

**AREAS**

**EMPLOYERS**

**STRATEGIES**

Obtain summer internship.  
Participate in summer publishing institute.  
Develop word processing and editing skills.

(English, p.2)

**AREAS**

ADVERTISING

Creative  
Media  
Research

**EMPLOYERS**

Advertising agencies  
In-house agencies of large companies

**STRATEGIES**

Demonstrate talent, persistence, assertiveness and enthusiasm; be prepared to start entry-level. Obtain solid statistics background for research. Create portfolio of writing/ideas showing originality and imagination for creative department. Gain knowledge of various media, contemporary tastes and trends. Obtain campus newspaper, TV or radio experience. Participate in student-run or personal business involving promotion and sales. Find internship in market research firm.

PUBLIC RELATIONS

Research  
Writing/Editing  
Media Liaison

Public relations firms  
Advertising agencies  
In-house public relations departments  
Trade associations  
Colleges and universities  
Nonprofit organizations  
Government agencies

Obtain internships/work experience. Develop strong research skills, public speaking ability, enthusiasm and good interpersonal skills. Supplement curriculum with business classes. Become an effective team worker by working on group projects for campus organizations.

LAW

Paralegal  
Attorney

Law firms  
Corporate legal departments  
Government agencies  
Public service agencies

Develop organizational skills and concern for detail. Become skillful in debate. Organize campus events, speakers or political rallies. Obtain summer or part-time work in law firm. Specialty training required for paralegals. Plan to attend law school to obtain Juris Doctor, the degree required for lawyers.

BANKING

Credit Lending  
Operations  
Retail  
Systems  
Trusts

Commercial banks  
Regional banks  
Savings & Loan associations  
Credit unions

Get a business minor. Find a summer internship. Develop strong analytical and computer skills. Obtain cashier, teller or clerical experience. Gain experience as financial officer/treasurer in campus organization.

(English, p.3)

<b>AREAS</b>	<b>EMPLOYERS</b>	<b>STRATEGIES</b>
<u>BUSINESS/INDUSTRY</u> Management Sales/Marketing Human Resources	Business organizations	A business minor and technical writing experience are helpful. Acquire computer skills. Gain work experience through part-time jobs, internships or related volunteer work. Secure a leadership role in campus organization. Join student professional associations.
<u>RETAILING</u> Store Management Buying Sales	Department, grocery, drug, specialty and variety store chains Bookstores	Supplement curriculum with business courses. Gain experience through part-time jobs or internships in retail.