Below you will find activities and experiences you, as a student, can participate in to help you explore, prepare, experience, and achieve success in your major and career. Choose and participate in as many as interest you.

**Explore**

- Learn how the [Pomerantz Career Center](#) can connect you to major and career exploration resources
- Meet with a [Career Coach](#) at the Pomerantz Career Center to explore occupations and review the [outcomes dashboard](#)
- Learn about the Marketing Major, [marketing concentrations](#), and connect your [UPO Academic Advisor](#) or your [Pre-Business Academic Advisor](#)
- Explore marketing positions in [Handshake](#) or view the [outcomes dashboard](#) to learn about career options available
- Register for the Marketing Professional Seminar to hear from professionals and learn about marketing careers
- Fill out the My Preferences tab on [My Career Path](#) and explore suggested activities
- Explore marketing careers using Pomerantz Career Center resources
- Set up an [informational interview](#) or job shadow with a professional working in marketing
- Explore [student organizations](#) related to marketing, such as American Marketing Association, American Advertising Federation, or National Retail Federation
- Complete your [Handshake](#) profile, explore current marketing positions available to identify interests
Prepare

- Volunteer with non-profit organizations where you can use and develop your marketing skills
- Create your resume using Pomerantz Career Center or VMOCK and highlight your marketing projects, courses, and tailor bullet points towards marketing
- Have your resume reviewed by a Career Coach or Peer Career Advisor at the Pomerantz Career Center
- Start a LinkedIn account and create a profile; get a professional headshot at Tippie or Pomerantz Career Center, and follow marketing companies and organizations
- Consider joining a student organizations related to marketing or general business
- Complete your Handshake profile, upload your resume, and begin applying to jobs or internships related to your marketing interests
- Meet with a Career Coach at Pomerantz Career Center to learn how to conduct a marketing internship search
- Update your My Career Path preferences and explore new suggested activities
- Attend the Fall and Spring Job and Internship Fairs sponsored by Pomerantz Career Center to learn more about prospective employers
- Attend student organization-sponsored job fairs and explore marketing opportunities
- Participate in a Mock Interview, Big Interview, or Case Coach to brush up on your interview skills
- Initiate a conversation with your marketing faculty to expand your knowledge about the major, industry, and careers
- Be aware of events offered by the University of Iowa, Tippie College of Business, Pomerantz Career Center, and Handshake
Experience

☐ Complete your TIPPIE RISE REQUIREMENTS
☐ Participate in at least 2 of the following:
  ☐ Business/Marketing internship
  ☐ Marketing case study
  ☐ Externship/job shadow/informational interview
  ☐ Alternative spring break
  ☐ Employer-sponsored summer program
  ☐ Part-time/summer job in marketing
  ☐ Study abroad/international volunteer or internship experience
  ☐ Marketing research opportunity

Take advantage of additional opportunities to gain experience:

☐ Participate in professional development activities (i.e. Coursera or LinkedIn Learning)
☐ Participate in a career trek offered by the Pomerantz Career Center or your department for exploration and networking opportunities
☐ 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
☐ Take on a leadership role or volunteer for marketing responsibilities within a student organization
☐ Attend workshops/activities sponsored by the marketing department
☐ Participate in suggested activities from My Career Path to explore additional opportunities

While you gain experience, continue with the following:

☐ Collect and keep samples of your work from projects or internships to create a marketing portfolio
☐ Participate in Mock Interviews, Big Interview, or Case Coach to develop your interview skills
☐ Write a sample cover letter focused on your marketing knowledge, skills, and experiences
☐ Identify and develop your brand through tailoring your resume, cover letter, and portfolio materials
☐ Attend the Fall and Spring Job and Internship Fairs sponsored by Pomerantz Career Center
☐ Attend student organization-sponsored job fairs
☐ View undergraduate career leads to identify opportunities of interest to your career goals
☐ Use Handshake and other marketing-related sites to search for marketing internships/jobs
ACTION-ORIENTED MARKETING TIMELINE

Achieve

☐ Plan to invest at least 10 hours a week toward your job search (average student may apply to 50+ positions)
☐ Apply for full-time marketing jobs beginning in September – knowing the average search can take 6-9 months
☐ Create an individual job search action plan with clear targets and action steps
☐ Update your Handshake profile and use Handshake to conduct a job search
☐ Create a “saved search” or “search agent” in Handshake, tailored towards your career interest areas in marketing
☐ View undergraduate career leads to identify opportunities of interest to your career goals
☐ Update and tailor your resume and cover letters to highlight your marketing experience and knowledge
☐ Prepare a list of references/seek recommendations from professors and other professionals
☐ Attend Fall and Spring Job and Internship Fairs sponsored by Pomerantz Career Center and connect on LinkedIn with recruiters of employers that are of interest to you
☐ Attend student organization-sponsored fairs and networking events
☐ Attend workshops/activities sponsored by the marketing department and seek contact information from speakers
☐ Join marketing-related professional organizations to make connections
☐ Participate in a Mock Interview, Big Interview, or Case Coach to polish your interview skills
☐ Use Pomerantz Career Center resources to investigate salary ranges for jobs that you are considering
☐ 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
☐ Once an offer is received, read it carefully, ask questions of the organization's HR contact, consult with a mentor or Career Coach, negotiate any changes in writing, and respond by the deadline