

**The SDSU Marketing Department and  
Marketing Advisory Board Invite You to Attend**

# **Transitioning To The Workplace**

## **An Interactive Seminar**

**Thursday, April 16, 2015 from 6:30 – 9:00pm**

**Location: SDSU Parma Payne Goodall Alumni Center**

**PIZZA, BEVERAGES AND DESERT WILL BE PROVIDED**

One of the major challenges facing students is how find that first job and to be prepared to enter the workplace. Like most students, you may be a little nervous about your future and welcome ideas and advice on topics such as resume writing, job hunting, interviewing, starting salaries, and what companies look for in the hiring process. And when you find that first job, it is important to have insight into understanding corporate cultures and what to expect as you enter the workplace. New employees must know how to conduct themselves in a professional manner, interact with supervisors as well as other employees, follow company policies/procedures, and climb the corporate ladder.

The goal of this event is to provide SDSU students with tips on how to transition to the workplace. You will have the opportunity to hear from some of the top Marketing executives in San Diego including representatives from Intuit, Annex Brands, Red Door Interactive, PetSmart, 3-M, BioMed Realty, Car2go, and others.

**The program will include the following:**

- Introductory remarks from Patrik Schmidle, founder and CEO of Mentor on the Go, a company that is dedicated to helping college students prepare for life after graduation. Patrik will discuss how important it is for marketing majors to differentiate themselves as they enter the highly competitive job market by developing a personal brand, promoting themselves across multiple platforms, and developing and maintaining a strong network of personal relationships.
- An interactive panel discussion with successful marketing executives who will cover areas such as the job search, interviewing, interacting with colleagues, professional conduct, and other important areas. The panel will also provide an overview of San Diego from a marketing employment perspective including the type of job opportunities in the area, what companies look for in potential employees, and how to apply to some of these companies. Students will have an opportunity to ask questions of the panel.
- Breakout sessions where Advisory Board members will divide into small groups based on their expertise and the type of company or job area they represent. Groups will include digital marketing and social media, marketing strategy and planning, sales/sales management and career services. Students will rotate through each group to interact with board members on a more intimate basis and have the opportunity to ask questions specific to these types of companies and/or areas. Representatives from SDSU Career Services will also be available to discuss areas such as interviewing and resume writing.

***Dress: Casual business attire.***



College of Business Administration

**SPACE IS LIMITED!**

**Please reserve your spot now:  
<http://bit.ly/SDSUTransition>**

