Business careers are among the fastest-growing and in-demand of all occupations. One reason for this is that business professionals are needed in just about every industry in existence. The business field contains a multitude of career options from accounting, finance, marketing, consulting and more! Although, the highlighted sectors do not cover every area of business, feel free to peruse through the listings to learn more.

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EXPLORING BUSINESS CAREERS OVERVIEW

Every industry has some basic business components, regardless of the sector. Even nonprofits need to know how to manage money and market their services!

The Emory Career Center has created a series of resources for students who are interested in working in business, but not necessarily interested in pursuing a specific business major. Below and the links on the left are a few of the most popular career areas students pursue and resources to help you get there!

I. EXPLORING COMMON BUSINESS AREAS

People-Focused Career Areas: HR & Management

HUMAN RESOURCES

HR is a broad category that includes several different practice areas and common career paths include:

- Recruitment - hiring and onboarding new employees
- Consulting - identify ways to utilize human capital (people) to improve the business
- Training and development - provide education and training to current employees; development includes ongoing learning opportunities
- Benefits - assist individuals with understanding common benefit options, including healthcare plans, retirement, vacation, etc.

Students who want to break into HR can do the following:

- Participate in recruiting functions for your student organization.
- Help on-board a new person in a current position you hold.
- Create a training guide for future leaders of your organization.

MANAGEMENT

Becoming a manager does not require a degree in management. It requires the minimum of a bachelor’s degree in most cases, but what will best qualify you for a managerial role in the future will be your ability to develop as a leader of people.

Students who are interested in becoming a manager in a future business can do the following:

- Target Management Trainee programs - these rotational programs are offered by many large US businesses. These are designed to expose you to a variety of areas in a business before you end up in a leadership role.
- Become a leader in a student organization.
- Research how to successfully resolve interpersonal conflict and motivate others.
- Come up with a strategic plan for a student org and create an annual report of outcomes.

Persuasion-Focused Career Areas: Consulting, Marketing, & Real Estate
CONSULTING

Consultants provide advice to solve business problems and exist in virtually every industry. Individuals who enjoy consulting like problem-solving, thinking on their feet, and persuading other people. Many consultants travel frequently, engage in public speaking and must be able to make quick calculations in their head.

Students interested in consulting should:

- Visit the resources pinned on the Career Center's Consulting Careers & Tips Pinterest page- https://www.pinterest.com/emorycareercntr/consulting-career-tips/
- Practice case interviews.
- Read Case in Point by Marc Cosentino.
- Create a journal where you practice sample case questions.
- Practice mental math.

MARKETING

Students interested in marketing tend to be interested in persuading others, promoting a product/service and/or communicating the benefits of doing something to others. You must enjoy interacting with others and can effectively communicate.

Students who are interested in pursuing marketing careers can do the following:

- Create promotional items for an event (flyers, targeted emails, social media posts, etc.)
- Track the success of your efforts; did you increase attendance of an event from a previous year? Can you track the amount of additional revenue you generated from ticket sales? Focus on numbers and the impact you made.

REAL ESTATE

Working in real estate can be done in either a residential or commercial setting. Real estate agents must enjoy meeting new people, discussing the benefits of a property and may work nights and weekends, though they may have more flexibility in setting their weekly schedules.

Students interested in working in real estate should:

- Investigate what licenses are needed in the state in which you would like to work.
- Become aware of current design trends in residential or commercial properties.
- Consider working a part-time role in property management to gain some industry experience before graduation.

Numbers-Focused Career Areas: Accounting, Data Science, Finance, Operations & Logistics

ACCOUNTING
Students interested in an accounting career should major in accounting, take courses in accounting as an undergraduate and/or plan on pursuing a graduate degree in accounting. It is one of the few areas in business that require a specific degree to break into the career field.

Accountants prepare and examine financial records for organizations and ensure that proper taxes and laws are followed. Students interested in this career tend to be very detail-oriented, often work on the computer examining financial information and enjoy doing calculations.

**DATA SCIENCE**

Data science is a rapidly expanding field and is in high demand. Data Science, Big Data, Quantitative Science, Management Information Systems...this area of study is called a few different names, but in general, the focus of the program is to leverage technology to interpret data. Every industry utilizes data to make business decisions. Students interested in this area must enjoy statistics, interpreting data, making recommendations based on findings.

Students interested in this field should:

- Investigate the Quantitative Science major found in the College.
- Pick up technical skills, specifically working with databases including SPSS, R, SAS, Excel

**FINANCE**

Finance primarily entails managing money or the procurement of money. Students who are interested in this field typically pursue a career in investment banking, commercial banking or some form of financial management.

Students interested in this field typically enjoy monitoring trends, analyzing financial data and are interested in maximizing profits for an organization. Students who are interested in finance tend to gravitate towards math-based majors: Economics, Mathematics and Statistics.

Tips for students:

- Consider working in a bank as a teller.
- Manage a budget for your student group.
- Learn more about investing and make sure you are staying up-to-date on business news.

**OPERATIONS & LOGISTICS**

The terms operations and logistics are often used interchangeably. Individuals who work in this field are focused on creating positive change for a business: getting product A to point B as quickly and efficiently as possible — think Amazon or other large companies with elaborate distribution systems.

Other examples include:

- Decreasing time to produce a product
- Increasing revenue by identifying ways to cut costs
- Identifying new ways to increase productivity in an organization
Students interested in this field enjoy complex problems and identifying solutions. Professionals who succeed in this field enjoy multitasking and think quickly on their feet. Using time and resources effectively is important to these individuals.

Tips for students:

- Highlight ways you improved an organization on your resume in the past (decreased costs, increased memberships, streamlined a process, etc.)

II. COLLEGE STUDENTS - COMPETING WITH B-SCHOOL STUDENTS FOR BUSINESS JOBS (ACCORDION)

GET EXPERIENCE

Get involved on campus in a business-related leadership role. Examples:

1. Interested in marketing? Market an upcoming event for your student organization.
2. Interested in finance? Manage your student organization's budget.
3. Interested in consulting or logistics? Try to decrease costs for an organization. Create a more efficient way of doing something.

Get a part-time job.

- Even if you are working in a job that is unrelated to what you want to pursue in a future career, approach your boss to see if you can learn and/or assist with other functions in the business.
- Can you help to analyze data previously kept?
- Ask if you can do an independent project outside of work. Create your own opportunity!

ADVOCATE FOR YOURSELF

Make a list of what separates you from your business school peers and other students.

1. Are you enrolled in a writing-intensive major? That likely means you have stronger written communication skills. Make sure to mention that as a strength you have when meeting with potential employers.
2. Have you participated in research on campus? That may hone your analytical skills.
3. What have you gained from your coursework that your peers may not get through their area of study?

Identify your transferable skills.

- Employers have identified the Top Skills they seek in future hires. Teamwork, communication, initiative, and analytical skills are just a few that are listed. You do not need a specific major to gain these skill sets or highlight them to an employer.
- Focus on what you DO have not what you DON'T have.

BE A WELL-ROUNDED CANDIDATE
Pick up additional skills to complement your liberal arts degree.

- Consider taking extra computer course or picking up technical skills on Lynda related to the industries you are interested in pursuing.
- Learn a second language.

Stop waiting for the perfect opportunity to fall into your lap.

- If you don't see a position that will give you the experience you need, create one. Reach out to an employer, Emory alum or local professional and ask if you can volunteer your time to assist in their work.
- Approach a professor and ask if you can assist with their research.
- Create a project in your student group that can help you develop additional experiences you can talk about in future interviews.

**Have more questions? Meet with your Career Counselor!**

Call 404-727-6211 to schedule an appointment
Accounting

The American Accounting Association defines accounting as "the process of identifying, measuring and communicating economic information to permit informed judgements and decisions by users of the information."

Accounting is an information science used to collect, classify, and manipulate financial data for organizations and individuals. Accounting is instrumental within organizations as a means of determining financial stability. Accountants are responsible for determining an organization’s overall wealth, profitability, and liquidity. Without accounting, organizations would have no basis or foundation upon which daily and long-term decisions could be made. The budgets for marketing activities, profit reinvestment, research and development, and company growth all stem from the work of accountants. Accounting is one of the oldest and most respected professions in the world, and accountants can be found in every industry from entertainment to medicine.

Exploring the Industry

Key Roles

O*Net gives a great overview of common tasks and work activities in Accounting. You can visit the Occupational Outlook Handbook and the Vault Guide to view more!

Work Environments

Check out Vault’s Accounting rankings for most prestigious firms, top 50 organizations, best firms for diversity and more!

Key Skills

Developing the following skills can help you as a more competitive candidate for jobs and internships:

- Problem solver
- Numerical computation
- Oral and written communication
- Adapt well to frequent change
- Analyze and interpret data
- Computer literacy
- Organized
- Critical thinking
- Systemizing skills
- Efficient
- Work independently
- Logical thinking
- Team work

Recommended Reading

- Vault
- Occupational Outlook Handbook
FINDING OPPORTUNITIES AND GETTING INVOLVED

Jobs & Internships

- **Handshake** - This is the Career Center’s main resource for connecting students to great job and internship opportunities. Once your resume is spruced up and ready to go, join the “Business Administration & Operations Resume Book”. Resume books are shared with employers who request resumes of students interested in a particular industry. You may be directly contacted by an employer as a result of joining any of the resume books. If interested, you must opt-in to the resume book on Handshake each semester, and if you no longer wish to be contacted by employers in the future, you may withdraw your resume at any time. To join the Business Administration & Operations Resume Book, search for “resume book” in the keywords bar on Handshake and submit your resume.

- **Career Shift** - Career Shift is the Career Center’s additional resource to help job seekers successfully navigate the published and hidden job market to find career opportunities

- **UCAN** - University Career Action Network (UCAN) provides access to domestic and international internships to students from 20 of the nation's top institutions

- **Vault** - In addition to using Vault to learn more about specific industries, companies, and receive career advice, Vault can also be used to identify internships and job opportunities

- **WetFeet** - Wet Feet provides an overview of the field, which includes everything from job titles and necessary skills to the job outlook.

- **CPAdirectory.com** - Post resume for free for positions in accounting offices; tools for CPA's; articles, & more.

- **Accounting.com**

- **Career Bank**

- **NationJob**

- **Management Resources**

Fellowships, Scholarships & Research

- **Handshake Fellowships** - The Career Center’s main resource for connecting students to great fellowship and research opportunities.

- **Emory University Office of Undergraduate Research**

- Consider a **Study Abroad Internship** to obtain global business experience

Further Education

If interested in advancement, you may want to earn a Master’s degree in accounting, also known as a MAcc. More employers in the accounting field are seeking students with a masters as it puts you at or close to the 150 hour requirement to sit for the CPA exam.

Campus Organizations & Volunteering

Campus Resources:

- Apply to be a Career Center Peer Advisor
• Obtain a leadership position in your student organization or take the lead on a project
• Participate in Career Discovery Days
• OrgSync - Active database of all Emory campus organizations.

Beyond Campus:

• See Professional Associations!

Recruiting at Emory

Check Handshake to view organizations that currently or historically recruit on campus, or have had alumni representation at networking nights.

Working Abroad

GoinGlobal - Find information about working, interning and volunteering abroad. Contains Country Guides with specifics about the job search, helpful advice for life and work, and job/internship search database by country. You can access GoinGlobal on Handshake beneath the "Career Center" Tab, and then by clicking Resources.

PREPARING TO APPLY

Resumes & Cover Letters

Resumes

The primary purpose of a resume is to obtain an interview. Used correctly, it can open doors. Used incorrectly, it slams them shut. A good resume connects your experience to your job goal. Support your candidacy by highlighting relevant skills. Add less-related activities only if they are outstanding. Be selective. Your resume is a selling tool, not a life history. Keep it neat, clear, and precise.

For students interested in accounting, highlight any opportunity you have had (part-time, student involvement, etc.) where you have managed money or a budget on your resume.

Resume Writing Support

For additional help writing resumes, schedule an appointment to meet with a career advisor at The Career Center by calling 404-727-6211.

Additional support with drafting and critiquing resumes, as well as basic instructions on grammar, style and punctuation can be obtained by appointment at the Emory College Writing Center.

Cover Letters

A cover letter parallels with your resume. Together they create a first impression of you. Your cover letter should work as a connecting tool between you and the company you are writing to. Don’t let it read like a form letter. Instead, include real knowledge of the organization, its clients, work, and position in the industry. Tell the company why you are interested in them and why you think you would be right for them. Then make sure that you are prepared to discuss in your interview whatever you say in the cover
letter. Remember, you’re being judged on your communication skills. Watch spelling, grammar, and typing mistakes. Most important of all, be clear, crisp, and brief.

Cover Letter Writing Support

For additional help writing cover letters, schedule an appointment to meet with a career advisor at The Career Center by calling 404-727-6211.

Additional support with drafting and critiquing cover letters, as well as basic instructions on grammar, style and punctuation can be obtained by appointment at the Emory College Writing Center.

Interview Preparation

The interview is one of the most important elements in the job search process. When an employer invites you to an interview, he/she is indicating an interest in bringing you on board. The interview gives both of you the opportunity to exchange information to determine if you are a good “fit” for each other.

View tips and tools for preparation here!

Portfolios & Online Presence

Google yourself! Seriously, go ahead and do it now to see what comes up. Prospective employers may view your online identity and social media presence. In a job search, you are marketing yourself and conducting an effective search requires having a “personal brand.” Just like a company’s brand is what they are known for, your personal brand is your professional reputation – it is what YOU are known for. In today’s job market, it is critical to have a strong personal brand, which means taking steps to develop and promote your brand before and during your job search. Keep in mind that your online persona will shape other’s opinions and perceptions of you – personally and professionally. Remember the internet is public domain. A good rule of thumb is to not put anything out on a social networking site that you would not want to see on the front page of a newspaper. Maintain a positive, professional presence. Be sure the image and message you send out is one that you would share with a potential employer.

Employer Tips for creating a Professional Online Presence

1. Keep your profiles clean, but still show your unique qualities and interests.
2. Follow organizations you might like to work for.
3. Join professional communities online.
4. Reach to alumni via social media (LinkedIn is a great tool to do this)

Additional Tips and Resources:

- Check out this article to learn more about managing your online presence
- Tips for fixing a faulty social media reputation
- How to Use LinkedIn to Increase Your Visibility and Influence

MEETING PEOPLE, MAKING CONNECTIONS
How to find alumni in key roles, arrange an informational interview, and connect through networking nights, career fairs, professional associations, conferences and more.

**Alumni Profiles**

View alumni profiles via the LinkedIn Alumni Tool [here](#).

**Tools to Connect**

For advice about networking through Informational Interviews, at networking nights and career fairs, click [here](#).

- [LinkedIn.com](#) - Advice for creating a profile, job seeking, and networking etiquette using LinkedIn.com

In partnership with Emory Alumni Association:

- [Emory Connects](#) - The Emory Online Community’s most recent upgrade is an exclusive mobile and online networking platform where you can guide students and find alumni professionals in your area. The knowledge you exchange will help uplift the next generation of world leaders.

- [Career Discovery Days](#) - First and second year Emory students of all colleges and schools are invited to participate in Emory Connects: Career Discovery Days! This program is designed to help Emory students learn what “it is really like” to work in a particular job, industry or organization by providing the opportunity to shadow a professional for a day. This will be a great way to explore various career options and build professional connections.

- [Emory Alumni Chapters](#) - Find a chapter near you, in the U.S. or abroad!

**Events on Campus**

- [Emory Fall and Spring Career Fairs](#)
- [High Five Networking Series](#)
- HandShake On-Campus Recruiting and Events Calendar

**Professional Associations**

A professional association is an organization of people who have similar career interests. These membership-based organizations often offer a reduced rate for students that allow access to the many resources they provide. Professional association websites can also offer job/internship databases as well as opportunities to find mentors or other contacts. These groups may also sponsor conferences that you can attend, both for educational purposes and to make valuable connections – sometimes you may even interview for jobs!

- [American Accounting Association](#)
- [American Institute of Certified Public Accountants](#)
- [Georgia Society of CPAs](#)
- [Institute of Internal Auditors](#)
- [Association of Government Accountants](#)
- [National Association of Black Accountants](#)
- [Becker](#)

**Diversity Resources**
• Hire US: Connecting a Diverse Workforce with Inclusive Employers - An event designed to connect Emory students who have historically faced under representation and/or discrimination in work environments and hiring processes with employers committed to building and supporting a diverse and inclusive workforce. Sponsored by the Emory Career Center, Office of Accessibility Services and departments of the Belonging & Community Justice area of the Center for the Advancement of Student Agency and Advocacy: Center for Women; Office of Lesbian, Gay, Bisexual, & Transgender Life; and Office of Multicultural Programs & Services.
• Search under Fairs on Handshake to see when the next Hire Us event is scheduled.
• Emory Alumni Association Affinity Groups - Connect with a variety of populations and like-minded people through special events tailored to specific interests.
• Bilingual Career Resources
Careers in advertising, marketing and PR are genuinely fast-paced and exciting. The general objective of each different area of the industry is to develop and enhance public interest in a brand, organization, person or product.

Everywhere we go, we interact with advertising initiatives, marketing strategies and PR campaigns; when we read an advert on public transit, when we decide to buy a laptop, or when we discuss celebrities with our friends.

The industry is not completely dependent on creativity. True, creativity is important but the industry would not be able to function without essential research, planning, and strategy. People who work in advertising, marketing and PR are highly organized, energetic and have excellent communication skills.

What is a career in advertising like?

Companies who want to advertise their products or initiatives will often go to an advertising agency for help. The agency then conducts research, plans and creates adverts on their behalf. Advertising agencies use a variety of different media (TV, radio, billboards, websites, virals etc.) to persuade an audience to buy things or take certain actions. Many advertising agencies offer an integrated advertising service while some smaller agencies specialize in niche areas, such as digital or online advertising.

What is a career in PR like?

For people or companies in the public eye, reputation is everything. PR companies are used to maintain, develop and manage the public image of various clients. They generate exposure and publicity for their clients and act as a go-between when interacting with the media.

What are other areas of advertising, marketing and PR?

Market research and brand consultancy companies conduct market research on behalf of companies to assess the value of their advertising campaigns. They then present their findings to the company and advise them on how their current advertising campaigns can be improved.

Careers in media buying, planning and sales are concerned with the nitty-gritty aspect of putting adverts in the right place. People who work in this area decide where adverts will be the most effective, and then purchase or sell the appropriate advertising space.

If you are now sold on advertising, marketing and PR then go forth and explore whether this sector has the right career for you!

EXPLORING THE INDUSTRY

Key Roles

Below is a list of some job options in advertising and public relations & exploration resources to help get you started.

- **Advertising Media Planner**
  The advertising media planner is responsible for making a series of decisions involved in the delivery of the advertising message to prospective purchasers and/or users of a product or service. The media
planner determines the right mix of television, radio, newspaper, magazine and other media for the advertising campaign.

- **Media Traffic**
  The media traffic personnel analyzes, selects and contracts for space or time in the various media that will be used in the campaign. The traffic individual must be knowledgeable on the advantages and disadvantages of each of the media and the demographics that they reach. Finally, he or she will make the purchase of the appropriate media and vehicles.

- **Copywriter/Illustrator/Creative**
  This category includes all the creative services personnel that write and illustrate the advertising. These individuals write copy, design body copy, design headlines, and draw the ad storyboard, and may become involved with the actual creation of the advertisement.

- **Production Manager**
  The production department is responsible for the physical creation of the ads either in-house or contracted through production houses. The production manager must establish and maintain relations with exterior advertising producers and to ensure the successful completion of the advertisement.

- **Director of Advertising/Public Relations**
  The directors of advertising and/or public relations are typically two different people with similar responsibilities for their individual departments. The director is responsible for all advertising or public relations activities except sales. The director will control the entire advertising or public relations campaign including budgeting, planning, coordinating creation, and production of the process. Specific duties will depend on the size of the organization.

- **Public Relations Specialist**
  The public relations specialist is responsible for determining and evaluating public attitudes and communicating programs designed to bring about public acceptance of an organization. The public relations specialist is much like the advertising account executive. He or she is responsible for managing the public relations of an organization. The public relations specialist may be in-house or a part of an agency.

- **Account Executive**
  The account executive is responsible for all aspects of the account. He or she is responsible for understanding the advertising needs of the customer and sharing the needs to other agency personnel. The account executive coordinates the planning, creating, production, and implementation of the campaign.

You can visit the [Occupational Outlook Handbook](https://www.bls.gov) and the [Vault Guide](https://vault.com) to view more!

**Work Environments**

Check out [Vault](https://vault.com) for best places to work and more!

**Key Skills**

Developing the following skills can help you as a more competitive candidate for jobs and internships:
- People skills
- Sales skills
- Communication skills
- Analytical skills
- Ability to synthesize
- Creative ability
- Initiative

**Recommended Reading**

Career Information, Company Profiles and Contacts

- [Careers in Advertising](#), by William Pattis.
- [Vault Career Guide to Advertising](#).
- [Resumes for Advertising Careers](#), by VGM Career Horizons.
- [Advertising Careers Information](#).
- [American Association of Advertising Agencies on Careers](#).
- [BLS: Outlook for Careers in Advertising, Marketing, Promotions, Public Relations, and Sales Managers](#).
- [Career Network - Adweek / Brandweek](#).
- [Advertising at About.com](#).
- [Career Info from the Wall Street Journal](#).
- [Career Opportunities In Advertising And Public Relations](#).
- [Vault Career Guide to the Top Advertising and PR Employers](#).
- [Making it in Advertising](#), by Leonard Mogel. New York, N.Y.: Macmillan Publishing Company. The business is fun but many quit or are fired. To stay in advertising you need to build your skills, your network and your experience. This book will brief you on things that you can do to succeed.
- [Advertising](#), by Moriarty, Mitchell and Wells.
- [Ogilvy on Advertising](#).
- [Anybody Can Be In Advertising...It Beats Working For A Living](#).
- [Here's How: Approach an Advertising Agency and Walk Away with the Job You Want](#).

