

# MARKETING YOURSELF

www.citadel.edu/career\_services/info-students.htm  
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The Citadel  
THE MILITARY COLLEGE OF SOUTH CAROLINA  
CAREER CENTER



Return to [www.citadel.edu/career\\_services/info-students.htm](http://www.citadel.edu/career_services/info-students.htm) for links to the resources referenced below regarding *Marketing Yourself*.



## Marketing yourself is a two-step process.

**First**, decide what you want to do upon graduation by exploring and researching your options.

**Second**, refer to all available resources for career direction and application of your experiences, as well as how to best communicate with potential employers and graduate schools regarding your educational background, your experience, your skills and training, and what makes you stand out from other applicants.

- ▶ Use the **career planning timelines** and associated information to assist you in determining how to best accomplish your goals. Refer to information for those planning to take a **Military Contract**, pursue **Graduate Study**, or accept **Civilian Employment**, as well as the importance of developing a **Contingency Plan**.
- ▶ Assistance with writing resumes, cover letters, and thank you letters is provided via detailed construction tips, samples, and information on the corresponding web pages, as well as through group training sessions as time permits. For additional assistance with resume (and cover letter) writing, please contact **The Citadel Writing and Learning Center** per their appointment process at <http://citadel.edu/wlcenter/>.
- ▶ Secure your **academic and professional references** in advance. References serve to provide potential employers and graduate schools with support and background information regarding your character and your current and projected future performance. Begin developing a rapport with faculty members, internship hosts, and summer employers who may serve you well as a reference for your search.
- ▶ Develop an **Academic Portfolio** to further sell your qualifications to a potential employer. Portfolios, as used by artists and photographers, provide a means of assessing the quality of the individual's work. Such portfolios may also be used by other professionals as aids in starting their careers or transitioning between jobs.
- ▶ **Interview preparation takes time**. In addition to researching all you can about the specific employer and becoming familiar with expectations of the job itself, you must also prepare for how to answer questions, how to ask questions, how to appropriately follow up after an interview, and how to evaluate an offer when the time comes.

The following resources are available for your use so that you may prepare in advance of being invited to interview:

- ~ Read '**Knock 'Em Dead**' by Martin Yate
- ~ Become familiar with the Interview Preparation and Tips' resources on our website
- ~ Use ***Perfect Interview*** to practice a simulated interview. Learn how to improve upon your verbal skills and your body language from the online Coach, the alternative responses, and using a webcam to record your session for feedback from Mentors.
- ~ Review the provided materials on Interview Follow Up and Evaluating an Offer