can you?</th>
<th>Like to?</th>
</tr>
</thead>
<tbody>
<tr>
<td>inquisitive</td>
<td>think abstractly</td>
<td>explore a variety of ideas</td>
</tr>
<tr>
<td>analytical</td>
<td>solve math problems</td>
<td>work independently</td>
</tr>
<tr>
<td>scientific</td>
<td>understand scientific theories</td>
<td>perform lab experiments</td>
</tr>
<tr>
<td>observant/precise</td>
<td>do complex calculations</td>
<td>deal with abstractions</td>
</tr>
<tr>
<td>scholarly</td>
<td>use a microscope or computer</td>
<td>do research</td>
</tr>
<tr>
<td>cautious</td>
<td>interpret formulas</td>
<td>be challenged</td>
</tr>
</tbody>
</table>

**Career Possibilities (Holland Code):**

- Actuary (ISE)
- Agronomist (IRS)
- Anesthesiologist (IRS)
- Anthropologist (IRE)
- Archaeologist (IRE)
- Biochemist (IRS)
- Biologist (ISR)
- Chemical Engineer (IRE)
- Chemist (IRE)
- Computer Systems Analyst (IER)
- Dentist (ISR)
- Ecologist (IRE)
- Economist (IAS)
- Electrical Engineer (IRE)
- Geologist (IRE)
- Geologist (IRE)
- Horticulturist (IRS)
- Mathematician (IER)
- Medical Technologist (ISA)
- Meteorologist (IRS)
- Nurse Practitioner (ISA)
- Pharmacist (IES)
- Physician, General Practice (ISE)
- Psychologist (IES)
- Research Analyst (IRC)
- Statistician (IRE)
- Surgeon (IRA)
- Technical Writer (IRS)
- Veterinarian (IRS)
Artistic (Creators)

People who have artistic, innovating, or intuitional abilities and like to work in unstructured situations using their imagination and creativity.

Are you?
- creative
- imaginative
- innovative
- unconventional
- emotional
- independent
- Expressive

Can you?
- original
- introspective
- impulsive
- sensitive
- courageous
- complicated
- idealistic
- nonconforming

Like to?
- sketch, draw, paint
- play a musical instrument
- write stories, poetry, music
- sing, act, dance
- design fashions or interiors
- attend concerts, theatre, art exhibits
- read fiction, plays, and poetry
- work on crafts
- take photography
- express yourself creatively
- deal with ambiguous ideas

Career Possibilities (Holland Code):

Actor (AES)
Advertising Art Director (AES)
Advertising Manager (ASE)
Architect (AIR)
Art Teacher (ASE)
Artist (ASI)
Copy Writer (ASI)
Dance Instructor (AER)
Drama Coach (ASE)
English Teacher (ASE)
Entertainer/Performer (AES)
Fashion Illustrator (ASR)
Interior Designer (AES)
Intelligence Research Specialist (AEI)
Journalist/Reporter (ASE)
Landscape Architect (AIR)
Librarian (SAI)
Medical Illustrator (AIE)
Museum Curator (AES)
Music Teacher (ASI)
Photographer (AES)
Writer (ASI)
Graphic Designer (AES)

Social (Helpers)

People who like to work with people to enlighten, inform, help, train, or cure them, or are skilled with words.

Are you?
- friendly
- helpful
- idealistic
- insightful
- outgoing
- understanding
- cooperative
- generous
- responsible
- forgiving
- patient
- kind

Can you?
- teach/train others
- express yourself clearly
- lead a group discussion
- mediate disputes
- plan and supervise an activity
- cooperate well with others

Like to?
- work in groups
- help people with problems
- do volunteer work
- work with young people
- serve others

Career Possibilities (Holland Code):

City Manager (SEC)
Clinical Dietitian (SIE)
College/University Faculty (SEI)
Community Org. Director (SEA)
Consumer Affairs Director (SER) Counselor/Therapist (SAE)
Historian (SEI)
Hospital Administrator (SER)
Psychologist (SEI)
Insurance Claims Examiner (SIE)
Librarian (SAI)
Medical Assistant (SCR)
Minister/Priest/Rabbi (SAI)
Paralegal (SCE)
Park Naturalist (SEI)
Physical Therapist (SIE)
Police Officer (SER)
Probation and Parole Officer (SEC)
Real Estate Appraiser (SCE)
Recreation Director (SER)
Registered Nurse (SIA)
Teacher (SAE)
Social Worker (SEA)
Speech Pathologist (SAI)
Vocational-Rehab. Counselor (SEC)
Volunteer Services Director (SEC)
Enterprising (Persuaders)

People who like to work with people, influencing, persuading, leading or managing for organizational goals or economic gain.

Are you?
self-confident
assertive
persuasive
energetic
adventurous
popular
ambitious
agreeable
talkative
extroverted
spontaneous
optimistic

Can you?
initiate projects
convince people to do things
your way
sell things
give talks or speeches
organize activities
lead a group
persuade others

Like to?
make decisions
be elected to office
start your own business
campaign politically
meet important people
have power or status

Career Possibilities
(Holland Code):

- Advertising Executive (ESA)
- Advertising Sales Rep (ESR)
- Banker/Financial Planner (ESR)
- Branch Manager (ESA)
- Business Manager (ESC)
- Buyer (ESA)
- Chamber of Commerce Exec (ESA)
- Credit Analyst (EAS)
- Customer Service Manager (ESA)
- Education & Training Manager (EIS)
- Emergency Medical Technician (ESI)
- Entrepreneur (ESA)
- Foreign Service Officer (ESA)
- Funeral Director (ESR)
- Insurance Manager (ESC)
- Interpreter (ESA)
- Lawyer/Attorney (ESR)
- Lobbyist (ESA)
- Office Manager (ESR)
- Personnel Recruiter (ESR)
- Politician (ESA)
- Public Relations Rep (EAS)
- Retail Store Manager (ESR)
- Sales Manager (ESA)
- Sales Representative (ERS)
- Social Service Director (ESA)
- Stockbroker (ESI)
- Tax Accountant (ECS)

Conventional (Organizers)

People who like to work with data, have clerical or numerical ability, carry out tasks in detail, or follow through on others’ instructions.

Are you?
well-organized
accurate
numerically inclined
methodical
conscientious
efficient
conforming
practical
thrifty
systematic
structured
polite
ambitious
obedient
persistent

Can you?
work well within a system
do a lot of paper work in a short time
keep accurate records
use a computer terminal
write effective business letters

Like to?
follow clearly defined procedures
use data processing equipment
work with numbers
type or take shorthand
be responsible for details
collect or organize things

Career Possibilities
(Holland Code):

- Abstractor (CSI)
- Accountant (CSE)
- Administrative Assistant (ESC)
- Budget Analyst (CER)
- Business Manager (ESC)
- Business Programmer (CRI)
- Business Teacher (CSE)
- Catalog Librarian (CSE)
- Claims Adjuster (SEC)
- Computer Operator (CSR)
- Congressional-District Aide (CES)
- Cost Accountant (CES)
- Court Reporter (CSE)
- Credit Manager (ESC)
- Customs Inspector (CEI)
- Editorial Assistant (CSI)
- Elementary School Teacher (SEC)
- Financial Analyst (CSI)
- Insurance Manager (ESC)
- Insurance Underwriter (CSE)
- Internal Auditor (ICR)
- Kindergarten Teacher (ESC)
- Medical Records Technician (CSE)
- Museum Registrar (CSE)
- Paralegal (SCE)
- Safety Inspector (RCS)
- Tax Accountant (ECS)
- Tax Consultant (CES)
- Travel Agent (ECS)
Holland Codes for University of Missouri Majors

COLLEGE OF AGRICULTURE, FOOD & NATURAL RESOURCES
Agricultural Econ. (EAS)
Agricultural Education (RIE)
Agricultural Journalism (ESR)
Animal Sciences (IRS)
Biochemistry (IRE)
Entomology (IRS)
Food Science & Nutrition (SEI)
General Agriculture (RIS)
Horticulture (IRS)
Hotel & Restaurant Mgmt. (ESR)
Plant Pathology (IRS)
Plant Sciences (IRS)
Rural Sociology (IES)