**Ideas and Know-How in Public Relations**

- [Public Relations: Strategies and Tactics](#) - Dennis Wilcox. New York: Harper and Row. This text provides some basic information for the individual that is interested in the field of public relations. Strategies and tactics are outlined and discussed over a range of public relations functions.
- [Community Relations Handbook](#) - By Roger Yarrington. New York: Longman. One important aspect of public relations work is the development of community relations. Yarrington provides detail to developing a community relations strategy.
- [PR Museum](#) - This is the place to go to learn about how ideas are developed for industry, education, and government, and how they have been applied to successful public relations programs since the PR industry was born.

**Magazines and Newspapers (Online and Off)**
- **Advertising Age** - This is the leading trade publication in advertising and is packed with stories and items which will help you learn the field of advertising. Great reading!
- **Adweek/Marketing Week** - Covers developments in marketing and advertising.
- **Marketing Online** - Canada's only national weekly dedicated to marketing, advertising and the media.
- **Public Relations News** - This trade publication covers the going-on and hoopla in the field of PR. Well worth reading if you are looking into a public relations career.

**FINDING OPPORTUNITIES AND GETTING INVOLVED**

**Jobs & Internships**

- **Handshake** - The Career Center’s main resource for connecting students to great job and internship opportunities. Once your resume is spruced up and ready to go, join the “Marketing and Communications Resume Book” or the “Arts and Entertainment Resume Book”. Resume books are shared with employers who request resumes of students interested in a particular industry. You may be directly contacted by an employer as a result of joining any of the resume books. If interested, you must opt-in to the resume book on Handshake each semester, and if you no longer wish to be contacted by employers in the future, you may withdraw your resume at any time. To join the resume book, search for “resume book” in the keywords bar on Handshake and submit your resume.
- **Career Shift** - Career Shift is the Career Center’s additional resource to help job seekers successfully navigate the published and hidden job market to find career opportunities
- **UCAN** - University Career Action Network (UCAN) provides access to domestic and international internships to students from 20 of the nation’s top institutions
- **Vault** - In addition to using Vault to learn more about specific industries, companies, and receive career advice, Vault can also be used to identify internships and job opportunities
- **WetFeet** - Wet Feet provides an overview of the field, which includes everything from job titles and necessary skills to the job outlook.

**Industry Specific Job Boards**

- [Careers-in-Marketing](#)
- [Advertising Age - Job Bank](#)
- [Talent Zoo](#) - A very helpful site with lots of content for advertising and marketing professionals.
- [Handshake Fellowships](#) - The Career Center’s main resource for connecting students to great fellowship and research opportunities.
- [Emory University Office of Undergraduate Research](#)
- Consider a [Study Abroad Internship](#) to obtain global business experience

**Campus Organizations & Volunteering**

**Campus Resources:**

- Apply to be a Career Center Peer Advisor
- Obtain a leadership position in your student organization or take the lead on a project
- Participate in Career Discovery Days
- [OrgSync](#) - Active database of all Emory campus organizations.
Beyond Campus:

- See Professional Associations!
- Recruiting at Emory
- Check Handshake to view organizations that currently or historically recruit on campus, or have had alumni representation at networking nights.

Working Abroad

GoinGlobal - Find information about working, interning and volunteering abroad. Contains Country Guides with specifics about the job search, helpful advice for life and work, and job/internship search database by country.

You can access GoinGlobal on Handshake beneath the "Career Center" Tab, and then by clicking Resources.

PREPARING TO APPLY

Resumes & Cover Letters

Resumes

The primary purpose of a resume is to obtain an interview. Used correctly, it can open doors. Used incorrectly, it slams them shut. A good resume connects your experience to your job goal. Support your candidacy by highlighting relevant skills Add less-related activities only if they are outstanding. Be selective. Your resume is a selling tool, not a life history. Keep it neat, clear, and precise.

For advertising resumes, you may decide to be more creative with the formatting. Remember that form follows function. Do not let your creative design limit the content you include. We recommend you also include a link to an online portfolio or website the includes examples of your work.

Resume Writing Support

For additional help writing resumes, schedule an appointment to meet with a career advisor at The Career Center by calling 404-727-6211.

Additional support with drafting and critiquing resumes, as well as basic instructions on grammar, style and punctuation can be obtained by appointment at the Emory College Writing Center.

Cover Letters

A cover letter highlights specific experiences on your resume that are relevant to the job to which you are applying. Together they create a first impression of you. Your cover letter should work as a connecting tool between you and the company you are writing to. Don’t let it read like a form letter. Instead, include real knowledge of the organization, its clients, its work, its position in the industry. Tell the company why you are interested in them and why you think you would be right for them. And then make sure that you are prepared to discuss in your interview whatever you say in the cover letter. And remember, you’re being judged on communicative skill. Watch spelling, grammar, and typing. Most important of all, be clear, crisp, and brief.
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Interview Preparation

The interview is one of the most important elements in the job search process. When an employer invites you to an interview, he/she is indicating an interest in bringing you on board. The interview gives both of you the opportunity to exchange information to determine if you are a good “fit” for each other.

Portfolios & Online Presence

Portfolios

It is critical for you to develop an online website or portfolio to showcase your work. A few recommended sites include:

- Wordpress
- Wix
- Weebly

Online Presence

Google yourself! Seriously, go ahead and do it now to see what comes up. Prospective employers may view your online identity and social media presence. In a job search, you are marketing yourself, and conducting an effective search requires having a “personal brand.” Just like a company’s brand is what they are known for, your personal brand is your professional reputation – it is what YOU are known for. In today’s job market, it is critical to have a strong personal brand, which means taking steps to develop and promote your brand before and during your job search. Keep in mind that your online persona will shape other’s opinions and perceptions of you – personally and professionally. Remember the internet is public domain. A good rule of thumb is to not put anything out on a social networking site that you would not want to see on the front page of a newspaper. Maintain a positive, professional presence. Be sure the image and message you send out is one that you would share with a potential employer.

Employer Tips for creating a Professional Online Presence

1. Keep your profiles clean, but still show your unique qualities and interests.
2. Follow organizations you might like to work for.
3. Join professional communities online.
4. Reach to alumni via social media (LinkedIn is a great tool to do this)

Additional Tips and Resources:

- Check out this article to learn more about managing your online presence
- Tips for fixing a faulty social media reputation
MEETING PEOPLE, MAKING CONNECTIONS

How to find alumni in key roles, arrange an informational interview, and connect through networking nights, career fairs, professional associations, conferences and more.

Alumni Profiles

View alumni profiles via the LinkedIn Alumni Tool [here](#)

Tools to Connect

For advice about networking through Informational Interviews, at networking nights and career fairs, click [here](#).

- [LinkedIn.com](#) - Advice for creating a profile, job seeking, and networking etiquette using LinkedIn.com In partnership with Emory Alumni Association:
- [Emory Connects](#) - The Emory Online Community’s most recent upgrade is an exclusive mobile and online networking platform where you can guide students and find alumni professionals in your area. The knowledge you exchange will help uplift the next generation of world leaders.
- [Career Discovery Days](#) - First and second year Emory students of all colleges and schools are invited to participate in Emory Connects: Career Discovery Days! This program is designed to help Emory students learn what “it is really like” to work in a particular job, industry or organization by providing the opportunity to shadow a professional for a day. This will be a great way to explore various career options and build professional connections.
- [Emory Alumni Chapters](#) - Find a chapter near you, in the U.S. or abroad!

Events on Campus

- [Emory Fall and Spring Career Fairs](#)
- [High Five Networking Series](#)
- [HandShake On-Campus Recruiting and Events Calendar](#)

Professional Associations

A professional association is an organization of people who have similar career interests. These membership-based organizations often offer a reduced rate for students that allow access to the many resources they provide. Professional association websites can also offer job/internship databases as well as opportunities to find mentors or other contacts. These groups may also sponsor conferences that you can attend, both for educational purposes and to make valuable connections – sometimes you may even interview for jobs!

- [American Advertising Federation](#) - 1400 K Street, Suite 1000, Washington DC 20005. The American Advertising Federation is a leading trade group which advocates the interests of advertisers.
- [American Association of Advertising Agencies](#) - Lots of good industry information from the AAAA.
- [Institute of Practitioners in Advertising](#) - A UK organization focused on getting the job done.
- [Public Relations Society of America](#) - 845 Third Avenue, New York, NY 10022. The PRSA offers information on careers in public relations and serves as an advocate for public relations professionals nationwide. They are the publisher of Public Relations Journal, the leading publication in the field.
• **Public Relations Student Society of America** - Online forums, conferences and ideas for students with an interest in public relations careers. Don't forget to check out their job listings.

Diversity Resources

• **Hire US: Connecting a Diverse Workforce with Inclusive Employers** - An event designed to connect Emory students who have historically faced under representation and/or discrimination in work environments and hiring processes with employers committed to building and supporting a diverse and inclusive workforce. Sponsored by the Emory Career Center, Office of Accessibility Services and departments of the Belonging & Community Justice area of the Center for the Advancement of Student Agency and Advocacy: Center for Women; Office of Lesbian, Gay, Bisexual, & Transgender Life; and Office of Multicultural Programs & Services.

• **Emory Alumni Association Affinity Groups** - Connect with a variety of populations and like-minded people through special events tailored to specific interests.
Finance is a broad term that describes two related activities – 1) the study of how money is managed, and 2) the actual process of acquiring needed funds. Because individuals, businesses, and government entities all need funding to operate, the field is often separated into three subcategories: personal finance, corporate finance, and public finance. All three categories are concerned with activities such as the pricing of assets, decisions on how firms should decide what projects to undertake and how to fund those projects, decisions on appropriate investment strategies by individuals and institutions, and how financial markets work both domestically and internationally.

The finance industry offers a diversity of challenging roles that provide extraordinary learning opportunities. One of the most competitive industries to enter, finance is a field in which students of varying interests, skills and personalities can find their fit. Investment banking, asset/wealth management, sales and trading, and equity research are some of the most popular career paths that Emory students pursue.

Finance answers questions such as...

- What is it worth?
- Does the return justify the risk?
- Which projects should be pursued?
- Who provides the capita?
- Where should we invest?

EXPLORING THE INDUSTRY

Key Roles

Below is a list of common careers that students interested in finance often pursue as well as tips for success & exploration resources to help get you started.

COMMON FINANCE CAREER PATHS

- Personal Finance
- Public Finance
- Corporate Finance
- Commercial Banking
- Insurance
- Money Management
- Financial Planning
- Private Equity
- Real Estate
- Financial Consulting
- Management Consulting
- Investment Banking
- Graduate School
- And more!
You can visit the [Occupational Outlook Handbook](https://www.bls.gov/ooh/) and the [Vault Guide](https://www.vault.com/) to view more!

**Work Environments**

The environment will vary depending on the area you select in finance. Investment Bankers tend to work long hours (60+/week is not unheard of!) and tends to be fast-paced. You may work less hours in other areas of finance, but they also may be less lucrative than investing. Consider your personal values, what is important to you and how you would like to spend your time when selecting a career area.

Check out [Vault’s Banking rankings](https://www.vault.com/rankings/banking) for most prestigious firms, top 50, best firms to work for and more!

**Key Skills**

The following are frequently cited as necessary to be successful in finance careers:

- Quantitative and analytical skills
- Critical thinking and the ability to make business decisions based on financial data
- Ability to work well on a team
- Communication and interpersonal skills
- Ability to learn new things quickly
- Strong work ethic (long hours are prevalent, particularly in investment banking)
- Time management
- Advanced proficiency in Excel

**Recommended Reading**

[Vault](https) - Search for the following VAULT guides once logged into your account.

- Career Guide to Accounting
- Career Guide to Hedge Funds
- Career Guide to Investment Banking
- Career Guide to Investment Management
- Career Guide to Middle Market Investment Banking
- Career Guide to Private Equity
- Career Guide to Private Wealth Management
- Career Guide to Sales and Trading
- Career Launcher: Finance
- Finance Interviews Practice Guide
- Guide to Finance Interviews
- Guide to the Top 50 Banking Employers
- Guide to the Top Financial Services Employers
- Guide to the Top Insurance Employers Vault/SEO
- Guide to Financial Services Diversity Programs

**Industry Blogs**

- [Musings on Markets](https)
- [WSJ Economics](https)
FINDING OPPORTUNITIES AND GETTING INVOLVED

Jobs & Internships

On campus interviewing for full-time AND internship roles in finance takes place early in the fall semester (September-October). Be aware Wall Street’s full-time finance roles are primarily filled from their summer analyst class and thus most firms do not recruit on campus in the fall for full-time roles. However, there will be some firms, including boutique and regional firms, that will post positions on Handshake year round or participate in on-campus interviews.

- **Handshake** - This is the Career Center’s main resource for connecting students to great job and internship opportunities. All on-campus interviews are posted and scheduled through Handshake. Once your resume is spruced up and ready to go, join the “Finance Resume Book”. You may be directly contacted by an employer as a result of joining any of the resume books. If interested, you must opt-in to the resume book on Handshake each semester, and if you no longer wish to be contacted by employers in the future, you may withdraw your resume at any time. To join the resume book, search for “resume book” in the keywords bar on Handshake and submit your resume.

- **Career Shift** - Career Shift is the Career Center’s additional resource to help job seekers successfully navigate the published and hidden job market to find career opportunities

- **UCAN** - University Career Action Network (UCAN) provides access to domestic and international internships to students from 20 of the nation’s top institutions
- **Vault**: In addition to using Vault to learn more about specific industries, companies, and receive career advice, Vault can also be used to identify internships and job opportunities.

- **WetFeet**: Wet Feet provides an overview of the field, which includes everything from job titles and necessary skills to the job outlook.

### Industry Specific Job Boards

- [Financial Job Bank](#)
- [Bank Jobs](#)
- [eFinancial Careers](#)
- [Careers in Investment Banking](#)

### Fellowships, Scholarships & Research

- [Handshake Fellowships](#): The Career Center’s main resource for connecting students to great fellowship and research opportunities.
- [Emory University Office of Undergraduate Research](#)
- Consider a [Study Abroad Internship](#) to obtain global business experience

### Further Education

- If interested in advancement, you may want to pursue an MBA to reach higher levels in a corporate setting.

### Campus Organizations & Volunteering

**Campus Resources:**

- Apply to be a Career Center Peer Advisor
- Obtain a leadership position in your student organization or take the lead on a project
- Participate in Career Discovery Days
- [OrgSync](#): Active database of all Emory campus organizations.

**Beyond Campus:**

- See Professional Associations!

### Working Abroad

- [GoinGlobal](#): Find information about working, interning and volunteering abroad. Contains Country Guides with specifics about the job search, helpful advice for life and work, and job/internship search database by country. You can access GoinGlobal on Handshake beneath the "Career Center" Tab, and then by clicking Resources.

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### PREPARING TO APPLY

**Resumes & Cover Letters**
Resumes

The primary purpose of a resume is to obtain an interview. Used correctly, it can open doors. Used incorrectly, it slams them shut. A good resume connects your experience to your job goal. Support your candidacy by highlighting relevant skills. Add less-related activities only if they are outstanding. Be selective. Your resume is a selling tool, not a life history. Keep it neat, clear, and precise.

For students interested in finance, we recommend you highlight any experience you have had in the past managing money: budget for a student organization, working part-time at a bank, personal investing success, etc.

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View tips and tools for preparation here!

- Ace the Case - case interview prep
- ArgoPoint - case interview prep
- Bloomberg Institute
- The Deal
Online Presence

Google yourself! Seriously, go ahead and do it now to see what comes up. Prospective employers may view your online identity and social media presence. In a job search, you are marketing yourself, and conducting an effective search requires having a “personal brand.” Just like a company’s brand is what they are known for, your personal brand is your professional reputation – it is what YOU are known for. In today’s job market, it is critical to have a strong personal brand, which means taking steps to develop and promote your brand before and during your job search. Keep in mind that your online persona will shape other’s opinions and perceptions of you – personally and professionally. Remember the internet is public domain. A good rule of thumb is to not put anything out on a social networking site that you would not want to see on the front page of a newspaper. Maintain a positive, professional presence. Be sure the image and message you send out is one that you would share with a potential employer.

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1. Keep your profiles clean, but still show your unique qualities and interests.
2. Follow organizations you might like to work for.
3. Join professional communities online.
4. Reach to alumni via social media (LinkedIn is a great tool to do this)

Additional Tips and Resources:

- Check out this article to learn more about managing your online presence
- Tips for fixing a faulty social media reputation
- How to Use LinkedIn to Increase Your Visibility and Influence
How to find alumni in key roles, arrange an informational interview, and connect through networking nights, career fairs, professional associations, conferences and more.

Alumni Profiles

View alumni profiles via the LinkedIn Alumni Tool here!

Tools to Connect

For advice about networking through Informational Interviews, at networking nights and career fairs, click here.

- LinkedIn.com - Advice for creating a profile, job seeking, and networking etiquette using LinkedIn.com

In partnership with Emory Alumni Association:

- Emory Connects - The Emory Online Community’s most recent upgrade is an exclusive mobile and online networking platform where you can guide students and find alumni professionals in your area. The knowledge you exchange will help uplift the next generation of world leaders.
- Career Discovery Days - First and second year Emory students of all colleges and schools are invited to participate in Emory Connects: Career Discovery Days! This program is designed to help Emory students learn what “it is really like” to work in a particular job, industry or organization by providing the opportunity to shadow a professional for a day. This will be a great way to explore various career options and build professional connections.
- Emory Alumni Chapters - Find a chapter near you, in the U.S. or abroad!

Events on Campus

- Emory Fall and Spring Career Fairs
- High Five Networking Series
- HandShake On-Campus Recruiting and Events Calendar

Professional Associations

Professional association websites can also offer job/internship databases as well as opportunities to find mentors or other contacts. These groups may also sponsor conferences that you can attend, both for educational purposes and to make valuable connections – sometimes you may even interview for jobs!

Students Interested in Understanding & Interpreting Financial Matters

- American Association of Finance & Accounting
- American Bankers Association
- American Finance Association
- Association of Financial Professionals
- Financial Management Association
- Financial Planning Association
- International Academy of Business & Financial Management
- Securities Industry & Financial Markets Association

Students Interested in Quantitative Analysis
- **American Mathematical Society**
- **American Statistical Association**
- **Institute for Operations Research & the Management Sciences**
- **Society for Industrial & Applied Mathematics**

**Students Interested in Investment Banking**

- **CFA Institute**
- **Leaders Global Network**
- **Mergers & Inquisitions**
- **New York Society of Security Analysts**
- **Securities Industry & Financial Markets Association**

**Students Interested in Insurance**

- **Global Association of Risk Professionals Career Center**
- **Society of Actuaries**

**Students Interested in Consulting**

- **Association of Management Consulting Firms**
- **Institute of Management Consultants USA, Inc**

**Diversity Resources**

- **Hire US: Connecting a Diverse Workforce with Inclusive Employers** - An event designed to connect Emory students who have historically faced under representation and/or discrimination in work environments and hiring processes with employers committed to building and supporting a diverse and inclusive workforce. Sponsored by the Emory Career Center, Office of Accessibility Services and departments of the Belonging & Community Justice area of the Center for the Advancement of Student Agency and Advocacy: Center for Women; Office of Lesbian, Gay, Bisexual, & Transgender Life; and Office of Multicultural Programs & Services.

- **Emory Alumni Association Affinity Groups** - Connect with a variety of populations and like-minded people through special events tailored to specific interests.
CONSULTING

Organizations of all kinds – for-profit, non-profit, and government agencies – do not always have the expertise, time, or resources to address some of the challenges they face. When this occurs, some will hire a consulting firm to help them solve a problem or facilitate an organizational change.

The more commonly known “general strategy” firms cover a broad portfolio of industries across sectors. There are also firms that specialize in specific industries such as healthcare, economics, government, accountancy and financial services, while others specialize in functional areas that span industries, such as human resources, technology, and communications. Rather than hire an outside firm, some organizations have internal consultants, also referred to as business analysts or corporate strategy departments, to address and resolve similar business and operational issues from within the organization.

Most consulting firms/departments tackle projects in teams, and entry-level consultants might be responsible for a variety of tasks including analyzing data, researching issues, writing reports, and delivering presentations. The pace can be intense, significant travel may be required, and clients can be demanding with high expectations.

Many Emory students are drawn to consulting because it is a fast-paced, interdisciplinary and intellectually challenging field. Pursuing this track requires a great deal of preparation including an understanding of the field and an ability to articulate what you can offer the firm and its clients.

If interested in consulting, consider these questions: What do you want to consult on? Why would someone pay for your opinion? Find out what the companies you are interested in consult on.

EXPLORING THE INDUSTRY

Key Roles

Entry level consulting job titles will vary by firm. In general, entry-level undergraduate titles include business analyst, consultant, fellow or associate.

Article: Vault Career Guide to Consulting (Workers in this Industry)

The following links can help you begin to consider a variety of roles that exist within Consulting and identify hiring firms:

- Communication Consultant
- Financial consultants
- Health care consultants
- HR (Human Resources) consultant
- IT Consultant - see this article and this information as well
- Management analysts/Consultant

Work Environments

Best Consulting Firms to Work for 2017

This is a list compiled by Vault based on its signature ranking of the best consulting firms in North America.
Key Skills

Consultants work in a variety of industries and on various projects. This means consultants need a high tolerance for ambiguity. Consultants also regularly use Excel to analyze data and create PowerPoint decks for presentations to their clients, often who are high-level executives.

- Article: [Is consulting right for you?](#)
- Article: [Vault Career Guide to Consulting](#) (What do workers in this Industry do)

Resource: Consulting Firm websites: For example:

- [Boston Consulting: Who we seek](#)
- [McKinsey & Co.: What we look for](#)

Developing the following skills can help you as a more competitive candidate for jobs and internships:

- Leadership Skills
- Strong Excel and PowerPoint skills
- Listening skills
- Interpersonal skills
- Analytical skills
- Teamwork skills
- Business acumen and industry specific knowledge
- Creativity
- Critical thinking
- Persuasive communication skills
- Problem solving skills
- Strategic thinking and able to synthesize information
- Quantitative skills
- Verbal and written communication skills

Recommended Reading

- [Industry Overview: Consulting](#)
- [Careers-in-Consulting](#): Offers information about top consulting firms and a guide to finding a consulting job
- [Vault (Keywords: Consulting Industry Guide)](#)
- [Occupational Outlook Handbook](#)
- [McKinsey Quarterly](#)
- [Consulting Magazine](#)
- [Strategy+Business Magazine](#)

FINDING OPPORTUNITIES AND GETTING INVOLVED

Jobs & Internships
Be aware that many consulting firms have shifted their recruiting for full-time AND internship positions primarily to the fall semester (BCG, Bain, McKinsey, Deloitte, etc.) during August, September and October. Other positions may be posted in the spring or other times in the year, but these positions will likely be fewer in number and will likely not interview on campus.

- **Handshake** - This is the Career Center’s main resource for connecting students to great job and internship opportunities. You will use this site to find and schedule on-campus interviews. Once your resume is spruced up and ready to go, join the “Consulting Resume Book”. Resume books are shared with employers who request resumes of students interested in a particular industry. You may be directly contacted by an employer as a result of joining any of the resume books. If interested, you must opt-in to the resume book on Handshake each semester, and if you no longer wish to be contacted by employers in the future, you may withdraw your resume at any time. To join the resume book, search for “resume book” in the keywords bar on **Handshake** and submit your resume.

- **Career Shift** - Career Shift is the Career Center’s additional resource to help job seekers successfully navigate the published and hidden job market to find career opportunities

- **UCAN** - University Career Action Network (UCAN) provides access to domestic and international internships to students from 20 of the nation’s top institutions

- **Consulting Crossing** - Job search website that aggregates jobs in the consulting industry from numerous sources

- **Doostang** - Job search database with jobs related to consulting and other areas of business

- **Top Consultant** - A database with global job opportunities in the consulting industry

- **Vault** - In addition to using Vault to learn more about specific industries, companies, and receive career advice, Vault can also be used to identify internships and job opportunities

- **Wetfeet** - Search for an overview of the consulting industry and related careers

### Fellowships, Scholarships & Research

- **Handshake Fellowships** - The Career Center’s main resource for connecting students to great fellowship and research opportunities.

- **Emory University Office of Undergraduate Research**

- Consider a **Study Abroad Internship** to obtain global business experience

### Further Education

Graduate school is not necessarily required to work in consulting or strategy. However, many students work for 3-4 years in consulting and choose to pursue an MBA or other specialized masters/PhD program for higher-level positions within their organization.

### Campus Organizations & Volunteering

### Campus Resources:

- Apply to be a Career Center Peer Advisor

- Obtain a leadership position in your student organization or take the lead on a project

- Participate in Career Discovery Days

- **Goizueta Consulting Group** - open to ALL students, not just business students

- **Emory Women in Business**
• **OrgSync** - Active database of all Emory campus organizations.

**Recruiting at Emory**

Organizations that currently or have historically recruited on campus, or have had alumni representation at networking nights:

- Applied Value Group
- Bain & Company
- Booz Allen Hamilton
- The Brattle Group
- Cornerstone Research
- Capco
- Capgemini Consulting
- The Hackett Group
- inCode Consulting
- NERA Economic Consulting
- Insight Sourcing Group
- Mercer
- McKinsey
- Kurt Salmon
- Navigant
- Putnam Associates
- Revenue Analytics
- Sapient Consulting
- Simon-Kucher & Partners
- Triage Consulting Group

**Working Abroad**

Large U.S. strategy and management consulting firms have offices worldwide and source applicants for all possible locations. Check [Handshake](https://handshake.emory.edu) and employer websites for more information. Also, [Going Global](https://www.goinglobal.com) for opportunities with international offices in mid-size and boutique firms as well as in non-U.S. firms.

GoinGlobal - Find information about working, interning and volunteering abroad. Contains Country Guides with specifics about the job search, helpful advice for life and work, and job/internship search database by country.

You can access GoinGlobal on Handshake beneath the "Career Center" Tab, and then by clicking Resources.

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**PREPARING TO APPLY**

### Resumes & Cover Letters

Resumes

The primary purpose of a resume is to obtain an interview. Used correctly, it can open doors. Used incorrectly, it slams them shut. A good resume connects your experience to your job goal. Support your candidacy by highlighting relevant skills –e.g., analyzing data, creating a report, presenting, etc. Include
any activities, jobs, or internships directly related to consulting. Did you serve in a leadership role or lead a project/initiative? Have you written reports and made recommendations to someone? Have you solved a problem? Have you worked on a team? Did you research something? Add less-related activities only if they are outstanding. Be selective. Your resume is a selling tool, not a life history. Keep it neat, clear, and precise.

Students interested in consulting, should focus on including concrete results throughout their resume. Good sample bullets:

- Decrease cost of annual social event by identifying ways to cut food and beverage costs
- Personally secured $______ in additional charitable donations for the Make a Wish Foundation
- Streamlined the on-boarding process for new board leadership by creating a transition guide and structured training

Sample Resumes and Tips

- Article: Tailoring your resume for consulting
- Article: Tips for Consulting Resumes

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Interview Preparation

Case Interview preparation materials compiled by The Career Center: https://www.pinterest.com/emorycareercntr/case-interviewing-tips/
Case Interviews:

- **Case in Point** - Currently the best case interview book on the market. Because it’s a study guide, we do recommend that you get your own copy.
- **Bain & Company Online Practice Cases** - in addition to case interview prep information, Bain has links to employee blogs and day in the life of a consultant tweets.
- **Boston Consulting Group (BCG) Interactive Case Prep**
- **McKinsey Interactive Case Questions**
- **PrepLounge**: A case interview community where candidates with similar career goals can get connected, practice cases and sharpen their consulting skills.
- **https://mconsultingprep.com/case-interview-questions/**

Online Presence

Google yourself! Seriously, go ahead and do it now to see what comes up. Prospective employers may view your online identity and social media presence. In a job search, you are marketing yourself, and conducting an effective search requires having a “personal brand.” Just like a company’s brand is what they are known for, your personal brand is your professional reputation – it is what YOU are known for. In today’s job market, it is critical to have a strong personal brand, which means taking steps to develop and promote your brand before and during your job search. Keep in mind that your online persona will shape other’s opinions and perceptions of you – personally and professionally. Remember the internet is public domain. A good rule of thumb is to not put anything out on a social networking site that you would not want to see on the front page of a newspaper. Maintain a positive, professional presence. Be sure the image and message you send out is one that you would share with a potential employer.

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4. Reach to alumni via social media (LinkedIn is a great tool to do this)

Additional Tips and Resources:

- Check out this article to learn more about managing your online presence
- **Tips for fixing a faulty social media reputation**
- **How to Use LinkedIn to Increase Your Visibility and Influence**

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How to find alumni in key roles, arrange an informational interview, and connect through networking nights, career fairs, professional associations, conferences and more.

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**Events on Campus**

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- **Handshake On-Campus Recruiting and Events Calendar**

**Professional Associations**

Professional association websites can also offer job/internship databases as well as opportunities to find mentors or other contacts. These groups may also sponsor conferences that you can attend, both for educational purposes and to make valuable connections – sometimes you may even interview for jobs!

- **Association of Consultants to Nonprofits**: Specialized association for consultants who work with nonprofits.
- **Association of Internal Management Consultants**: A network for internal consulting professionals that provides resources on training, project management and organizational effectiveness.
- **Association of Management Consulting Firms**: International association of firms in management consulting.
- **Institute of Management Consultants**: Offers a student membership as well as certification for consultants.
- **National Society of Certified Healthcare Business Consultants**: For consultants who work in health fields.
- **Society of Professional Consultants**: Designed to be a peer-to-peer advisory network for consultants in diverse industries.

**Diversity Resources**

- **Hire US: Connecting a Diverse Workforce with Inclusive Employers** - An event designed to connect Emory students who have historically faced under representation and/or discrimination in work environments and hiring processes with employers committed to building and supporting a diverse and inclusive workforce. Sponsored by the Emory Career Center, Office of Accessibility Services and departments of the Belonging & Community Justice area of the Center for the Advancement of Student Agency and Advocacy.
Center for Women; Office of Lesbian, Gay, Bisexual, & Transgender Life; and Office of Multicultural Programs & Services.

- **Emory Alumni Association Affinity Groups** - Connect with a variety of populations and like-minded people through special events tailored to specific interests.
EVENT PLANNING

Event Planning is the process of planning and coordinating an event, which can include budgeting, scheduling, site selection, acquiring necessary permits, coordinating transportation and parking, arranging for speakers or entertainers, arranging decor, event security, catering, coordinating with third party vendors, and emergency plans. Also called: (Meeting, Convention & Event Planners)

EXPLORING THE INDUSTRY

Key Roles

- Consult with customers to determine objectives and requirements for events, such as meetings, conferences, and conventions.
- Review event bills for accuracy and approve payment.
- Coordinate services for events, such as accommodation and transportation for participants, facilities, catering, signage, displays, special needs requirements, printing and event security.
- Arrange the availability of audio-visual equipment, transportation, displays, and other event needs.
- Confer with staff at a chosen event site to coordinate details.
- Find additional key roles of an Event Planning on O-net OnLine here: https://www.onetonline.org/link/summary/13-1121.00

Work Environments

Meeting, convention, and event planners spend time in their offices and onsite at hotels or convention centers. They also work onsite at hotels or convention centers, and they often travel to attend events and visit prospective meeting sites. During meetings or conventions, planners may work many more hours than usual. For details about work environments for Event Planners, go to the Occupational Outlook Handbook.

Key Skills

- Active Listening — Giving full attention to what other people are saying, taking time to understand the points being made, asking questions as appropriate, and not interrupting at inappropriate times.
- Reading Comprehension — Understanding written sentences and paragraphs in work related documents.
- Speaking — Talking to others to convey information effectively.
- Coordination — Adjusting actions in relation to others' actions.
- Critical Thinking — Using logic and reasoning to identify the strengths and weaknesses of alternative solutions, conclusions or approaches to problems.

See Additional information on O-net OnLine at these links:

- https://www.onetonline.org/link/summary/13-1121.00

Recommended Reading

Vault Guide to Event Planning - provides essential information about event planning, with an emphasis on preparing for a career and getting your foot in the door. FOR FREE ACCESS & to download the guide, go to www.career.emory.edu and click on VAULT under Featured Resources.
Contacts for More Information

For more information about meeting, convention, and event planners, including information about certification and industry trends, visit

- Convention Industry Council
- Meeting Professionals International
- Professional Convention Management Association
- Society of Government Meeting Professionals
- O*NET Meeting, Convention, and Event Planners

For more information about wedding planners including information about certification, visit

- American Association of Certified Wedding Planners
- Association for Wedding Professionals International
- Association of Bridal Consultants
- Association of Certified Professional Wedding Consultants

FINDING OPPORTUNITIES AND GETTING INVOLVED

Resumes & Cover Letters

- Click here to see the Career Center's Resume Guide.

Interview Preparation

- Interview Stream
- Practice Interviews / Mock Interview Days

PREPARING TO APPLY

How to Become a Meeting, Convention, or Event Planner

MEETING PEOPLE, MAKING CONNECTIONS

Events On Campus

The Career Center hosts a variety of events designed to connect students with professionals, these include Career Fairs, Networking Nights, Employer Information Sessions, Industry Panels, Graduate School Visits, as well as guest speakers at our Skill Development Workshops. All of these events are advertised on Handshake, we'd ask that you please RSVP to let us know that you'll be in attendance!

- Emory Fall and Spring Career Fairs
- High Five Networking Series
- HandShake On-Campus Recruiting and Events Calendar
- Sign up to receive Creative cluster newsletter
Tools to Connect

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Professional Associations

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Festivals and Events

- International Festivals and Events Association
- International Special Events Society
HUMAN RESOURCES

HR is a broad category that includes several different practice areas and common career paths include recruitment, consulting, training and development, and benefits.

With so many options, now is a good time to explore your interests in greater depth. Consider these questions:

• What interests you about human resources?
• What practice area(s) interest you?

Think about what appeals to you and start to build your resume.

EXPLORING THE INDUSTRY

Key Roles

In smaller organizations, human resources professionals are generalists and wear many hats. In larger organizations, HR staff members are more specialized. Be willing to start in an entry-level human resources or benefits assistant position and advance with experience. Advanced positions, gained through experience and/or graduate programs, include labor relations director, human resource manager, negotiator, mediator and arbitrator.

The following links can help you begin to consider a variety of roles that exist in human resources:

• Human Resources Specialists
• Human Resources Managers
• Human Resources Assistants
• Labor Relations Specialists
• Compensation, Benefits, and Job Analysis Specialists
• Training and Development Specialists

Entry-level job titles you may see:

• Human Resources Assistant
• Human Resources Coordinator
• Human Resources Specialist
• Human Resources Generalist
• Benefits Coordinator
• HR Associate
• HR Analyst
• Talent Acquisition Specialist
• Recruiter

More roles in Human Resources can be found [here](#)!

Work Environments
Human resources professionals are employed in virtually all industries. Think about the type of setting you would like to work in (healthcare, government, education, nonprofit, etc.), and you will likely find an HR role within that industry.

**Key Skills**

Developing the following skills can help you become a more competitive candidate for jobs and internships:

- Communication and interpersonal skills – being comfortable interacting and working with people from diverse backgrounds is valuable in this field
- Leadership skills – seek leadership roles in campus organizations
- Strong computer skills including spreadsheets and databases
- Strong analytical and decision-making skills
- Attention to detail
- Listening and speaking skills

**Recommended Reading**

- [Vault](#) (Guide to Human Resources Jobs)
- [Occupational Outlook Handbook](#)
- [WetFeet (Career Overview: Human Resources)](#)
- [Human Resource Certification Institute](#)
- FOR INFORMATION ON TRAINING, JOB OPPORTUNITIES, AND HUMAN RESOURCES PUBLICATIONS AND ONLINE DISCUSSIONS
  - International Public Management Association for Human Resources (IPMA-HR)
    - [http://www.ipma-hr.org](http://www.ipma-hr.org)
- FOR GENERAL INFORMATION ON INDUSTRIAL RELATIONS
  - Labor and Employment Relations Association (LERA)
- FOR NEWSLETTERS, JOURNALS, AND INTERNET RESOURCES ON CAREER DEVELOPMENT
  - National Career Development Association (NCDA)
    - [http://www.ncda.org](http://www.ncda.org)
- FOR INFORMATION ON EMPLOYMENT LAW AND LEGISLATION, OR CAREER COUNSELING RESOURCES FOR HIGH SCHOOL STUDENTS
  - National Employment Counseling Association (NECA)
    - [http://www.employmentcounseling.org](http://www.employmentcounseling.org)
- FOR A WIDE VARIETY OF INFORMATION, INCLUDING JOB OPENINGS, GOVERNMENTAL ISSUES, NEWS, A HUMAN RESOURCES LIBRARY, AND INFORMATION FOR STUDENTS IN THE FIELD OF HUMAN RESOURCES, CONTACT
  - Society for Human Resource Management (SHRM)
    - [http://www.shrm.org](http://www.shrm.org)
- FOR NEWS AND INFORMATION ABOUT COMPENSATION AND BENEFITS ADMINISTRATION
  - WorldatWork
    - [http://www.worldatwork.org](http://www.worldatwork.org)

**FINDING OPPORTUNITIES AND GETTING INVOLVED**
Jobs & Internships

- **Handshake** - This is the Career Center’s main resource for connecting students to great job and internship opportunities. You will use this site to find and schedule on-campus interviews.
- **Career Shift** - Career Shift is the Career Center’s additional resource to help job seekers successfully navigate the published and hidden job market to find career opportunities.
- **UCAN** - University Career Action Network (UCAN) provides access to domestic and international internships to students from 20 of the nation’s top institutions.
- **Vault** - In addition to using Vault to learn more about specific industries, companies, and receive career advice, Vault can also be used to identify internships and job opportunities.
- **WetFeet** - Wet Feet provides an overview of the field, which includes everything from areas of HR job titles and necessary skills to the job outlook. Take a look: Does HR sound interesting to you and, if so, how can you start building the necessary skills?

Fellowships, Scholarships & Research

- **Handshake Fellowships** - The Career Center’s main resource for connecting students to great fellowship and research opportunities.
- **Emory University Office of Undergraduate Research**
- Consider a **Study Abroad Internship** to obtain global business experience.

Further Education

If interested in advancement, you may want to earn a graduate degree in human resources, business, or law to reach the highest levels of human resource management.

After gaining two years of professional experience in human resources, prepare to take the Professional Human Resource Exam (PHR) to increase job opportunities and earning potential. Research other specialized certifications such as the Certified Employee Benefit Specialist (CEBS).

Campus Organizations & Volunteering

Campus Resources:

- Apply to be a Career Center Peer Advisor
- Obtain a leadership position in your student organization or take the lead on a project
- Participate in Career Discovery Days
- **OrgSync** - Active database of all Emory campus organizations.

Recruiting at Emory

- Check **Handshake** to view organizations that currently or historically recruit on campus, or have had alumni representation at networking nights.

Working Abroad
• **GoinGlobal** - Find information about working, interning and volunteering abroad. Contains Country Guides with specifics about the job search, helpful advice for life and work, and job/internship search database by country.

You can access GoinGlobal on Handshake beneath the "Career Center" Tab, and then by clicking Resources.

### PREPARING TO APPLY

**Resumes & Cover Letters**

**Resumes**

The primary purpose of a resume is to obtain an interview. Used correctly, it can open doors. Used incorrectly, it slams them shut. A good resume connects your experience to your job goal. Support your candidacy by highlighting relevant skills. Add less-related activities only if they are outstanding. Be selective. Your resume is a selling tool, not a life history. Keep it neat, clear, and precise.

• Article: [HR Resume Bullet Points](#)

**Resume Writing Support**

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Additional support with drafting and critiquing resumes, as well as basic instructions on grammar, style and punctuation can be obtained by appointment at the [Emory College Writing Center](#).

**Cover Letters**

A cover letter parallels with your resume. Together they create a first impression of you. Your cover letter should work as a connecting tool between you and the company you are writing to. Don’t let it read like a form letter. Instead, include real knowledge of the organization, its clients, its work, its position in the industry. Tell the company why you are interested in them and why you think you would be right for them. And then make sure that you are prepared to discuss in your interview whatever you say in the cover letter. And remember, you’re being judged on communicative skill. Watch spelling, grammar, and typing. Most important of all, be clear, crisp, and brief.

**Sample Cover Letters and Tips**

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The interview is one of the most important elements in the job search process. When an employer invites you to an interview, he/she is indicating an interest in bringing you on board. The interview gives both of you the opportunity to exchange information to determine if you are a good “fit” for each other.

View tips and tools for preparation [here](#)!

**Portfolios & Online Presence**

Google yourself! Seriously, go ahead and do it now to see what comes up. Prospective employers may view your online identity and social media presence. In a job search, you are marketing yourself, and conducting an effective search requires having a “personal brand.” Just like a company’s brand is what they are known for, your personal brand is your professional reputation – it is what YOU are known for. In today’s job market, it is critical to have a strong personal brand, which means taking steps to develop and promote your brand before and during your job search. Keep in mind that your online persona will shape other’s opinions and perceptions of you – personally and professionally. Remember the internet is public domain. A good rule of thumb is to not put anything out on a social networking site that you would not want to see on the front page of a newspaper. Maintain a positive, professional presence. Be sure the image and message you send out is one that you would share with a potential employer.

**Employer Tips for creating a Professional Online Presence**

1. Keep your profiles clean, but still show your unique qualities and interests.
2. Follow organizations you might like to work for.
3. Join professional communities online.
4. Reach to alumni via social media (LinkedIn is a great tool to do this)

Additional Tips and Resources:

- Check out this [article](#) to learn more about managing your online presence
- [Tips for fixing a faulty social media reputation](#)
- [How to Use LinkedIn to Increase Your Visibility and Influence](#)

**MEETING PEOPLE, MAKING CONNECTIONS**

How to find alumni in key roles, arrange an informational interview, and connect through networking nights, career fairs, professional associations, conferences and more.

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- **International Public Management Association for Human Resources (IPMA-HR)**
- **Labor and Employment Relations Association (LERA)**
- **National Career Development Association (NCDA)**
- **National Employment Counseling Association (NECA)**
- **Society for Human Resource Management (SHRM)**
- **National Association of Colleges and Employers**

**Diversity Resources**

- **Hire US: Connecting a Diverse Workforce with Inclusive Employers** - An event designed to connect Emory students who have historically faced under representation and/or discrimination in work environments and hiring processes with employers committed to building and supporting a diverse and inclusive workforce. Sponsored by the Emory Career Center, Office of Accessibility Services and departments of the Belonging & Community Justice area of the Center for the Advancement of Student Agency and Advocacy: Center for Women; Office of Lesbian, Gay, Bisexual, & Transgender Life; and Office of Multicultural Programs & Services.

