

	First Year (0-45 credits)	2 nd & 3 rd Years (45-135 credits)	4+ Years (135+credits)	Career Development Checklist
EDUCATION <i>What do I want to do?</i>	<ul style="list-style-type: none"> ➤ Explore Marketing Concentration Webpage ➤ Meet with professors/Pre-Major Advisors ➤ Explore study abroad opportunities ➤ Consider taking the Career Exploration class BISSKL 250 	<ul style="list-style-type: none"> ➤ Complete the School of Business Orientation ➤ Participate in Academic Planning workshop ➤ Explore faculty bio pages and the undergraduate research database to find research opportunities ➤ Explore graduate school options, including program and admission requirements ➤ Explore courses/projects that will sharpen your skills with Excel, Quickbooks, etc. ➤ Participate in Community-Based Learning and Research (CBLR) coursework 	<ul style="list-style-type: none"> ➤ Apply to graduate school (if applicable), make an appointment with Career Services to help you with the process 	<ul style="list-style-type: none"> <input type="checkbox"/> Register on Handshake <input type="checkbox"/> Develop Resume <input type="checkbox"/> Build LinkedIn profile <input type="checkbox"/> Network with alumni/ industry professionals <input type="checkbox"/> Research careers and skill requirements for your major <input type="checkbox"/> Participate in an internship <input type="checkbox"/> Practice mock interviews <input type="checkbox"/> Develop list of references and recommenders
HANDS ON LEARNING <i>What can I do to achieve my goals?</i>	<ul style="list-style-type: none"> ➤ Participate in campus activities to build community and network with others ➤ Join a club or student government to build skills in leadership, communication, and working with diverse populations ➤ Find volunteer opportunities with your community or local non-profit 	<ul style="list-style-type: none"> ➤ Join Delta Sigma Pi ➤ Network with faculty, advisors, peers, & alumni in your major/career focus ➤ Attend career fairs/networking events ➤ Participate in campus operations by joining a committee like SAE, STF, or ISAB 	<ul style="list-style-type: none"> ➤ Practice your elevator speech and network with faculty, peers and alumni for post-graduation planning ➤ Join the UW Alumni Association and Husky Landing to stay connected and attend networking events ➤ Utilize LinkedIn Learning to develop and enhance skills ➤ Seek higher leadership role in club, on-campus job, or volunteer activity 	<p>Employment Opportunities: Advertising, Sales, Marketing Research & Consulting, Entrepreneurship</p> <p>Related Careers: Brand & Social Media Management, Market Analysis, Media Research, Promotions, Product Management, Public Relations</p> <p>Licensing/certification: Digital Marketing Certification, Content Marketing Certification</p>
CAREER PREPARATION <i>How can I help myself get a job?</i>	<ul style="list-style-type: none"> ➤ Make your first appointment with Career Services to develop your resume and LinkedIn profile ➤ Register for Handshake (UW's free job & internship board) and complete your profile ➤ Use the UW Bothell's LinkedIn Alumni page, WOIS.org, What Can I Do With This Major, and O*NET Online to research careers and skill requirements ➤ Conduct informational interviews with alumni and other industry professionals for career advice, job research, and discuss mentorship opportunities 	<ul style="list-style-type: none"> ➤ Intern with an employer/career of interest (Apply for summer internships Autumn of 3rd year- Ex(s): Marketing, PR, Business Development) ➤ Job shadow to clarify career interests ➤ Update resume with relevant academic coursework/project ➤ Update LinkedIn/e-portfolio and Handshake profile with projects and accomplishments which highlight your skills ➤ Apply to Student Employment opportunities to gain experience and leadership 	<ul style="list-style-type: none"> ➤ Visit Career Services to refine your resume/LinkedIn profile, job search strategies, and interview skills ➤ Develop a list of academic references and recommenders ➤ Begin applying for jobs 	<p>Post-Baccalaureate Degree Paths: Master's of Science in Marketing, Master's of Business Administration</p> <p>Companies who have hired on Handshake: Givio, Peak and Valley, Expedia Group, Funko, Zillow, San Diego Padres, Amazon, T-Mobile</p> <p>Professional Associations: American Marketing Association, Direct Sales Marketing Association</p>