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| Business – Marketing Concentration | Bachelor of Arts - Bothell CampusUW logo | | | | |
|  | 0-45 credits | 45-135 credits | 135+credits | **Career Development Checklist**   * Register on Handshake * Develop Resume * Build LinkedIn profile * Network with alumni/ industry professionals * Research careers and skill requirements for your major * Participate in an internship/experiential education opportunity * Practice mock interviews * Develop list of references and recommenders |
| EDUCATION  *What do I want to do?* | * Explore [Marketing Concentration](https://www.uwb.edu/business/undergraduate/business-administration/marketing)  Webpage * Meet with [professors](https://www.uwb.edu/business/faculty)/[Pre-Major Advisors](https://www.uwb.edu/premajor/academic-advising/advisors) * Explore [study abroad opportunities](https://www.uwb.edu/connected-learning/global/abroad) * Consider taking the Career Exploration class [BISSKL 250](https://www.washington.edu/students/crscatb/bisskl.html) | * Complete the School of Business Orientation * Explore the [Office of Connected Learning](https://www.uwb.edu/connected-learning/) to find research opportunities * Explore [graduate school options](https://guides.lib.uw.edu/friendly.php?s=bothell/gradschool), including program and admission requirements * Explore courses/projects that will sharpen your skills with Excel, Quickbooks, etc. * Participate in [Community-Engaged Learning and Research (CELR)](https://www.uwb.edu/connected-learning/celr) coursework | * Apply to graduate school (if applicable), [make an appointment with Career Services](https://www.uwb.edu/career-services/appointments) to help you with the process |
| HANDS ON LEARNING  *What can I do to achieve my goals?* | * Participate in [campus activities](https://www.uwb.edu/sea/events) to build community and network with others * [Join a club or student government](https://www.uwb.edu/sea/getinvolved) to build skills in leadership, communication, and working with diverse populations * Find [volunteer opportunities](https://www.seattle.gov/get-involved) with your community or local non-profit | * Join [Delta Sigma Pi](https://dspuwb.com/home) * [Network](https://www.uwb.edu/career-services/resources/networking) with faculty, advisors, peers, & alumni in your major/career focus * Attend [career fairs/networking events](https://www.uwb.edu/career-services/events) * Participate in campus operations by joining a committee like [SAF](https://www.uwb.edu/sea/getinvolved) or [STF](https://www.uwb.edu/sea/getinvolved) * Apply to the Business School’s [Mentorship Edge Program](https://www.uwb.edu/business/resources-opportunities/mentorship-edge) | * Practice your [elevator speech](https://www.uwb.edu/career-services/resources/networking/elevator-speeches-pitches) and network with faculty, peers and alumni for post-graduation planning * Join the [UW Alumni Association and Husky Landing](https://www.uwb.edu/alumni) to find mentorship & networking events * Utilize [LinkedIn Learning](https://careers.uw.edu/linkedin-learning/) to develop and enhance skills * Seek higher leadership role in club, on-campus job, or volunteer activity | **Employment Opportunities:**  Advertising, Sales, Marketing Research & Consulting, Entrepreneurship  **Related Careers**: Brand & Social Media Management, Market Analysis, Media Research, Promotions, Product Management, Public Relations  **Licensing/certification:** Digital Marketing Certification, Content Marketing Certification  **Post-Baccalaureate Degree Paths:** Master’s of Science in Marketing, Master’s of Business Administration  **Companies who have hired on Handshake:** Givio, Peak and Valley, Expedia Group, Funko, Zillow, San Diego Padres, Amazon, T-Mobile  **Professional Associations:** American Marketing Association, Direct Sales Marketing Association |
| CAREER PREPARATION  *How can I help myself get a job?* | * Make your [first appointment with Career Services](https://www.uwb.edu/career-services/appointments) to develop your resume and LinkedIn profile * Register for [Handshake](https://uw.joinhandshake.com/login) (UW’s free job & internship board) and complete your profile * Use the [UW Bothell’s LinkedIn Alumni page](https://www.linkedin.com/school/university-of-washington-bothell/people/), [WOIS.org](https://www.uwb.edu/career-services/resources/majors-and-careers), and [What Can I Do With This Major](https://www.uwb.edu/career-services/resources/majors-and-careers) to research careers and skill requirements * Conduct [informational interviews](https://www.uwb.edu/career-services/resources/networking/career-conversations) with alumni and other industry professionals for career advice, job research, and mentorship opportunities | * 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](https://www.uwb.edu/career-services/resources/resumes) with relevant academic coursework/project * Update [LinkedIn/e-portfolio](https://www.uwb.edu/career-services/resources/networking) and [Handshake](https://uw.joinhandshake.com/login) profile with projects and accomplishments which highlight your skills * Apply to [Student Employment](https://www.uwb.edu/hr/student/huskyhires) opportunities to gain experience and leadership | * Visit [Career Services](https://www.uwb.edu/career-services/appointments) to refine your resume/LinkedIn profile, job search strategies, and interview skills * Develop a list of [academic references and recommenders](https://www.uwb.edu/career-services/resources/recommendation) * Begin applying for jobs |

Additional Resources:

* For international students with questions about OPT/CPT, please see [International Student Services](https://www.uwb.edu/international-student-services).
* Feeling overwhelmed? Make an appointment with [Career Services](https://www.uwb.edu/career-services) for career-related support or with the [Counseling Center](https://www.uwb.edu/student-affairs/counseling) for mental health support.