

# Marketability

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## What Underclassmen Can Do To Strategically Strengthen Their Marketability to Potential Employers

### A. Research Careers

- 1) Read literature - career library, periodicals put out by professional organizations.
- 2) Information interviewing - ask questions and advice of people in your field(s) of interest.
- 3) Shadowing - spend a day at work with someone in your field.
- 4) Attend Career Center career education programs - panels of Hopkins alumni in various fields and positions.

### B. Gain Relevant Technical Experience

- 1) Get involved with ongoing faculty research - check with a particular professor or department to find out options.
- 2) