

# CAREER ADVISING HANDBOOK FOR BUSINESS STUDENTS

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Published by  
**Career Resource Center**  
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## Overview of Services:

The **Career Resource Center (CRC)** in partnership with the **School of Business** offers unique services, programs and resources to assist business majors with their career development. Whether you are seeking a volunteer experience, an internship or full-time position after graduation we offer guidance. There are also web based services available 24/7: [www.newpaltz.edu/careers](http://www.newpaltz.edu/careers) or by email at [careers@newpaltz.edu](mailto:careers@newpaltz.edu).

### Services include:

- Personal consultation appointments with the **School of Business** Career Counselor in van den Berg Hall Room 212 on Tuesday, Thursday and Friday as well as office hours in the **Career Resource Center**, HUM 105 on Monday and Wednesday.
- Employer networking opportunities; **Accounting & Finance Symposium, Networking Fair for Jobs & Internships, Student & Alumni Networking events, and AMA Business Conference. On-Campus interviews and Information Sessions with select employers**
- Workshops & Seminars
- eRecruiting database with internship, volunteer, and full and part time job opportunities
- Résumé & Cover Letter Assistance
- Mock (practice) Interviews with employers or a Career Counselor
- Presentations for classes & student organizations
- Job Search Preparation

This career handbook has been compiled specifically for SUNY New Paltz School of Business students. While an internship or job search can seem challenging; it actually leverages many of the skills already acquired in classes, especially the **Internship & Career Practicum** course. The **Career Action Plan** for business students mirrors a business plan. Use this handbook to...

- Develop a job search strategy
- Create a powerful résumé & cover letter
- Explore different career paths within the field of business
- Prepare for interviews & the world of work

Do not underestimate the critical importance of a well thought out **Career Action Plan**. Research, planning and persistence will enable a student to close the deal on a professional position.

Good Luck!

## The Career Action Plan

**C** ~ Consider & understand who you are & what you want to do. This takes time & effort!

**A** ~ Assess your situation & your future. Visualize your career plan to achieve your goals

**R** ~ Research careers & companies; this is a critical element of your job search

**E** ~ Explore career options; think about your interests, values, skills & personality

**E** ~ Execute & implement your career action plan

**R** ~ Reflect on success; plan for the future. Reward your self for achieving each goal

The Career Action Plan is an individual business plan for each student.

### Suggested 4 Year Career Action Plan checklist:

#### First Year Students – the Business Workshop

- Transition to the academic & social college experience
- Acquire the skills to succeed academically & personally
- Decide on a major & career choice – the **Business Workshop** will get you started
- Discover college services & activities; Attend networking & employer events on campus

#### Second Year Students – Career Exploration

- Complete **Internship & Career Practicum** class to prepare for the internship experience
- Track accomplishments in academics, employment & college activities
- Get involved in college activities- community service, club membership & leadership
- Attend networking & employer events on campus

#### Third Year Students – Internship Experience

- Complete one if not two internships; the third year & fourth year are optimal times
- Refine & revise your résumé & job search materials
- Practice & improve your interviewing skills
- Attend networking & employer events on campus

#### Fourth Year Students – Career Search Process

- Do an internship
- Begin the post-graduate job search process
- Develop professional, personal marketing materials; Create a portfolio
- Attend networking & employer events on campus

***A career action plan will be modified as your goals & priorities change & your career grows.***

## Internship & Job Search Strategy

There is no single best way to get an internship or job. However there is more than one method that can be employed in a comprehensive job search strategy. Combining different techniques allows access to many potential employers and makes it easy to discover jobs that are not even advertised. Do not rely only on one strategy such as the Internet. Try many different approaches. Make a plan. Do not overlook the most effective strategy – networking. Tell your family, friends and everyone you know about your job search.

### Personal Contacts & Referrals:

Networking is the art of developing and using contacts. Networking is about tapping into connections to help gain the opportunity to get a job. Research confirms that 66% of people get jobs through networking. This doesn't mean that 2/3 of people were handed their job because they happened to know someone. It means someone helped them get the interview or helped them get their résumé noticed by the hiring manager at the company or simply told them about a possible opening that was not advertised.

Being recommended by someone in the company doesn't mean you're guaranteed a job – or even an interview. However, the fact that a candidate is “prescreened” by someone at the organization dramatically enhances the chances of getting that interview.

There are many people who can provide useful career information or job leads. Faculty, recent SUNY New Paltz graduates, supervisors, family, friends, former teachers, neighbors, professionals in your community; any acquaintance can be a potential link to someone in the professional world. Participate in the many events to get to know employers who recruit on campus. Join a professional social media site such as **LinkedIn**. There is a SUNY New Paltz School of Business group on **LinkedIn**. **Join!**

Follow these steps to join:

Step 1: Go to [www.linkedin.com](http://www.linkedin.com)

Step 2: Register

Step 3: Search in Groups for “SUNY New Paltz School of Business” and click join this group

Step 4: Customize your profile; enhance your professional presence

Step 5: Make connections

Step 6: Network

**SUNY New Paltz eRecruiting:** Applying for jobs on-line is popular especially with the availability of résumé posting sites such as Monster.com and sites that target specific industries.

The Career Resource Center and the School of Business receive new internship and job announcements frequently. An exclusive, weekly Blackboard email is sent to School of Business students to alert them to these opportunities. These opportunities are also posted in the eRecruiting database for easy student access to these opportunities as well as national job and internship postings. As a SUNY New Paltz student, you have exclusive access to these postings in our online database at <http://newpaltz.experience.com>. In addition to the announcements posted by the CRC, you will also have instant access to the many tools and resources within the Experience Network, including industry-specific content, city and salary guides, communities, a Career Portfolio and much more.

To access eRecruiting: go to <http://newpaltz.experience.com>.

*Login:* New Paltz email address minus @hawkmail.newpaltz.edu

Password: hawks (\* please change the password after your first access).

**On Line Databases: Here are some websites you should explore. Do not pay for this information.**

<a href="http://www.internships.com">www.internships.com</a>	A great starting point for internship information
<a href="http://www.indeed.com">www.indeed.com</a>	A job search site
<a href="http://www.fins.com">www.fins.com</a>	A Wall Street Journal career resource
<a href="http://www.onewire.com">www.onewire.com</a>	A resource for ACC, FIN, Management & Marketing positions
<a href="http://www.bookjobs.com">www.bookjobs.com</a>	Jobs in the publishing industry including ACC, FIN, MGT, & MKT
<a href="http://www.careerbuilder.com">www.careerbuilder.com</a>	A general jobs site
<a href="http://www.usajobs.gov">www.usajobs.gov</a>	Federal government jobs & internships
<a href="http://online.onetcenter.org">http://online.onetcenter.org</a>	A resource for career exploration & job descriptions
<a href="http://www.hudsonvalleyhelpwanted.com">www.hudsonvalleyhelpwanted.com</a>	A local job search site

### **Professional Associations & Publications:**

Professional associations, both regional and national usually have job listings newsletters or websites linked to career opportunities. An advantage of being an active member of organizations such as the **American Marketing Association**, **SIFE (Students in Free Enterprise)** or the **Accounting & Finance Association** is that the organizations often offer services such as networking, arranging job interviews at conferences, or mentor programs linking students with established professionals.

