

# Action Oriented Marketing Timeline

## Get Started:

- Visit the Pomerantz Career Center to learn about resources
- Complete your HireaHawk.com Profile
- Make an appointment to meet with a Career Advisor via MyUI

## Explore:

- Attend all marketing pro prep classes to hear from professionals and learn about marketing tracks
- Explore student organizations related to marketing (i.e. American Marketing Association) or general business
- Meet with a Career Advisor to explore occupations in marketing
- Read and explore marketing positions in HireaHawk.com to learn about career options
- Explore marketing careers using the Occupational Outlook Handbook
- Conduct an informational interview with someone working in an area of marketing
- Arrange a job shadow with a marketing professional over winter or spring break

## Prepare:

- Volunteer with non-profit organizations where you can develop your marketing skills
- Create your resume and highlight your marketing and business courses
- Have your resume reviewed by a Career Advisor or Peer Advisor
- Start a LinkedIn® account and create a profile; follow marketing companies and organizations
- Attend the Fall & Spring Job & Internship Fair to learn more about prospective employers for marketing
- Consider joining a student organization related to marketing or general business
- Attend student organization job fairs
- Meet with your Career Advisor to learn how to conduct a marketing internship search

## Experience:

- Participate in at least 2 of the following:
  - Business/Marketing Internship
  - Marketing Case Study
  - Externship/Job Shadow
  - Alternative Spring Break
  - Employer Sponsored Summer Sales Program
  - Part-time/Summer Job in marketing
  - Study Abroad/International Volunteer Experience

Individuals with disabilities are encouraged to attend all University of Iowa events. If you are a person with a disability and require an accommodation in order to participate in this event, please contact the Pomerantz Career Center, (319)335-1023



100 Pomerantz Center,  
Suite C310, Iowa City, IA  
careers.uiowa.edu  
(319) 335-1023

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## Experience (cont.):

- Collect and keep samples of your work from projects or internships to create a marketing portfolio
- Work in a Student Employment job on or off campus to gain general work experience and see if you can take on marketing related duties
- Attend Fall & Spring Job/Internship Fair
- Attend student organization job fairs
- Take on a leadership role or volunteer for marketing responsibilities within a student organization
- Attend workshops/activities sponsored by the marketing department
- Use HireaHawk.com and other marketing-related sites to search for marketing internships/jobs
- Participate in mock interviews to develop your interview skills
- Utilize InterviewStream to practice your interview skills
- Write a sample cover letter focused on your marketing knowledge, skills and experiences
- Identify & develop your brand through tailoring your resume, cover letter and portfolio materials

## Achieve:

- Plan to invest at least 10 hours a week toward your job search
- Create an individual job search action plan with clear targets and action steps
- Update your HireHawk.com profile
- Update & tailor your resume and cover letters to the marketing industries of choice
- Use HireaHawk.com to conduct a job search
- Learn how to use other job search resources including personal contacts and faculty leads
- Use LinkedIn to connect to alumni who work for companies that don't traditionally recruit through fairs or postings on campus
- Join marketing-related professional organization(s)
- Apply for full-time marketing jobs beginning in September
- Participate in mock interviews to polish your interview skills
- Utilize InterviewStream to practice your interview skills
- Attend Fall/Spring Job Fair and connect on LinkedIn with recruiters of employers that are of interest to you
- Attend student organization fairs and networking events
- Attend workshops/activities sponsored by the marketing department and seek contact information from speakers
- Use Glassdoor.com or Salary.com to investigate salary ranges for jobs that you are considering

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