COLLEGE OF ARTS & SCIENCE
Anthropology (IRE)
Art History & Archaeology (EAS/IRE)
Biological Sci. (IRE)
Chemistry (IRE)
Classics: Classical Humanities (AIS)
Classics: Greek (ASE)
Classics: Latin (ASE)
Communication (EAS)
Computer Science (IEC)
Economics (IAC)
English (AES)
French (ASE)
Geography (IRE)
Geological Sci. (IRE)
German (ASE)
History (SEI)
Intl. Studies: East Asian Studies (SEI)
Intl. Studies: Environmental Studies (IRE)
Intl. Studies: European Studies (SEI)
Intl. Studies: Intl Agriculture & Dev. (SEI/IRS)
Intl. Studies: International Business (ESR)
Intl. Studies: Latin American Studies (SEI)
Intl. Studies: Russian Studies (SEI)
Intl. Studies: South Asian Studies (SEI)
Mathematics (IRE)
Microbiology (IRS)
Peace Studies (SEI)
Philosophy (SAI)
Political Science (SEI)
Psychology (SEI/ASE)
Physics (IRE)
Religious Studies (SAI)
Romance Languages (ASE)
Russian (ASE)
Sociology (IES)
Spanish (ASE)
Statistics (IRE)

COLLEGE OF BUSINESS
Business Administration (ESC)
Business Administration: Finance & Banking (ESR)
Business Administration: Intl. Business (ESE)
Business Administration: Mgmt (ESR)
Business Administration: Real Estate (ESR)
Public Administration (ESC)

COLLEGE OF EDUCATION
Early Childhood Education (SEC)
Educational Studies (SEC)
Elementary Education (SEC)
Elementary Education: School Art (ASE); School Music (AES)
Practical Arts & Vocational-Technical Education (RIE)
Secondary Education (SAE/ASE)
Special Education (SEC)

COLLEGE OF ENGINEERING
Agricultural Engineering (IRE)
Chemical Engineering (IRS) (Biochem & Chem Environmental Options)
Civil Engineering (IRE) (Environmental Option)
Comp. Engineering (IRE)
Elec. Engineering (IRE)
Industrial Engineering (EIR)
Mechanical Engineering (RIS/IRE)

COLLEGE OF HUMAN ENVIRONMENTAL SCIENCES
Architectural Studies (IRE)
Communication Science & Disorders: Speech - Language Pathology (SAI); Audiology (ISR)
Human Devel. & Family Studies (SEA)
Personal Financial Planning (SEA)
Radiologic Sci.: Radiography (IRS)
Textile & Apparel Management (ESA)

COLLEGE OF VETERINARY MEDICINE
Veterinary Biomedical Science (IRS)
Veterinary Pathobiology (IRS)

SCHOOL OF ACCOUNTANCY
Accountancy (CRS)

SCHOOL OF FINE ARTS
Art (AEI)
Music (ASI)
Theatre (ASE)

SCHOOL OF HEALTH PROFESSIONS
Clinical Laboratory Sciences: Cytotechnology (ICR)
Comm. Science & Disorders (SAI)
Nuclear Medicine (RIS)
Occupational Therapy (SRE)
Physical Therapy (SIE)
Radiography (RIS)
Respiratory Therapy (SIR)

SCHOOL OF JOURNALISM
Journalism (EAS)
Journalism: Advertising (ESA)
Journalism: Broadcast News (AES)
Journalism: Magazine (AES)
Journalism: News Editorial (ESA)
Journalism: Photojournalism (AES)

SCHOOL OF NATURAL RESOURCES
Fisheries & Wildlife (RIE)
Forestry (RIS)
Soil, Atmospheric Sci. (IRS)
Parks, Rec & Tourism (ESA)

SCHOOL OF NURSING
Nursing (SIA)

SCHOOL OF SOCIAL WORK
Social Work (SEC)

HONORS COLLEGE
Pre-med (IRS)

SCHOOL OF LAW
Law (ESA)

SCHOOL OF MEDICINE
Health Services Mgmt. (ESC)