### **A Proactive Approach; Cold Calls:**

Since most positions are filled by people who are already known to an employer; how to be considered for the positions in the “hidden” job market? Take a proactive approach to the job search. Employers value initiative.

The traditional method of employers listing a position on eRecruiting or another site and a student responding to the listing is a reactive approach. Students are often successful following this approach; but it is not the only method.

Rather than look at a list of available internships and respond to the employer; take a proactive approach and propose an internship to an employer. In order to take this approach a student needs to understand the type of learning experience that is most suitable. A student must research specific employers engaged in the type of work that interests them, and develop a list of companies that are the best fit for that individual student. Then, identify the best contact person in the organization through networking, research or phoning the organization directly. A targeted, quality cover letter addressed to a department manager highlighting the background, education, experience and personal qualities and attitude must be written to convey to the employer why the student is a good fit and a valuable asset for the company. This research and initiative will demonstrate a student’s desire to work specifically for that organization. If an employer indicates there are not any current openings or opportunities for an internship, politely ask how to find out about upcoming ones. Also ask for referrals to others who may be hiring or a chance to schedule an **informational interview**.

This approach is recommended for all students but especially international students who wish to complete their **OPT** (Optional Practical Training) or **CPT** (Curricular Practical Training).

## **Employment/Staffing Agencies:**

These agencies try to match an applicant with an appropriate job and will forward résumés to employers who have listed with their organization. Seek out agencies that will not charge fees and find agencies that specialize in your field of interest.

Many agencies can provide “temp” (temporary) jobs that provide experience in the industry of choice. Employers often use “temp” services to hire entry-level employees and this can be a “foot in the door”.

## **Newspapers:**

Many people have found great jobs in the help wanted section of the local paper. Newspaper ads still do draw hundreds of responses. Compose a cover letter in response to the ad that lists how your qualifications and background meet the stated job requirements. Keep in mind many employers no longer use print media to advertise their listings; check the newspaper website for listings.

## **Remember:**

There isn't only one method or technique to search for internships or jobs. Start early; do not wait. Be flexible. Be mobile. To explore career options consider a part-time job or volunteering as a way to gain experience and build contacts. Take a proactive approach; do not wait for employers to contact you. Follow up after applying for a position.

Maintain a positive attitude and strategic career plan. The job search can seem to be a strange and impersonal environment. Finding the right internship or job takes enormous time and energy. It is necessary to send out many cover letters and résumés and deal with rejection. Keep going; don't stop.

## The Résumé

A résumé is a targeted and concise summary of your work-related skills, accomplishments and qualifications. Develop your own résumé; don't give this important, personal task to someone else. The résumé is a brief document (one page) used to present your credentials in a compelling and objective manner. A résumé is written in the third person; do not use the word "I" or any pronouns on a résumé.

The intent of a résumé is to motivate potential employers to meet and interview you. Employers receive many résumés for each position and spend about 30 seconds reviewing each one. It is imperative to communicate your message in a clear, concise, easily understandable way. A résumé is not designed to get a job. The résumé is the most recognized and effective tool for an employer to use to determine an applicant's contribution and value to the bottom line. A well-written résumé will get you called to interview.

### Resume format:

There is no single format or rigid rules for writing a résumé. There is vital information all résumés should include. These are guidelines to prepare a professional document.

### Contact Information:

To eliminate confusion use the same contact information header for all your professional documents, including the cover letter and references list. List your name, your street address, city, state and zip code. For the phone number; your cell phone is acceptable; be sure to have a professional voice message if you cannot answer a call. Email and web addresses (if you have a professional website). Make sure your email address is simple and professional; designate a separate email account for tracking your job search applications and responses.

### Objective

Begin with an Objective. Your job objective must be brief and direct. The purpose of the objective is to cue the reader to the position you are seeking. A generalized cliché without focus can disqualify a candidate.

### Education

Your education and any specialized training should be listed next if you are a student or a recent college graduate. Provide the most recent educational experience first. State your college including the address (city and state), the degree, the date of graduation (month and year), major and minor. Indicate your GPA if it above a 3.0. Honors, such as Dean's List, awards, certifications and study abroad programs may be included in this section or in its own separate section. It is also appropriate to create a selected coursework section to highlight classes relevant to your major or career choice.

### Experience

Any work experience should be listed in reverse chronological order with the most recent first. Experience can be broken into categories highlighting relevant work experiences such as internships over other work experiences such as part time employment. List the company (s) you worked for, job title and the dates of employment (month/year). Use three or four lines to describe what and how you performed at each position; use action verbs. Focus on unique transferable skills; highlight the quantifiable accomplishments

acquired in each position. By showing you have completed similar tasks in the past you can prove to an employer you are capable of completing the desired internship or job.

### **Additional information**

If there is other highly pertinent information a future employer should know it can follow your Experience section. Employers seek candidates who are active, engaged members of their college community. Demonstrate that you have interpersonal and communication skills and that you can work in a team since you were a member of a sport team or the debate team. Additional sections include:

- Honors & Awards: Dean's List, merit scholarships.
- Activities: sports, clubs, professional societies, community service & volunteer work. If you were a club official include your title.
- Skills: computer skills & language skills (fluency).
- Publications & presentations: the Business Plan Contest, Investment Competition or Debate Team.
- Special Projects: AMA Business Day, the Accounting & Finance Symposium, SIFE competition.

### **Omit "References Available Upon Request"**

This was regular practice that has become passé. An employer will want to check references, or at least conduct a Web search on you and to see what you've accomplished. Be aware of your **Facebook** and other social networking profiles. Develop and maintain a professional image. Employers do look at your social media sites.

Do make sure you have the names and contact information of pre-screened potential references if you're called in to interview. These should be printed with the same contact information heading that you used on our résumé and cover letter. Be sure to inform those people your job search so they won't be surprised should the hiring manager call them.



## Résumé Check List:

Place a checkmark next to each statement

### Header:

- Name (bold and two font sizes larger than remaining text)
- Contact information (make sure it is correct)  Professional email address
- Consistent margins & balanced from side to side

### Objective:

- Focused/clear  Tailored for a specific position  Not a cliché/one line

### Educational Section:

- College/University listed with location: city and state
- Degree/Program listed  Major and/or Minor
- GPA (if 3.0 or above)**  Honors/Awards listed – **Dean's List**
- Relevant coursework listed

### Experience:

- Recent listed first – reverse chronological format  Years displayed correctly (Month/Year)
- Highlights value, knowledge, skills, and abilities
- Showcase skills; use **action verbs** to clearly describe experiences
- Accomplishments highlighted with bullets

### College Activities:

- Clubs, Associations, Sports, community service, etc.

### Career-Related Skills:

- Computer skills  Bi-lingual or fluency in another language(s)

### Overall Presentation:

- Well-organized, inviting balance with a consistent appearance
- Material is presented in a logical manner
- Section headings should stand out; the headings should be in bold type
- Limit abbreviations on a résumé
- Consistent margins throughout (between .7 and 1.0 inch)  Proper use of white space
- Use the proper tense (past/present)
- Display creativity; do **NOT** use a résumé template
- Tailor each résumé and cover letter to specific position
- Do not use pronouns, ie “I,” “my,” or “me” (not even in the objective)
- One page in length (two maximum if applicable)
- Free of spelling and grammatical errors
- Reviewed and proof read by peers/or instructor/or Career Resource Center staff
- Use powerful, active verbs (do not repeat); see **Action Verbs on next page**
- “Show” your value (opposed to simply “telling”) Quantify.
- Avoid use of terms “duties” and “responsibilities”  Omit “fluffy” words
- Print the résumé & cover letter on high quality 24lb paper (resume or bond paper)
- Use the exact heading and the same paper for résumé and cover letter
- Do not write “résumé” on the top of the page; do not use “references available upon request”

## Action Verbs:

### Communication/People Skills:

Addressed	Counseled	Influenced	Outlined	Renewed
Advertised	Debated	Interacted	Participated	Reported
Arbitrated	Defined	Interpreted	Persuaded	Resolved
Arranged	Described	Interviewed	Presented	Responded
Articulated	Developed	Involved	Promoted	Served
Authored	Directed	Joined	Proposed	Serviced
Clarified	Discussed	Judged	Proved	Solicited
Collaborated	Drafted	Justified	Publicized	Specified
Edited	Lectured	Publicized	Communicated	Spoke
Composed	Elicited	Listened	Read	Suggested
Condensed	Enlisted	Marketed	Recalled	Summarized
Conferred	Explained	Mediated	Reconciled	Synthesized
Consulted	Expressed	Met	Recruited	Translated
Contacted	Formulated	Moderated	Referred	Wrote
Conveyed	Furnished	Negotiated	Reinforced	Related
Convinced	Greeted	Notified	Relayed	Corresponded

### Financial/Data Skills:

Administered	Budgeted	Estimated	Listed	Projected
Adjusted	Calculated	Figured	Marked	Reconciled
Allocated	Computed	Financed	Measured	Reduced
Analyzed	Conserved	Forecast	Numbered	Researched
Appraised	Corrected	Increased	Planned	Retrieved
Assessed	Determined	Inventoried	Prepared	Saved
Audited	Developed	Invoice	Priced	Programmed

### Management/Leadership Skills:

Accelerated	Consolidated	Enforced	Instituted	Regulated
Accomplished	Contained	Enhanced	Issued	Reorganized
Acquired	Contacted	Established	Launched	Replaced
Administered	Controlled	Executed	Led	Responded
Advanced	Converted	Experienced	Managed	Restored
Analyzed	Coordinated	Generated	Merged	Reviewed
Appointed	Cut	Governed	Motivated	Scheduled
Approved	Decreased	Handled	Organized	Secured
Attained	Delegated	Hired	Overhauled	Streamlined
Attended	Delivered	Hosted	Oversaw	Strengthened
Authorized	Developed	Improved	Piloted	Supervised
Changed	Directed	Incorporated	Presided	Terminated
Chaired	Eliminated	Initiated	Prioritized	Produced
Commanded	Emphasized	Arranged	Inspected	Recommended

### **Research Skills:**

Accumulated	Detected	Formulated	Invented	Surveyed
Analyzed	Determined	Gathered	Investigated	Systemized
Chart	Diagnosed	Graphed	Located	Tabulated
Checked	Discovered	Identified	Measured	Tallied
Collected	Evaluated	Indexed	Organized	Tested
Compared	Examined	Indicated	Researched	Searched
Conducted	Experimental	Inspected	Solved	Summarized
Counted	Explored	Interpreted	Extracted	Critiqued

### **More Words:**

Achieved	Exceeded	Pioneered	Succeeded	Perfected
Mastered	Reduced (losses)	Surpassed	Transformed	Earned
Balanced	Resolved (issues)	Expanded	Spearheaded	Won

## N.P. Student

1234 North Street  
New Paltz, NY 12561

845-444-1234 (Cell)  
[student11@hawkmil.newpaltz.edu](mailto:student11@hawkmil.newpaltz.edu)

<b>OBJECTIVE</b>	An entry level business analyst position at XYZ Company		
<b>EDUCATION</b>	State University of New York at New Paltz, New Paltz, NY Bachelor of Science degree Dean's List	Major: Management	May 2014 <b>GPA 3.5</b>
<b>RELATED COURSES</b>	Strategic Management Statistics	Financial Accounting Calculus I & II	Managerial Accounting Economics
<b>STUDY ABROAD</b>	Touring the Great Cities: Vienna, Prague & Budapest		Winter 2012
<b>RELATED EXPERIENCE</b>	<b>Internal Auditor Intern;</b> Best Buy Stores, Poughkeepsie, NY		Spring 2011
	<ul style="list-style-type: none"> <li>• Designed, planned and implemented financial audits to assess store procedures</li> <li>• Managed the efficient completion of multiple audits in a specific timeframe</li> <li>• Demonstrated written and verbal communication skills through interaction with management and team members</li> <li>• Acquired exposure to aspects of the business cycle and store operations</li> </ul>		
	<b>Assistant Manager;</b> Sterling Golf Stores, Kingston, NY		2009 – 2010
	<ul style="list-style-type: none"> <li>• Administered daily operations; including opened the store, handled finances, maintained the facility and customer service</li> <li>• Controlled store finances, including cash flow, daily cash register audits</li> </ul>		
<b>SKILLS</b>	Microsoft Office including Word, Excel, Access and PowerPoint, SPSS Bilingual Spanish		
<b>HONORS</b>	<b>Finalist,</b> School of Business Debate Competition		Spring 2011
<b>ACTIVITIES</b>	<b>Member,</b> Management Association - SUNY New Paltz chapter		2010 – Present
	<b>Member,</b> SUNY New Paltz Golf team		2010 – Present
<b>EXPERIENCE</b>	<b>Server,</b> Hard Times Café, Fairfax, VA		2009 – 2010
	<b>Sales Associate,</b> Bed, Bath & Beyond, Poughkeepsie, NY		2009
	<b>Sales Associate,</b> Eastern Mountain Sports, Poughkeepsie, NY		2008-2009

## **N. P. Student**

Home: 555-555-5555 Cell: 555-555-1234

NPstudent@hawkmail.newpaltz.edu

456 Oakwood Terrace

New Paltz, NY 12561

### **Education**

*Bachelor of Science degree*, State University of New York at New Paltz, New Paltz, NY May 2013

Double Majors: Management & Marketing

Minors: Spanish & Honors Forum Overall GPA **3.99**; Dean's List each semester

**Study Abroad:** Bath, England – Spring 2010; Madrid, Spain - Spring 2011

### **Related Experience**

*Intern, American Museum in England*, England Spring 2010

- Assisted the Development Director of the Museum, with annual fundraising & promotional event.

*Recruiting Assistant, Admissions, SUNY at New Paltz*, New Paltz, NY Sept. 2008 - present

- Promoted from Admissions Ambassador Assistant to Recruiting Assistant in fall 2008
- Nominated by supervisor as Student Employee of the Year based on outstanding performance
- Performed general administrative duties to support professional staff

*Student Leader, Town Reading Program for Children*, New Paltz, NY Jan. 2008 - present

- Organized a festival for the children that involved activities relating to the story; provided a presentation on the cultural significance of the book; open to the general public

*Calculus Tutor, State University of New York at New Paltz*, New Paltz, NY Jan. - May 2008

- Assisted college student in understanding concepts and preparing for exams in her Calculus I class

*Summer Counselor, Jewish Community Center*, Philadelphia, PA Summers 2005 - 2008

### **Activities**

- Marketing & External Affairs Assistant, American Marketing Association 2010
- Clarinet player in various wind ensembles, chamber orchestras, and competitions

**Computer Skills:** Microsoft Office Suite, InDesign

## N.P. STUDENT

1234 North Street / New Paltz, NY 12561 / 845-444-1234 (Cell) / [student11@hawkmail.newpaltz.edu](mailto:student11@hawkmail.newpaltz.edu)

### FINANCIAL ANALYST

- Analytical and resourceful Financial Analyst with experience in internal auditing, financial processes, cash receipts, reconciliations, logs general ledger and documentation.
- Demonstrated problem solving abilities using best practices & financial software.
- Able to work independently or as a team member to deliver results. Strong work ethic; adept at multi-tasking and able to effectively complete projects on time.
- **Technical Skills:** Microsoft Office, including Excel, Statistical Software

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### EDUCATION

Bachelor of Science degree, SUNY New Paltz, New Paltz, NY May 2013  
Major: Finance & Accounting **GPA 3.5** **Dean's List**

**STUDY ABROAD** Touring the Great Cities: Vienna, Prague & Budapest Winter 2011

**Related coursework:** Principles of Management Strategic Management  
Financial Accounting Fundamentals of Corporate Finance  
Managerial Accounting Financial Management & Policy  
International Business Investment Analysis & Policy Management

**Chartered Financial Analyst (CFA) Level I - expected completion date January 2012**

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### RELATED EXPERIENCE

Internship:

**BEST BUY Co, Inc. (NYSE: BBY), Poughkeepsie, NY** 2011-2012

Internal Auditor

Hired to manage the audit program for this popular retailer reporting directly to the Vice President of Corporate Compliance and the Director of Finance. Prepared audits and generated reports fit the Vice President and Department Managers.

- Prepared daily postings for cash receipts to the General Ledger and reconciled bank statements.
- Identified an error in Sales Reconciliation and assisted in resolving problem with the Group Sales actual rates versus recorded rate for the finance team.
- Performed reconciliation verifying funds and log sheets.
- Executed daily cash register audits, procurement of audit bids and random warehouse inventory counts documenting variances between actual quantities and computer data.

**ASSOCIATIONS:** Treasurer & Member, **Accounting & Finance Association** 2010-2012  
Member, **SUNY New Paltz Management Association** 2011-2012

## N.P. STUDENT

1 South St. New Paltz, NY 12561

(212) 222-1111(Mobile)

[npstudent11@gmail.com](mailto:npstudent11@gmail.com)

### CAREER FOCUS – Marketing & Sales

- Recent college graduate interested in a professional marketing and sales career. Committed to continued learning and improvement of business related skills.
- Strong communication, interaction and relationship-building skills acquired through sales and marketing internship experience, customer service and volunteer positions, and team sports.
- Skills include fluency in Spanish and computer applications in Windows and Mac.

### EDUCATION

**Bachelor of Science degree**      **Major:** Marketing      **GPA 3.5**      May 2012  
State University of New York at New Paltz, New Paltz, NY

### EXPERIENCE

**INTERN**      Summer 2011  
**JP Morgan Chase**, New York, NY

- Generated sales leads through aggressive cold-calling using a database of 1200 companies. Developed 150+ leads and contacts list for Agent. Accompanied Agent on select appointments.
- Created and delivered a presentation to Agent and staff outlining prospect companies, contacts, renewal dates and success rate comparisons over 5 year period.
- Attended 3 day **Career Sales School** to further develop sales and marketing skills.

**SALES ASSOCIATE**      2010- Present  
**Macy's**, New York, NY 2011-2012  
**Gap, Inc.** New York, NY 2010-2011

- Set store record (\$2000.00) for the most one day sales at Macy's.
- Acquired significant experience in a fast paced customer service role with 2 leading retailers.

### ACTIVITIES

**ASSOCIATION:** Member, SUNY New Paltz American Marketing Association      2009-2012  
Vice President      2011-2012

**VOLUNTEER:** Participated in SUNY New Paltz Alternative Spring Break project      Spring 2012  
Assisted with Sorority fund drive to raise \$1500 for Habitat for Humanity      2010-2011

**ATHLETICS:** Member, SUNY New Paltz Women's Tennis Team      2009-2012

## The Cover Letter

A cover letter introduces you - and your résumé - to a prospective employer. In it, you state what type of position you are seeking, and explain how your particular mix of skills and experiences will meet the employer's needs. At the end of the letter, you may respectfully request an interview.

Cover letters are important whether you are inquiring about potential opportunities or responding to an advertisement. They give employers a context for your résumé, clarify why you are specifically interested in their organization, and allow them a glimpse of your writing ability and style. Because you may be evaluated on form as well as content, aim for a letter that is cohesive, grammatically correct, and error free. The tone of your letter should be polite, yet assertive. Here are some guidelines to writing an effective cover letter:

- Spell names and titles correctly.
- Write cover letters in a standard business format.
- Include your contact information (Your name, address, phone number and email address).
- Acknowledge what the company wants; tie that to your skills and accomplishments.
- Incorporate what you have to offer and why the company will benefit from hiring you.
- Draw attention to items on your résumé that are specifically relevant to the position you seek; also mention anything not on your résumé that is relevant to the employer.
- Avoid beginning too many sentences with "I"; vary sentence structure to create interest.
- Keep your letter to one page if possible.
- Proofread – then have someone else proofread.
- Use the same quality paper as your résumé.
- Personally sign each letter.



## Sample Cover Letter I

500 Main Street  
New Paltz, NY 12561

March 5, 2012

CVS Caremark  
Attn: Mary Jones, CVS Internship- HR Recruiting  
1 CVS Drive  
Woonsocket, RI 02895

Dear Mary Jones:

I am writing to apply for a Summer 2012 internship position in the corporate function of advertising or marketing. A friend who completed the CVS internship last summer told me about the opportunity, and I then explored your internship webpage. I have completed the Online Application, and my résumé is enclosed in this Application Packet.

My academic success and campus life involvement over the past two years have shaped me into an exemplary CVS intern candidate. I possess strong time management and organizational skills. By working well with others while in leadership positions, my sense of adaptability developed. I have gained knowledge regarding ethical practices in advertising and marketing through extensive research and an academic focus on ethics. Leadership, responsibility, and a willingness to learn are all personality traits that I have developed as a college student.

The CVS Caremark Corporation puts a lot of time and energy into their summer internship program. Your corporation's dedication to student involvement and increasing knowledge among college students has prompted my interest in the program. I would grow as a future employee through office projects, weekly meetings, and career development sessions. This hands-on experience would benefit my course of study by allowing me to learn from and contribute to the organization. The supportive learning environment that CVS provides for their interns is the perfect entrance into this exciting field.

Thank you for your time and consideration. I would be happy to meet with you to further discuss how my contributions can be beneficial to the CVS Internship program. Feel free to contact me via email at [555@hawkmail.newpaltz.edu](mailto:555@hawkmail.newpaltz.edu) or by phone at (888) 222-1111. I look forward to hearing from you.

Sincerely,

*N.P. Student*

N. P. Student

Enclosure

Sample Cover Letter II

500 Main Street  
New Paltz, NY 12561

May 31, 2012

Max Powers, MBA  
Director of Human Resources  
94 First Street  
Albany, NY 12207

Dear Mr. Powers:

I am writing to express my interest in the Marketing Communication Specialist position advertised in the Times Union.

I believe that my education at the State University of New York at New Paltz, where I am currently earning a Masters of Business Administration, has prepared me to become a productive member of the marketing department at Civil Industries. As you can see from my résumé, I have gained valuable experience assisting with marketing campaigns and proofing newspaper ads as an intern at Marketing Solutions of New Paltz. Additionally, I successfully developed and implemented a successful membership drive for the American Marketing Association at the State University of New York. This experience will help me make an immediate contribution to Civil Industries.

Through my experience as both an intern and a member of the American Marketing Association, with my previous experience as a copy editor at the Daily Freeman, I believe that I have developed the professional marketing skills that are necessary to succeed and contribute. As demonstrated on my résumé, I am a well-organized, dedicated, and hard working individual, who has a lot of experience in developing and proofing advertisements, and recruitment.

I respectfully submit the enclosed résumé for your review. Thank you in advance for your time and consideration. I look forward to hearing from you in the near future.

Sincerely,

*Scott F. Fitzgerald*

Scott F. Fitzgerald

Enclosure

**Sample Cover Letter III**

500 Main Street  
New Paltz, NY 12561

May 31, 2012

Veronica Watkins-Waters  
Director of Human Resources  
99 Sand Street  
Newburgh, NY 12550

Dear Ms. Watkins-Waters:

I am writing to inquire about entry-level product manager opportunities at Tangled Wires Computing.

As you can see from my résumé, I will be receiving a Bachelor of Science degree in Business with a major in Management from the State University of New York at New Paltz in May. I believe that my experience as an intern for IBM Corporations, Systems and Technology group has helped me developed the necessary professional skills to be a successful product manager. I have experience managing a project database, collaborating on project development, and running professional team meetings.

In addition to my internship experience, I believe that my experience as a shift supervisor at McDonalds helped me learn how to efficiently and productively manage a team and balance management and individual responsibility. I think that my work experience also allows me to better understand the needs and desires of the consumer market. I am a hard-working, creative, and dedicate employee who is prepared to make an immediate contribution to Tangle Wires Computing.

I respectfully submit my résumé for your review. I would appreciate meeting with you to further discuss how my qualifications might match an opening at Tangle Wires Computing.

Sincerely,

*Tammy Bluesuit*

Tammy Bluesuit

Enclosure

## Networking/Informational Interviewing

Networking is the art of developing and utilizing contacts with other people. Informational interviewing is a structured way to network that is especially useful for career exploration and the job search. By talking directly to people who work in fields that interest you, you can:

- Meet people who share your enthusiasms and have similar talents.
- Confirm your interest in particular career fields; decide which fields to rule out.
- Find out about current “hot topics” in an industry.
- Build a set of future contacts for internships and full-time positions.
- Learn about hiring and employment practices.
- Gain experience, confidence, and skills in communicating with employers.

### How do you identify people for informational interviews?

Make a list of people from the following categories who may have a connection to your career field:

- Friends & family
- Supervisors & co-workers (past & present)
- Neighbors & members of community organizations
- Faculty, advisors, coaches, former teachers
- New Paltz classmates & acquaintances
- Teammates, fellow hobby/sports participants
- Your doctor, accountant, broker, therapist, clergy person, etc.

If you do not generate much of a list from the people you already know, then you’ll need to dig deeper. First, begin asking all the people you know if they can refer you to anyone in your field(s) of interest. You have to make your wishes known in order for people to offer help. You can also arrange informational interviews without having personal connections. The following resources can help you to identify appropriate contact people:

- Academic departments & the Career Resource Center
- Chamber of Commerce directory
- Professional associations in your field

### Arranging for an Informational Interview

You can contact a potential interviewee by phone, mail, or e-mail. (If you introduce yourself in writing, however, plan to follow up with a phone call.) Make it clear that you are not interested in a job interview, but simply in gathering information. Set up a specific meeting time (30 minutes should be sufficient), if possible at the interviewee’s workplace. If getting together in person isn’t feasible; arrange a phone interview.

If you have the name of an organization, but not a specific individual, you may want to call and speak with the secretary or receptionist. Explain what you want and ask to be referred to an appropriate individual. Be sure to get the name of the person you will be speaking to.

Courtesy and professionalism should be your guides throughout the information interview process. Remember that your contacts are busy people. Most will feel flattered you sought them out for advice; however, they may have periods of time when it simply isn't convenient to talk with you.

### **How do you prepare for an informational interview?**

First, read or review material on the career field so that you do not waste time on preliminary questions. Know in advance what it is you hope to learn. Make sure your questions are open-ended and cannot be answered with a simple "yes" or "no." Following are some sample questions:

#### **For career exploration:**

- ☞ How do you spend a typical day or week?
- ☞ What functions do you perform?
- ☞ How did you get into this line of work?
- ☞ Was yours a typical career path?
- ☞ What do you think are the most important skills/qualifications for someone in this job?
- ☞ What type of academic preparation is best for your line of work?
- ☞ What type of environment is this to work in?
- ☞ How would you describe others in this field?
- ☞ What type of work schedule is required (overtime, weekends, freelancing, travel, 9-5, etc.)?
- ☞ What is a typical entry-level position?
- ☞ What is the range of starting salaries?
- ☞ What professional organizations are active in this field?
- ☞ What trade or professional journals do you read?
- ☞ What advanced opportunities exist beyond the entry level?
- ☞ What advice would you have for me if I chose to pursue a career in this area?

#### **For job search:**

- ☞ How are job openings publicized in this field?
- ☞ What departments here might have jobs that would use the skills and interests I've shared with you?
- ☞ I'm interested in relocating to \_\_\_\_\_. Do you know of anyone in your industry that I could talk to there?
- ☞ How do most people get hired into this organization?
- ☞ Are some methods more effective than others?
- ☞ Are there opportunities for part-time or freelance work here?
- ☞ Does this organization require application forms or exams?
- ☞ How competitive is the entry-level job market in this geographic region?
- ☞ What is the turnover rate for this type of position?
- ☞ Do you anticipate any vacancies in the near future?
- ☞ Who has the hiring power here?
- ☞ What are other organizations in this field to which I might apply?

**At the Informational Interview:**

During the interview, you should conduct yourself in a professional manner. Dress neatly, be on time, and bring a copy of your résumé (or send it with your initial letter) so that your contact has some background information about you. Be an active listener and an active participant. Have your questions on a notepad to refer to if necessary. Unless you need to write down a name or number save the note-taking until after the interview. You'll be better able to listen and concentrate this way. Finally, make sure to ask your interviewee for referrals to other people who can help you in your career research.

**Follow up!**

Take careful notes as soon as you leave the meeting, and immediately send a thank you note to the person you interviewed. It is also polite to let your interviewee know when you have decided on a career field or accepted an offer. If you plan to use this person as a job contact in the future try to stay in touch every few months or so.

Last but not least, set up your next information interview. You should have new referrals as a result of meeting with your last contact.

## Dress for Interview Success

*In the interview, you are trying to communicate that you are the right candidate for the job- and your appearance plays a role in helping you achieve that goal.*

**What's considered "appropriate" dress in the workplace varies from company to company, but when it comes to dressing for the interview, experts agree that conservative attire is always the best choice. Will the right attire get you the job? Probably not. But you don't want it to count against you, so take care in your appearance and put your best foot forward.**

### Professional Attire for Men

**Suit:**

Wear a dark or gray suit (solid or very subtle pinstripes).

**Shirt:**

Dress shirts should be a solid color, preferably white. Be sure your shirt and suit are clean and pressed.

**Tie:**

Choose muted colors in solids, stripes, or small patterns.

**Shoes and socks:**

Leather, lace-up, or slip-on business shoes in a dark color worn with dark socks that are mid-calf in height. Make sure your shoes are polished and the heels aren't run down.

**Hair and facial hair:**

All hair should be neatly groomed.

**Jewelry:**

A watch and wedding or school ring are appropriate. Some employers will not view earrings or other piercings positively.



### Professional Attire for Women

**Suit:**

Wear a suit in a dark color (black, navy, or gray). If you are wearing a skirt, it should be at least knee-length.

**Shirt:**

Choose a white, ivory, or pastel-colored blouse.

**Cosmetics:**

Be conservative and understated with makeup. Avoid extra long nails or attention-drawing nail polish color.

**Shoes and hosiery:**

Wear closed-toe pumps with medium or low heels in a dark color. Shoes should be polished. Heels shouldn't be worn-looking. Wear sheer hosiery.

**Jewelry:**

Keep jewelry simple and to a minimum. A watch, a single ring, and small earrings are a good choice.



### Tips for everyone

- **Practice good grooming.** Shower, brush your teeth, get regular haircuts, and make sure your nails are clean and trimmed. If you smoke, make sure that you (and your clothing) do not smell of smoke.
- **Check the details.** Look for loose buttons. Remove tags. Use a lint brush if necessary.
- **Loose the backpack.** Carry a portfolio with copies of your résumé, references, a pen, and notepad. Women may also carry a small purse.
- **Use cologne/perfume sparingly or not at all.** Too much can be annoying and your interviewer could be allergic.

## **The Interview**

An interview is a way for you and a potential employer to get to know one another. It is a dialogue in which the employer assesses your background and skills, and provides you with information about the position and organization. Your task is to provide information about your skills and get enough information to decide whether this job/organization is right for you. Getting an interview usually means that you are qualified for the position, so the actual interview is a chance for the interviewer to confirm your qualifications, and to find out what you are like and how you will fit into the organization.

The specific qualities that you should try to demonstrate in an interview are (1) good communication skills, (2) self-confidence (be aware of your strengths and weaknesses), (3) your personality, (4) your accomplishments, and (5) knowledge of the organization with which you are interviewing.

### **How to Prepare for an Interview**

Interviewing is a skill that is learned and developed over time; everyone gets nervous at first. Preparation and practice are the keys to overcoming nervousness and becoming an effective interviewer. Research the employer/job so that you learn as much as you can about the organization and possible position. Know yourself, your skills, strengths and accomplishments. Remember to prepare questions to ask of your interviewer. Prepare your clothing and make your travel arrangement in advance so you can minimize surprises on the day of the interview.

### **Research the company**

By researching the company ahead of time you will be able to learn about their products and services and their competitors. You can also learn about the size of the company, its various locations, and get an idea of its style and values. What do they feel is unique about their products or their company? Researching the company will allow you to speak intelligently about the company and its products. The interviewers won't expect you to spout statistics, but they will expect you to know the basics about the position/organization and how your skills relate to the company and its offerings. This research will also help you write a list of questions you might want to ask at the interview.

### **Prepare for questions**

Before the interview, think about what your qualifications are and how they relate to the position for which you are interviewing – what specific aspects of your background do you want to emphasize and how does your experience fit with what the employer might want? Be cognizant of your “hidden” or transferable skills (analytic, communication, interpersonal, leadership, etc.) as these may be some of your strongest selling points. Be sure that you can talk about (and give examples relating to) everything listed on your résumé.

### **The day of the interview**

#### **Proper Attire**

Dressing appropriately is important. Your goal is to dress so that the interviewer does not notice what you are wearing. The interviewer should remember your qualifications, not your clothes. The rule of thumb is to dress like the people who will be interviewing you. Suits and ties are still



appropriate for men; suits or nice dresses for women. Avoid scents, flashy earrings, anything that detracts from your presentation of your qualifications.

### Preliminaries

Arrive early to your interview (leave time to get lost if you are traveling to the location). You may bring your portfolio/folder with extra copies of your résumé and a purse, if appropriate, to the interview. Leave coats, briefcases, umbrellas, etc. in the reception area. Bring extra copies of your résumé and a list of reference names and contact information into the interview with you. Leave your cell phone in the car or turn it OFF.

### Introductions

The first few minutes of an interview are important. Try to greet interviewer confidently, make eye contact and shake hands. Know their name and make sure they get yours right. Practice saying your name in a confident, easy-to-understand manner.

### **Answering questions**

Interviews are conversations, where participants take turns speaking and listening. Try to avoid creating a situation in which the interviewer asks all the questions. Remember to be positive, be honest about what you want, and be specific (give examples to make your dialogue interesting). Practice interviewing can help you feel comfortable and sure of yourself. Remember to review your résumé before the interview.

Questions you may be asked will differ from interview to interview. Some interviewers will follow your résumé closely and ask you questions about what you have done in the past. Others will ask more general questions. Some interviewers may ask **behavioral** questions. These questions ask you to describe how you exhibited a particular "behavior" in a situation. The advantage is that the point of the question is clear and your behavior is the focus. One disadvantage is that you need to have specific examples of these behaviors rather than discuss hypothetical situations.

While you are answering questions do not be afraid to pause and think; listen to the questions before answering them. If you are not sure what is being asked, ask for clarification. Answer specific questions specifically and be honest. Take credit for your accomplishments, but do not exaggerate. Try to strike a balance between answers that are too long and too short. Often you can tell from an interviewer's body language (tapping pen, leaning back in chair) if your answer is going on too long. Convey excitement and interest in the position for which you are interviewing.

### **Sample Questions You May Be Asked:**

Tell me about yourself.

Why do you want to work for this organization?

What do you know about our organization?

Why should I hire you?

Describe yourself using three adjectives.

What motivates you?

What qualities are you seeking in a supervisor?

Why did you decide to attend New Paltz?

How has your college experience prepared you for a career in this field?

Why did you decide to major in \_\_\_\_\_?

What is your G.P.A.?

What course did you like best and why? Least?

What do you do in your spare time?