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INFORMATION SYSTEM AND IT

“Information systems are combinations of hardware, software, and telecommunications networks that people build and use to collect, create, and distribute useful data, typically in organizational settings.” - Excerpted from INFORMATION SYSTEMS TODAY - MANAGING IN THE DIGITAL WORLD, fourth edition. Prentice-Hall, 2010.

In short, individuals who work in this field utilize technology and data in a business setting with a focus on problem solving. Individuals who work in this field often serve as consultants, database/systems managers or help to manage technology internally for an organization.

EXPLORING THE INDUSTRY

Key Roles

The following links can help you begin to consider a variety of roles that exist within Information Systems and identify hiring organizations:

- Database Administration
- IT Consultant - see this article and this information as well
- Management analysts/Consultant

Common job titles may include: Business Analyst, Implementation Consultant, IT Analyst, Technology Associate

Work Environments

Students who are interested in IS/IT often start in consulting. This entails a good amount of travel, meeting with senior-level company representatives, presentations and potentially implementation of various software systems. Students who pursue database administration or other internal business analyst roles will likely travel less and be focused on maintaining legacy systems and/or identifying new ways technology can be leveraged to create business efficiencies.

Review this list compiled by Vault of top technology companies.

Key Skills

Developing the following skills can help you as a more competitive candidate for jobs and internships:

- Technical skills - identify popular programs used in your industry or industries of interest
- Learn the basics of programming
- Hone your Excel skills (pivot tables, VLOOKUP, formulas)
- Practice interpreting data
- Manage a project

Recommended Reading

Vault - Search for the following VAULT guides once logged into your account:

- Vault Career Guide to Information Technology
- Vault Guide to Information Technology Jobs
**WetFeet** - Search for the following guides once logged into your WetFeet account which you can access on the Career Center’s main webpage:

- Ace Your Interview: Information Technology
- Careers in IT Consulting
- Careers in Information Technology

**FINDING OPPORTUNITIES AND GETTING INVOLVED**

**Jobs & Internships**

IT/IS is a high-demand career area and hires year-round, though consulting tends to recruit very early. Be aware that many consulting firms have shifted their recruiting for full-time AND internship positions primarily to the fall semester (BCG, Bain, McKinsey, Deloitte, etc.) during August, September and October.

- **Handshake** - This is the Career Center’s main resource for connecting students to great job and internship opportunities. You will use this site to find and schedule on-campus interviews.
- Once your resume is spruced up and ready to go, join the “Consulting Resume Book” or "Technology Resume Book". Resume books are shared with employers who request resumes of students interested in a particular industry. You may be directly contacted by an employer as a result of joining any of the resume books. If interested, you must opt-in to the resume book on Handshake each semester, and if you no longer wish to be contacted by employers in the future, you may withdraw your resume at any time. To join the resume book, search for “resume book” in the keywords bar on Handshake and submit your resume.
- **Career Shift** - Career Shift is the Career Center’s additional resource to help job seekers successfully navigate the published and hidden job market to find career opportunities
- **UCAN** - University Career Action Network (UCAN) provides access to domestic and international internships to students from 20 of the nation’s top institutions
- **Big Data/Tech Jobs** - List of several sites to identify big data jobs
- **Vault** - In addition to using Vault to learn more about specific industries, companies, and receive career advice, Vault can also be used to identify internships and job opportunities
- **Wetfeet** - Search for an overview of the consulting industry and related careers

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Campus Resources:

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- Obtain a leadership position in your student organization or take the lead on a project
• Participate in Career Discovery Days
• Data Science Club
• Goizueta Consulting Group - open to ALL students, not just business students
• Hack Emory
• Women in STEM
• OrgSync
• Active database of all Emory campus organizations.

Working Abroad

GoinGlobal - Find information about working, interning and volunteering abroad. Contains Country Guides with specifics about the job search, helpful advice for life and work, and job/internship search database by country. You can access GoinGlobal on Handshake beneath the "Career Center" Tab, and then by clicking Resources.

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FOR STUDENTS INTERESTED IN IS/IT, highlight your technical and problem solving skills on your resume. You may also want to include a project experience section and any time you worked with data.

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You may encounter case and/or technical interviews.

- [Advice on technical interviews](#)
- Brush up on your technical skills or pick up new ones if they are required by the position on Lynda or the Khan Academy

Case Interviews:

- [Case in Point](#) - Currently the best case interview book on the market. Because it’s a study guide, we do recommend that you get your own copy.
- [Bain & Company Online Practice Cases](#) - in addition to case interview prep information, Bain has links to employee blogs and DAY IN THE LIFE OF A CONSULTANT tweets.
- [Boston Consulting Group (BCG) Interactive Case Prep](#)
- [McKinsey Interactive Case Questions](#)
- [PrepLounge](#): A case interview community where candidates with similar career goals can get connected, practice cases and sharpen their consulting skills.
- [https://mconsultingprep.com/case-interview-questions/](https://mconsultingprep.com/case-interview-questions/)

View tips and tools for preparation [here](#)!

Online Presence

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**MANAGEMENT, SUPPLY CHAIN AND OPERATIONS**

**Management** leads an organization at a variety of levels. There is no specific major that will prepare you for a management career, though leadership experience in student or community activities can give you strong transferrable skills. Because this is a broad field, it is helpful to identify an industry of interest or a functional area in a business where you would like to lead (ex: operations, HR, sales) to help you get started.

Individuals who advance into managerial roles typically work up from the bottom and rarely start in a high-level role. It is important for managers to understand the work of those they supervise, which is why many organizations require new hires to join the organization in an entry-level role.

The terms supply chain, **operations** and **logistics** are often used interchangeably. Individuals who work in this field are focused on creating positive change for a business: getting product A to point B as quickly and efficiently as possible -- think Amazon or other large companies with elaborate distribution systems.

Other examples include:

- Decreasing time to produce a product
- Increasing revenue by identifying ways to cut costs
- Identifying new ways to increase productivity in an organization

Students interested in this field enjoy complex problems and identifying solutions. Professionals who succeed in this field enjoy multitasking and think quickly on their feet. Using time and resources effectively is important to these individuals.

**EXPLORING THE INDUSTRY**

**Key Roles**

Though you may start in any entry-level role and may have the opportunity to advance in the future, there are some more formalized industry programs that can help you get a fast-track into a managerial career: Management Trainee or Leadership Programs.

Managers exist in **all industries**. Think of the kind of setting or type of work in which you would like to work in and you will likely find a managerial role in the field.

**Work Environments**

Because managers can work in any industry, the work environment can vary widely depending on where you decide to work. For example, you may serve as a manager in a warehouse overseeing the distribution or manufacture of a product, or you could work in a professional office where you oversee several employees.

**Key Skills**

Developing the following skills may help you become a more effective manager:

- Conflict resolution
- Motivating others
- Leading a team
- Having difficult conversations
- Public speaking
- Leadership skills
- Working with different personalities and work styles

**Recommended Reading**

- [How to Win Friends and Influence People](#) - Dale Carnegie
- [Management: Tasks, Responsibilities, Practices](#) - Peter Drucker

Vault Guides - access under "Career Center" and the "Resources" tab on Handshake

- Guide to Facilities Management Jobs
- Career Launcher: Health Care Management
- Career Guide to Hospitality
- Career Guide to Insurance
- Guide to Wholesale Jobs

**FINDING OPPORTUNITIES AND GETTING INVOLVED**

- [Handshake](#) - This is the Career Center’s main resource for connecting students to great job and internship opportunities. Once your resume is spruced up and ready to go, join the “Business Administration & Operations Resume Book”. Resume books are shared with employers who request resumes of students interested in a particular industry. You may be directly contacted by an employer as a result of joining any of the resume books. If interested, you must opt-in to the resume book on Handshake each semester, and if you no longer wish to be contacted by employers in the future, you may withdraw your resume at any time. To join the Business Administration & Operations Resume Book, search for “resume book” in the keywords bar on Handshake and submit your resume.
- [Career Shift](#) - Career Shift is the Career Center’s additional resource to help job seekers successfully navigate the published and hidden job market to find career opportunities.
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- [Management Resources](#)
- [Vault](#) - In addition to using Vault to learn more about specific industries, companies, and receive career advice, Vault can also be used to identify internships and job opportunities.
- [WetFeet](#) - Wet Feet provides an overview of the field, which includes everything from job titles and necessary skills to the job outlook.
- [Management Resources](#)

**Fellowships, Scholarships & Research**

- [Handshake Fellowships](#)
  The Career Center’s main resource for connecting students to great fellowship and research opportunities.
- [Emory University Office of Undergraduate Research](#)
- Consider a [Study Abroad Internship](#) to obtain global business experience.
Further Education

If interested in advancement, you may want to earn an MBA. Most MBA programs will have a focus area like Human Resources, Marketing, Finance or Operations. Reflect on your strengths and interest areas when considering focus areas for MBA programs.

Campus Organizations & Volunteering

Campus Resources:

- Be a leader in any student organization (president, vice president, secretary, chair, committee lead)
- Apply to be a Career Center Peer Advisor
- Obtain a leadership position in your student organization or take the lead on a project
- Participate in Career Discovery Days
- OrgSync - Active database of all Emory campus organizations.

Beyond Campus:

- See Professional Associations!

Recruiting at Emory

Check Handshake to view organizations that currently or historically recruit on campus, or have had alumni representation at networking nights.

Working Abroad

GoinGlobal - Find information about working, interning and volunteering abroad. Contains Country Guides with specifics about the job search, helpful advice for life and work, and job/internship search database by country. You can access GoinGlobal on Handshake beneath the "Career Center" Tab, and then by clicking Resources.

PREPARING TO APPLY

Resumes & Cover Letters

Resumes

The primary purpose of a resume is to obtain an interview. Used correctly, it can open doors. Used incorrectly, it slams them shut. A good resume connects your experience to your job goal. Support your candidacy by highlighting relevant skills. Add less-related activities only if they are outstanding. Be selective. Your resume is a selling tool, not a life history. Keep it neat, clear, and precise.

*For students interested in management*, highlight any opportunity you have had (part-time, student involvement, etc.) where you lead a group or team. Think about:

- Have you ever trained someone before?
- Resolved interpersonal conflict?
- Motivated a team member?
- Succeeded in achieving a positive outcome?
Resume Writing Support

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Additional support with drafting and critiquing resumes, as well as basic instructions on grammar, style and punctuation can be obtained by appointment at the Emory College Writing Center.

Cover Letters

A cover letter parallels with your resume. Together they create a first impression of you. Your cover letter should work as a connecting tool between you and the company you are writing to. Don’t let it read like a form letter. Instead, include real knowledge of the organization, its clients, work, and position in the industry. Tell the company why you are interested in them and why you think you would be right for them. Then make sure that you are prepared to discuss in your interview whatever you say in the cover letter. Remember, you’re being judged on your communication skills. Watch spelling, grammar, and typing mistakes. Most important of all, be clear, crisp, and brief.

