

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