Where do you want to be five years from now? Ten?

Do you have plans for continued study? A graduate degree?

Are you willing to relocate?

What are your greatest strengths? Your weakness?

What have you learned from your mistakes?

What is your philosophy of (business, etc.)?

What technical skills do you have to offer?

### **Sample Behavioral Questions**

Give me an example of how you exercised leadership in a recent situation.

Tell me about a time when you were held accountable for a problem that you hadn't caused.

Think about the changes you have seen and tell me how you handle change.

Tell me about a decision you made recently and how you reached it.

Tell me about a time when you were criticized. What was the issue involved, who made the criticism, and how did you handle it?

Tell me how you use your communication skills, written and oral.

Think about a recent project you were assigned. How did you go about managing your time and organizing the project?

Please tell me about a recent team you worked on.

Tell me about how you persuade people to accept your point of view.

Tell me about a time when you were under a great deal of pressure. What was the source of the pressure and what did you do?

Ideally, questions will have come up during the course of the interview that you will want to ask. Have a list of questions prepared that you can refer to if the interview conversation does not generate any. If you do have questions prepared, make sure that you do not ask those that have already been answered.

### **Sample Questions You Can Ask an Interviewer:**

What areas need the immediate attention of the person you hire?

What plans does your organization have for the future?

What qualities are you looking for in the person who will fill this job?

Describe a typical day.

What kind of training would I receive?

Where can I expect to go from this position?

What activities can I engage in now that might help me on the job if I'm hired?

To whom would I report?

How would I be evaluated?

What do you like most about your job and the organization?

When you apply for an internship, you may want to ask the following questions:

- How much mentoring and feedback will I receive?
- Who is my key point of contact and how often do we make contact?
- What is the type of work and what are the expectations?
- Will I receive payment or college credit?
- How many hours a week are involved and for how long a period?
- Will I get a letter of reference if I do a good job?
- Could I review the work of former interns?

### **Telephone Interviews**

Occasionally, an initial interview will be over the telephone rather than in person. Always schedule a phone interview in advance, then prepare in the same way as you would for an in-person meeting. Before the interview begins, find a quiet place; assemble your résumé, notes, and questions in front of the phone. Make sure you use a phone with an excellent connection. Get dressed; sit at a desk or stand; do not lie on the couch or in your bed. Eliminate any noises or distractions; turn off the TV or radio; ask your roommate to give you an hour alone. Answer the phone promptly and professionally. Avoid eating, smoking or chewing gum. Speak slowly and clearly; make a conscious effort to slow down and enunciate clearly.

Remember, since the interviewer cannot see your body language your voice has to convey interest and enthusiasm. Smile. Believe it or not, a smile changes the quality of your voice. If you are smiling, the interviewer will hear it in your tone!

### **Follow up - things to do**

It is important that after an interview you write a thank you letter to the interviewer to acknowledge the meeting and to remind him/her of you after you have gone. This letter also shows your organization and professionalism. There are several guidelines to follow in writing a thank you/follow up letter. Type or handwrite the letter. Email is not as personal; therefore it should not be used in conjunction with a personal letter. If you cannot write a letter, an email is better than not following up at all. This letter should be brief and include the following:

- Thank the interviewer for his/her time.
- State the position for which you are applying.
- Mention something from your interview to remind the interviewer who you are.
- Describe in one or two sentences why you are the best applicant.
- Mention the names of the people you met at the interview.

- Send a letter to appropriate individuals you interviewed with (always send to the lead interviewer).
- Keep the letter short, less than one page. Mail the letter within 24 hours of the interview.
- Send a thank you letter for every interview you go on.

**Miscellaneous Tips:**

- Make any necessary travel arrangements before the interview. Get directions and a copy of the interview schedule, if possible. If you must fly or take a train to an interview, it is sometimes appropriate to ask for help in paying your travel expenses.
- It is very important to be nice to everyone, including receptionists and secretaries. They may not have the power to hire you, but they may be asked for input into the decision. The interview begins when you walk through the door.
- Be on your most proper behavior, even if you are having lunch with an entry level person and/or an alumna/us from your college who invites you to “go ahead and ask the questions that are really on your mind.” This person is still a representative of the company and may have input into the hiring decision.
- If a meal is part of your interview, follow the lead of the senior person present about what to order. If you are asked first, order something easy to eat (no soup or spaghetti). Remember you are there to talk, not to have a culinary experience. **Never** order alcohol, even if someone else does or if you are encouraged to do so. There will be time after you are hired to go to cocktail hour with your colleagues.

## Careers in Business

### Accounting

Accountants analyze and verify financial information; prepare financial reports to determine or maintain record of assets, liabilities, profit and loss, tax liability, or other financial activities within an organization. The U.S. Bureau of Labor Statistics projects better than average growth in accounting positions over the next decade, due to an increase in the number of businesses, changing financial laws and regulations, and greater scrutiny of company finances.

#### Professional Certifications

A **CPA** license is required to pursue a career in public accounting. To become a CPA, one must not only meet specific educational requirements, but also pass the uniform CPA examination and accumulate appropriate work experience. Each state sets its own specific requirements for CPA licensure, although the CPA examination is the same nationwide. For additional information about becoming a CPA, visit the website of the [American Institute of Certified Public Accountants](#) (AICPA).

Those pursuing other accounting career paths can provide evidence of their competence by pursuing another type professional certifications. These include, the designation of [Internal Revenue Service Enrolled Agent](#), [Certified Management Accountant](#) (CMA), [Certified Internal Auditor \(CIA\)](#), and [Certified Fraud Examiner \(CFE\)](#), among others.

**Sample of reported job titles:** Accountant, Certified Public Accountant (CPA), Staff Accountant, Accounting Manager, Cost Accountant, General Accountant, Accounting Officer, Business Analyst, Accounting Supervisor, Financial Reporting Accountant

### Finance

Finance focuses on planning, services for financial and investment planning, banking, insurance, and business financial management. Finance is concerned with the processes, institutions, markets, and instruments involved in the transfer of money among and between individuals, businesses, and governments. It directly affects the lives of every person and every organization, financial or non-financial, private or public, large or small, profit seeking or not-for-profit.

The **Chartered Financial Analyst** (CFA) designation is an international professional certification offered by the [CFA Institute](#) to financial analysts who complete a series of three examinations. To become CFA Charterholder candidates must pass each of three six-hour exams, possess a bachelor's degree (or equivalent, as assessed by CFA institute) and have 48 months of qualified, professional work experience. CFA charterholders are also obligated to adhere to a strict Code of Ethics and Standards governing their professional conduct.

**Sample of reported job titles:** Financial Analyst, Securities Analyst, Investment Analyst, Equity Research Analyst, Credit Products Officer, Operational Risk Analyst, Planning Analyst, Research Analyst, Real Estate Analyst

## Management

As business operations in this country and throughout the world become more complex, the need for salaried managers is expected to increase rapidly because of the growing dependence of business organizations and government agencies on professional managers. Ask any seasoned executive and they will tell you that, regardless of the industry, the most important skill any professional could possess is the ability to effectively manage others. Skilled managers are in high demand. Consequently management professionals with the right experience and credentials are some of the highest paid professionals in the world.