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Interview Preparation

If you are interested in pursuing a managerial/leadership role, reflect on examples from your past that showcase your leadership skills and be prepared to share them during the interview. You will likely receive questions that ask about a time you successfully resolved conflict with another person, lead a group or team, and how you motivate others.

Interviewing is one of the most important elements in the job search process. When an employer invites you to an interview, he/she is indicating an interest in bringing you on board. The interview gives both of you the opportunity to exchange information to determine if you are a good “fit” for each other.

View tips and tools for preparation here!

Online Presence

Google yourself! Seriously, go ahead and do it now to see what comes up. Prospective employers may view your online identity and social media presence. In a job search, you are marketing yourself and conducting an effective search requires having a “personal brand.” Just like a company’s brand is what they are known for, your personal brand is your professional reputation – it is what YOU are known for. In today’s job market, it is critical to have a strong personal brand, which means taking steps to develop and promote your brand before and during your job search. Keep in mind that your online persona will shape other’s opinions and perceptions of you – personally and professionally. Remember the internet is public domain. A good rule of thumb is to not put anything out on a social networking site that you would not want to see on the front page of a newspaper. Maintain a positive,
professional presence. Be sure the image and message you send out is one that you would share with a potential employer.

**Employer Tips for creating a Professional Online Presence**

1. Keep your profiles clean, but still show your unique qualities and interests.
2. Follow organizations you might like to work for.
3. Join professional communities online.
4. Reach to alumni via social media (LinkedIn is a great tool to do this)

**Additional Tips and Resources:**

- Check out this [article](#) to learn more about managing your online presence
- [Tips for fixing a faulty social media reputation](#)
- [How to Use LinkedIn to Increase Your Visibility and Influence](#)

**MEETING PEOPLE, MAKING CONNECTIONS**

How to find alumni in key roles, arrange an informational interview, and connect through networking nights, career fairs, professional associations, conferences and more.

**Alumni Profiles**

View alumni profiles via the LinkedIn Alumni Tool [here](#)!

**Tools to Connect**

For advice about networking through Informational Interviews, at networking nights and career fairs, click [here](#).

- [LinkedIn.com](#) - Advice for creating a profile, job seeking, and networking etiquette using [LinkedIn.com](#)

In partnership with Emory Alumni Association:

- **Emory Connects** - The Emory Online Community's most recent upgrade is an exclusive mobile and online networking platform where you can guide students and find alumni professionals in your area. The knowledge you exchange will help uplift the next generation of world leaders.
- **Career Discovery Days** - First and second year Emory students of all colleges and schools are invited to participate in Emory Connects: Career Discovery Days! This program is designed to help Emory students learn what “it is really like” to work in a particular job, industry or organization by providing the opportunity to shadow a professional for a day. This will be a great way to explore various career options and build professional connections.
- **Emory Alumni Chapters** - Find a chapter near you, in the U.S. or abroad!

**Events on Campus**

- [Emory Fall and Spring Career Fairs](#)
- [High Five Networking Series](#)
- [HandShake On-Campus Recruiting and Events Calendar](#)
Professional Associations

Professional association websites can also offer job/internship databases as well as opportunities to find mentors or other contacts. These groups may also sponsor conferences that you can attend, both for educational purposes and to make valuable connections – sometimes you may even interview for jobs!

- American Management Association
- National Management Association

Diversity Resources

- Hire US: Connecting a Diverse Workforce with Inclusive Employers - An event designed to connect Emory students who have historically faced under representation and/or discrimination in work environments and hiring processes with employers committed to building and supporting a diverse and inclusive workforce. Sponsored by the Emory Career Center, Office of Accessibility Services and departments of the Belonging & Community Justice area of the Center for the Advancement of Student Agency and Advocacy: Center for Women; Office of Lesbian, Gay, Bisexual, & Transgender Life; and Office of Multicultural Programs & Services.
- Search under Fairs on Handshake to see when the next Hire Us event is scheduled.
- Emory Alumni Association Affinity Groups - Connect with a variety of populations and like-minded people through special events tailored to specific interests.
- Bilingual Career Resources
MARKETING AND SALES

Marketing is the strategic function between product development and sales. The four components of marketing are product, price, promotion and place. Marketing takes a product with specific features and benefits, creates pricing and promotional strategies, and oversees the methods that will be used to bring it to market.

Marketing and Sales requires creativity, energy, organization and tenacity. You must be able to effectively communicate about projects and analytically think about your projects. The marketing world requires that you be flexible and able to handle criticism as decisions are made quickly.

EXPLORING THE INDUSTRY

Key Roles

THERE ARE MANY TYPES OF POSITIONS WITHIN THE MARKETING INDUSTRY. BELOW ARE JUST A FEW EXAMPLES OF THE DIFFERENT POSITIONS AVAILABLE IN THE MARKETING FIELD:

- **Account Director or Supervisor**: Administer client relationships with an agency. This person delivers presentations to potential clients. They also supervise the account managers. Qualities like great interpersonal, customer service and organizational and communications skills are required.
- **Account Manager or Senior Account Executive**: Creates the strategy, organizes, direct and applies publicity campaigns. S/he confers with management to know the publicity needs and determine objective and establish annual financial plan. Directs creative and production of the advertisement media. Establish timing and calculate costs. Supervise account executives.
- **Account Executive**: Serves as liaison to the clients to ensure a successful and timely execution of the marketing plan/project. Help clients to create strategy and secure all the business.
- **Junior Account Executive**: Gives support to account services department. Research new business opportunities, track projects and provide assistance to managers.
- **Marketing Manager**: Directs all the activities of the marketing department. These managers require having finest communication, organizational, analytical and managerial skills.
- **Assistant Marketing Manager**: Help in creation and application of marketing goals. Direct market research and coordinate the creative and production teams to realize promotional materials. Need effective communication and directorial skills.
- **Brand or Product Manager**: Creates the strategy, directs and applies brand and marketing publicity for a particular product or business.
- **Copy Editor**: Edits the written material to be published by correcting it of spelling and grammar errors. Editor need to have good attention to detail and knowledge of grammar and spelling.
- **Copywriter**: Develops and writes concepts for publicity campaigns. Develops materials such as scripts, print or web projects, reports, and speeches.
- **Event or Trade Show Manager**: Creates and directs events for a company. The manager works with corporate marketing and public relations department. Identifies event locations; develops budgets for functions; acquires event permits; secures speakers, products for display and promotional giveaways; oversees set up and tear down of demo booths; ensures availability of proper equipment and supplies; books hotel or conference rooms; and coordinates activities.
- **Event or Trade Show Coordinator**: Helps the trade show manager with all the organization of the event.
What Sales positions are available?

- **Manufacturer’s Representative:** A manufacturer’s representative is a sort of independent contractor hired by a company to sell its product to buyers. A “rep” is usually assigned a territory and is free to hit the pavement (or the phone or e-mail) as frequently or infrequently as he or she likes. Reps make their own schedules and determine their own income by the number of sales (and size of each) they make. Generally, a manufacturer’s representative is a commission-only position.

- **Direct Consumer Sales:** Sometimes called agents or brokers, these salespeople work directly with customers—no reps, retailers, or middlemen needed. Because selling the product or service often requires meeting with clients in person—they may be purchasing life insurance or real estate—the agent may spend the bulk of his or her evenings or weekends working, as this is when the customers are available.

- **Corporate Sales:** The principles of corporate, or business-to-business sales (including everything from selling financial services to providing temporary employee help) are essentially the same as in other types of sales, but the rules are a little different. With more room to negotiate, corporate salespeople are able to tailor the services they’re selling.

- **Sales Management:** A sales manager does very little actual selling; he or she develops and implements the training programs and incentives that motivate sales people or reps.

You can visit the [Occupational Outlook Handbook](https://www.bls.gov) and the [Vault Guide](https://www.vault.com) to view more!

**Work Environments**

Check out [Vault](https://www.vault.com) for best places to work and more!

**Key Skills**

Developing the following skills can help you as a more competitive candidate for jobs and internships:

- Creative
- Analytical thinker
- Excellent communication
- Motivated
- Thick-skinned
- Energetic
- Tenacious
- Outgoing
- Organized
- Flexible

**Recommended Reading**

- [Advertising Age](https://www.adage.com) (Marketing and Media News, Analysis and Data)
- [Careers In Marketing](https://www.careersinmarketing.com)
- [Creative Hotlist](https://www.creativehotlist.com) (Career site for creative professionals)
- [Creativity Online](https://www.creativityonline.com)
- [Direct Marketing Association](https://www.dma.org)
- [Know This](https://www.knowthis.com) (Knowledge source for market research, internet marketing, etc.)
• **MarketingHire.com** (Alliance of leading US marketing associations)
• **Marketingjobs.com** (General marketing career information)
• **Occupational Outlook Handbook** (Career exploration info)
• **Talent Zoo** (Ad, Marketing, Media, Digital Jobs)
• **Vault Career Insider Guides** (must use your WFU email to access)
• Vault Career Insider – Career Guide to Marketing and Brand Management
• **Wetfeet Careers & Industries** (Overview of marketing industry and careers within field)

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**Industry Specific Job Boards**

- **Careers-in-Marketing**
- **Talent Zoo** - A very helpful site with lots of content for advertising and marketing professionals.

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Portfolios & Online Presence

Google yourself! Seriously, go ahead and do it now to see what comes up. Prospective employers may view your online identity and social media presence. In a job search, you are marketing yourself, and conducting an effective search requires having a “personal brand.” Just like a company’s brand is what they are known for, your personal brand is your professional reputation – it is what YOU are known for. In today’s job market, it is critical to have a strong personal brand, which means taking steps to develop and promote your brand before and during your job search. Keep in mind that your online persona will shape other’s opinions and perceptions of you – personally and professionally. Remember the internet is public domain. A good rule of thumb is to not put anything out on a social networking site that you would not want to see on the front page of a newspaper. Maintain a positive, professional presence. Be sure the image and message you send out is one that you would share with a potential employer.

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**Professional Associations**

A professional association is an organization of people who have similar career interests. These membership-based organizations often offer a reduced rate for students that allow access to the many resources they provide. Professional association websites can also offer job/internship databases as well as opportunities to find mentors or other contacts. These groups may also sponsor conferences that you can attend, both for educational purposes and to make valuable connections – sometimes you may even interview for jobs!

- **American Association of Advertising Agencies**
- **Smart Brief**
- **American Marketing Association**
- **Business Marketing Association**
- **The National Association of Sales Professionals**
- **The Professional Association for Design**

**Diversity Resources**

- **Hire US: Connecting a Diverse Workforce with Inclusive Employers** - An event designed to connect Emory students who have historically faced under representation and/or discrimination in work environments and hiring processes with employers committed to building and supporting a diverse and inclusive workforce. Sponsored by the Emory Career Center, Office of Accessibility Services and departments of the Belonging & Community Justice area of the Center for the Advancement of Student Agency and Advocacy: Center for Women; Office of Lesbian, Gay, Bisexual, & Transgender Life; and Office of Multicultural Programs & Services.

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