



# WHY STUDY GEOGRAPHY?

## CAREERS YOU CAN PURSUE

Geography is important to more than cartographers and teachers. Concepts of geography affect the decision making of professionals in hundreds of careers. Here are a few examples of areas where you could put your geography degree to work.



### RESOURCE MANAGEMENT

A degree in geography can lead you into managing forest, agricultural, land, water, mineral, energy and wildlife resources. Tasks include using Earth observation data and mapping tools to classify crops, examine their health and viability, and monitor farming practices, as well as looking at ways to conserve our natural resources.

**Job titles include:**

**Conservation Officer, Forester, Agriculturist, Wildlife Biologist, and Waste Manager**

**Did you know?**

More than 30% of the Natural Resource Management workforce is expected to retire within the next decade, creating thousands of jobs.

*(Source: ECO Canada, Careers in Natural Resource Management, 2016.)*

### RESEARCH SCIENCE

This could include working with computers, remote sensing technology such as sensors and satellites or physically interacting with soil, water and the land.

**Job titles include:**

**Remote Sensing Analyst, Scientist or Technologist, Computer Mapping and Software Developer, Spatial Data Analyst, Geologist, Climatologist, Ecologist, Entomologist**

**Did you know?**

Natural Resources Canada undertakes the scientific examination and survey of the nation's natural resources to support sustainable development.

### URBAN PLANNING

Urban planners need to know land uses and understand the geography of the surrounding area. Ensuring smart city growth is one of the goals in this field.

**Job titles include:**

**Transportation Manager, Planning Analyst, City and Regional Planning Specialist, Environmental Restoration Planner, Historic Preservation Planner and Planning Advisor**

**Did you know?**

There are approximately 8,500 planning professionals in Canada.  
*(Source: Canada Institute of Planners)*

### PUBLIC POLICY

These roles determine where government programs, investments and services are best situated for social, economic and environmental benefits, as well as evaluating the potential impacts on everything from emergency preparedness to land management to public health issues.

**Job titles include:**

**Policy Analyst, Advisor, or Manager**

**Did you know?**

Natural Resources Canada prepares maps for emergency responders in times of forest fires or flooding. Remote sensing is used to measure and monitor the real extent of the flooded areas.

### HEALTH GEOGRAPHY

This is also known as medical geography. Health geographers study how things such as location and climate affect the public. Health geographers use Earth observation data to track, map and study locations and spread of diseases and to find the best locations for emergency vaccination clinics or shelters.

**Job titles include:**

**Medical Geographer and Health Geographer**

**Did you know?**

Earth observation data is one of the ways specialists monitor water quality to protect public health.  
*(Source: Canadian Space Agency)*

### MARKET RESEARCH

Market researchers use demographic data and qualitative information as well as geographic data and information systems to identify potential locations for new businesses or offices, markets for expansion and population dynamics.

**Job titles include:**

**Market, Data, and Business Analyst, Demographer and Business Insights Consultant**

**Did you know?**

There are nearly 350 university geography programs across Canada. *(Universities Canada)*