**Sample of reported job titles:** Human Resources & Labor Relations Managers, Financial Managers, Property & Real Estate Managers, Purchasing Manager, Hotel & Tourism Manager.

## Marketing

Marketing is the process of planning and executing the conception, pricing, promotion and distribution of ideas, goods and services to create exchanges that satisfy individual and organizational objectives.

What does the term marketing mean? Most people mistakenly identify marketing with selling and promotion. Americans are bombarded with television commercials, newspaper ads, direct mail and sales calls. Someone is always trying to sell something. It seems that we cannot escape death, taxes or selling.

Therefore, many students are surprised to learn the most important part of marketing is not selling! Selling is only the tip of the marketing iceberg. Selling is only one of several marketing functions, and often not the most important one. If the marketer does a good job of identifying consumer needs, developing appropriate products, and pricing, distributing and promoting them effectively these goods will sell very easily.

Everyone knows about “hot” products to which consumers flock in droves. When Eastman Kodak designed its instamatic camera, when Atari designed its first video games, and when Mazda introduced its RX-7 sports car, these manufacturers were swamped with orders because they had designed the “right” product. Not me-too products, but distinct ones offering new benefits.

**Sample of reported job titles:** Advertising and Promotions Managers, Marketing Managers, Advertising Sales Agents, Art Directors, Marketing Managers, Marketing Sales Managers

## General Business

General Business is appropriate for those who desire a broad course of study in business and management. Students will gain the broad knowledge needed to work in a number of business professions where having a business degree is essential. Develop skills in critical thinking, problem solving, quantitative and qualitative analysis, teamwork and communication. Upon completion of the studies, students will have the skills needed to manage business operations, understand finance, marketing and sales, and utilize organizational theory in meeting business needs.

At SUNY New Paltz, the Bachelor of Science in General Business degree is designed to provide students with greater breadth and the knowledge of business-related disciplines and prepare students to function in a world of business that increasingly demands cross-functional abilities. The general business major builds on the abilities across multiple business disciplines including accounting, finance, international business, management and marketing.

Graduates of the program are prepared to pursue a career in small business or entrepreneurship, or management positions in healthcare, manufacturing, banking, real estate, investment, hospitality, retail sales, military-related enterprises and professional and service organizations. Graduates will also be able to continue their graduate study in business school or law school.

### **International Business**

The international business major is designed to prepare students for participation in worldwide business activity. This specialization involves analysis of domestic, international, and foreign business environments and of business practices and problems related to them. It includes studies of production, distribution, and finance. Related studies pertain to exchange controls, the operation of foreign exchanges, and the analysis of economic conditions in particular areas.

**On the following pages are lists of some of the top Accounting, Finance, Marketing and Advertising Agencies and Commercial Banks where SUNY New Paltz students have had internships. Use this list to get your search started. This is a very limited list; a very small sample. There are thousands of companies to explore and work for. Do not limit your search to these companies listed below as there are many small to medium size firms especially in the Hudson Valley region and near your hometown where you could complete an internship or work after graduation.**

### **New York City Area**

Accenture  
Alloy Media + Marketing  
Armani Exchange  
Bank of China  
Capitol Records/EMI Music  
CBS News  
Citigroup  
Colgate Palmolive Inc.  
Doubleday Entertainment  
Drug Enforcement Administration  
Ernst & Young, LLP  
Escada USA Inc.  
Fidelity Human Resource Services Company  
Fire Dept of New York (FDNY)  
Fox News Channel  
Goldman, Sachs & Co  
HSBC Global Banking & Markets NA  
Hyatt Hotels & Resorts  
Internal Revenue Service  
JP Morgan Chase  
J W T Communications  
Katz Media Group, Inc.  
KPMG  
Late Show with David Letterman  
Martha Stewart Living Omnimedia, Inc.  
Marvel Entertainment  
McGladrey  
MetLife  
Moody's Investor Service  
MTA New York City Transit  
MTV Networks  
NBC Universal  
New Victory Theater  
N Y City Office of Management & Budget  
New York City Office of the Mayor  
Nickelodeon Animation Studio  
NYTimes.com  
O'Connor Davies Munns & Dobbins, LLP  
Ogilvy Public Relations Worldwide  
Paramount Motion Pictures  
Port Authority of NY & NJ  
PricewaterhouseCoopers, LLP  
Ruder Finn  
Savar Media  
Scholastic, Inc.  
Simon & Schuster  
SONY BMG Entertainment  
Spin Magazine  
The United Nations Association of the USA  
UBS Financial Services  
UHY Advisors NY  
WABC-TV  
Zomba Label Group/Jive Records

### **Local and Regional Area**

Alfandre Architecture  
American Cancer Society  
Ameriprise Financial Services, Inc.  
Arnoff Moving & Storage  
Bailey Brown CPA  
CCMR Advertising  
Central Hudson Gas & Electric Corporation  
Clear Channel Radio of the Hudson Valley  
Cumulus Broadcasting  
Dispute Resolution Center, Inc.  
Dutchess County Economic Development  
Eleanor Roosevelt Center At Val-Kill  
Enterprise Rent-a-Car  
Fair-Rite Products Corp  
Family of Woodstock, Inc.  
Fastenal Company  
First Investors Corporation  
Gateway Community Industries, Inc.  
GHI HMO Select, Inc.  
HealthQuest  
Henry Schein, Inc.  
Hold Brothers On-Line Investment Services LLC  
Hudson Valley Magazine  
Hudson Valley Renegades  
IBM Corporation  
J. Zachary Creative Group  
Jacobowitz & Gubits LLP, Counselors at Law  
John Mallen Communications  
Laerdal Medical Corporation  
Mediacom  
Merrill Lynch  
New York State Assembly Intern Committee  
New York State Housing Finance Agency  
Niki Records, Inc.  
Northwestern Mutual Financial Network  
Novogradac & Company LLP  
Nugent & Haeussler, PC  
NYPIRG  
PepsiCo  
Pereira Marketing Group, Inc.  
Poughkeepsie Journal  
PRIMERICA Financial Services  
Rural Ulster Preservation Corp (RUPCO)  
Sedore & Company, C.P.A.'s  
Sickler, Torchia, Allen & Churchill CPA's PC  
Spectrum Creative Solutions  
St. Francis Hospital  
Student Conservation Association  
SUNY New Paltz Foundation  
Target  
The Community Foundation of Dutchess County  
The Hudson Valley Center for Innovation  
Ulster Savings Bank



## Conclusion

The job market is not a finely tuned machine offering jobs to the most qualified. It is not unlike the marketplace for products and services. As a business major you have an advantage in that you understand the challenges of the marketplace environment. You know the steps involved in creating a business marketing plan to introduce a new product to the market; use that knowledge to introduce yourself into the job market.

- Do market research to understand where you want to work and where you can be hired.
- Understand your value proposition – what unique benefits you can offer an employer.
- Create powerful marketing materials – your résumé and cover letter.
- Prepare your sales strategy – to conduct a successful interview.

With a strong marketing strategy you will be able to run a successful and efficient “product launch” landing your first professional job and beginning your career.

**The Career Resource Center**  
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**Need to apply to graduate or professional school?**

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