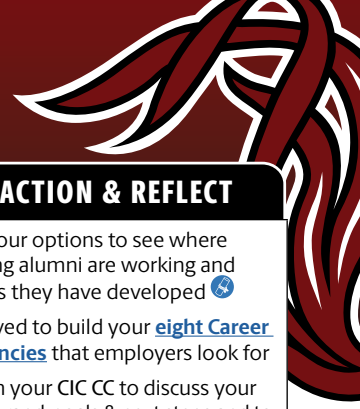


4-YEAR STUDENT CAREER PLAN

B.A.J.M.C. Advertising



<p>1ST YEAR: BUILD FOUNDATIONS</p>	<p>KNOW YOURSELF</p> <ul style="list-style-type: none"> ○ Visit Garnet Gate & the August Student Org Fair to explore and join clubs or orgs for your major ○ Apply for Garnet Media Group ○ Check the major map & verify all first-year academic grade requirements and understand the Advertising curriculum ○ Examine success/support options like the Office of Student Advocacy
<p>2ND YEAR: EXPLORE POSSIBILITIES</p>	<ul style="list-style-type: none"> ○ Consider new experiences, clubs, part-time on-campus jobs, communications & media opportunities, and leadership roles to gain experience & new skills ○ Review Advertising Overview
<p>3RD YEAR: FIND FOCUS</p>	<ul style="list-style-type: none"> ○ Assess previous involvement & participate in leadership roles ○ Join a new major-related organization or club to network and enhance skills ○ Secure a summer internship to build on skills and enhance professionalism
<p>4TH YEAR: PREPARE FOR LAUNCH</p>	<ul style="list-style-type: none"> ○ Reach out to professors, supervisors, and key connections to write recommendation letters or to serve as references ○ Join professional groups and set job alerts for your search ○ Utilize any relevant resources to network and reach out to contacts

EXPLORE OPTIONS

- Explore top Advertising employers 🤝🌐
- Review your personal brand, specific interests & next steps by meeting with your [CIC CC](#)
- Attend the [Part-Time Job Fair](#) in the fall/spring & the spring CIC Fair
- Join [Mentorship Hub](#) and [LinkedIn](#) to connect with USC Alumni
- Explore the [Career Center Toolbox](#) for additional career readiness resources
- Visit the Career Center in Thomas Cooper Library to connect with a CIC CC
- Explore the [USC Student Experience](#)
- Investigate [Graduation with Leadership Distinction](#) for senior year
- Secure a summer internship or [micro-internship](#) and consider the [CIC internship course](#)
- Attend the spring CIC career fairs
- Explore trainings & certifications to enhance marketable skills and knowledge
- Attend panels, workshops, [job shadowing](#) and [informational interviews](#) to gain confidence & grow connections
- Research online to know more about the companies, organizations and roles you are interested in, and explore career paths, job titles and salaries 🌐
- Attend the spring CIC fairs
- Investigate [graduate school](#) vs. full-time jobs and confirm your path for applications
- Verify graduation requirements and complete [Graduation with Leadership Distinction](#)

ENGAGE & EXPERIENCE

- Identify your career goals and take [career & personality assessments](#) to understand your skills, interests, values and strengths
- Explore [Advertising major learning outcomes](#) and [full course descriptions](#) to understand your goals for this major and the future
- Review [research](#), engage in [conferences](#), and read up on [CIC news](#) to stay current
- Set up [job shadowing](#) and informational interviews to learn about communication opportunities
- Attend the spring CIC Fairs
- Reflect on your experiences and skills and update your resume
- Review what skills need more development
- Review past career assessments to see your top work values and skill sets
- Keep in touch with professors and past employers for networking and assistance
- Review and update professional documents and online profiles
- Review your top skills & experiences from the last four years that are most relevant to a professional career
- Participate in the [Advertising Capstone Courses](#) and create your e-portfolio showcasing your work

TAKE ACTION & REFLECT

- Explore your options to see where Advertising alumni are working and what skills they have developed 🌐
- Get involved to build your [eight Career Competencies](#) that employers look for
- Meet with your CIC CC to discuss your personal brand, goals & next steps and to develop a custom career plan & resume
- Start looking for a [summer internship](#) in the fall/spring 🤝
- Explore companies and organizations that typically hire USC interns and local Advertising employers 🤝🌐
- Start thinking about after graduation plans & desired career path and work with a CIC CC to make a game plan
- Use online resources and the Career Center to connect with alumni and employers
- Maintain relationships with [CIC Advertising faculty](#)
- Meet with a CIC CC to create a plan for your job search or grad school applications
- Engage in interview preparation & practice — create a document with your most relevant experiences and apply the STAR method 🗣️
- Complete the graduation survey to share your post-grad plans

GAMECOCK GRADSTATS DATA

Average Annual Salary of USC B.A.J.M.C. Advertising Graduates*

\$77,811

* 5-10 years after graduation



Skills Employers Look for

(in no particular order)

- Adobe InDesign
- Adobe Photoshop
- Advertising
- Customer Service
- Event Management
- Facebook
- Leadership
- Marketing
- Microsoft Excel
- Public Speaking
- Sales
- Social Media
- Social Media Marketing
- Social Networking Service
- Teamwork



Legend

- CC Career Coach
- PPA Pre-Professional Advisor
- 🤝 Handshake
- 🗣️ Big Interview
- 🌐 Gamecock GradStats



DON'T FORGET THESE IMPORTANT TASKS!

- Build & update your [Handshake](#) profile.
- Create & update [professional documents](#) (resume, CV, references, etc.).
- [Schedule an appointment](#) with Career Coaches and/or Pre-Professional & Graduate School Advising staff.

»» [DISCOVER EMPLOYERS HIRING YOUR MAJOR](#)

CAREER CENTER TOOLS

Follow the links provided to explore all of the tools that the Career Center has to offer.

[BIG INTERVIEW](#) »»

Big Interview is the Career Center's online practice interview resource that allows students & alumni to conduct a mock interview on their own time, accessing thousands of questions that are broken out into general, behavioral & technical questions.

[CANDID CAREER](#) »»

Candid Career is the premier provider of thousands of informational video interviews featuring industry professionals. Students & alumni can get the inside scoop on careers, as well as advice that will provide an edge in the job search.

[CAREERSHIFT](#) »»

CareerShift is an online tool that allows students to search, select and store job listings from all job boards and all company job postings. Students & alumni can also find up-to-date contact information for millions of companies.

[GAMECOCK GRADSTATS](#) »»

Explore the possibilities! Search & view USC students' post graduation career paths: where they work, skills they use, & how much they earn.

[HANDSHAKE](#) »»

Handshake is the Career Center's online resource for jobs, internships, events and employer connections. Handshake is also where students can find resources and make appointments with a career coach.

[INTERSTRIDE](#) »»

Interstride is a one-stop-shop that empowers students to thrive internationally.

[MENTORSHIP HUB](#) »»

Mentorship Hub is an online platform that connects the USC community. The platform provides career support, career resources, and an opportunity to mentor or seek mentorship.

Other Campus Resource Links:

- [Academic Advising](#)
- [Center for Integrative and Experiential Learning](#)
- [Leadership and Service Center](#)
- [Office of Undergraduate Studies](#)
- [Undergraduate Research](#)

The Career Center realizes that every student has a unique journey during their time here at the University of South Carolina. All students move at different paces along different paths. We acknowledge your individual needs and will meet you at whatever stage you are in. This document is meant to serve as a milestones guide to help you plan your future and your goals.