

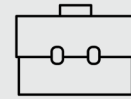
ACTION-ORIENTED MARKETING TIMELINE

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

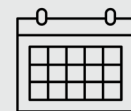
Resources to Bookmark



[Pomerantz Career Center](#)



[Handshake](#)



[University Calendar](#)

[Tippie Calendar](#)

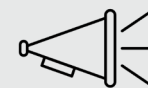


[UPO Office](#)



[Career Coaches](#)

[Tippie Career Services](#)



[Marketing](#)



[Tippie Toolkit](#)

ACTION-ORIENTED MARKETING TIMELINE

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](#)

ACTION-ORIENTED MARKETING TIMELINE

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