CAREER PLAN FOR MARKETING/SALES MAJORS

1. FRESHMAN
   KNOW YOURSELF & GATHER INFORMATION

2. SOPHOMORE
   EXPLORE & RESEARCH

3. JUNIOR
   GET INVOLVED & GET EXPERIENCE

4. SENIOR
   BUILD JOB SEARCH SKILLS & OBTAIN EMPLOYMENT
Visit the Career Center in DPC 9500 and connect with your Career Specialist, Keala Murdock (kmurdoc1@depaul.edu). Learn what opportunities can unfold for majoring in Marketing or Sales.

Take the DePaul Interest Finder with Career Specialist Keala Murdock to learn how your interests align with student groups, majors and careers.

Connect individually with Marketing/Sales professors as often as possible; start building relationships and learn what requirements there are for Marketing/Sales.

Start a master copy of your resume to track jobs and accomplishments. Visit careercenter.depaul.edu/resumes for samples.

If interested: Choose part-time jobs that align with your interests and help build skills relevant to your career goals either off-campus or on-campus via studentemployment.depaul.edu.

Log in to depaul.joinhandshake.com, the central place for off-campus job and internship postings and Career Center events; get familiar with the site and its offerings.

NOTES & NEXT STEPS SECTION:
Reflect on your coursework and consider what you are learning about yourself and your work style.

Attend a networking workshop through the Career Center and create a networking strategy that works for your personal needs. View the schedule at careercenter.depaul.edu/events.

Find a mentor through Alumni Sharing Knowledge (ASK). Start conducting informational interviews once per quarter with DePaul alumni who share your interests and align with your potential career goals. Visit ask.depaul.edu for more information.

Attend Marketing/Sales networking events through the department and the Career Center.

Attend the LinkedIn workshop through the Career Center and develop your LinkedIn account. Join groups within LinkedIn such as the DePaul Virtual Career Networking Lounge. Connect online through Twitter: @DePaulMarketing, @DePaulcareerctr; Facebook: AMA DePaul (American Marketing Association DePaul student chapter, DePaul Career Center).

Research market value of different industries, locations and occupations within Marketing/Sales via financialfitness.depaul.edu.

Keep updating your resume and continue to build your experience through working and volunteering.

Plan to complete at least one internship in the next two years. With DePaul Handshake, you can save internship searches, upload and publish your resume, and concentrate your focus on getting an internship in Marketing/Sales. Log in to depaul.joinhandshake.com to get started.

If you have doubts about your career path or major, meet with your Career Specialist, Keala Murdock.

NOTES & NEXT STEPS SECTION:
Read trade publications, available in the library, to learn industry language and stay current on industry trends.

Practice your interviewing skills with InterviewStream, depaul.interviewstream.com, and with ASK alumni. Attend the Interviewing Skills workshops from the Career Center.

Narrow down your list of career options to industries, companies and specific titles. Start honing your 30-second “elevator speech.”

Attend career events, company presentations and networking events sponsored by the Marketing or Sales department and Career Center.

Attend the Fall Job & Internship Fair and other marketing-focused fairs.

Have your resume reviewed by your Career Specialist, Alumni Sharing Knowledge (ASK) mentors and trusted professors.

Increase conducting informational interviews to three per quarter and expand beyond ASK to those in your network and within companies you are interested in.

Start applying for internships. Contact Marketing Internship Coordinator Kathleen Stevenson (ksteven6@depaul.edu) and continue using DePaul Handshake. Gain course credit via MKT393 Internship Program or via the University Internship Program (UIP), careercenter.depaul.edu/jobs/internships.aspx.
Meet early with Career Specialist Keala Murdock to create a job search strategy and have your resume reviewed after it’s updated with your experiences.

Continue attending networking events, industry nights and job fairs.

Continue building your professional network. Remember, building relationships is the strongest way to obtain a position with a company that shares your values and interests.

Start searching for jobs six to nine months before you graduate utilizing your network, search engines, and job fairs. Apply immediately!

Attend the Polish Your Professional Interviewing Skills workshop, and continue doing practice interviews.

Attend the Handling Job Offers workshop from the Career Center to learn the etiquette and nuances of accepting a job offer. Check depaul.joinhandshake.com for workshop listings.

Connect with Financial Fitness, financialfitness.depaul.edu, regarding loans and budgeting for real world expenses.

NOTES & NEXT STEPS SECTION: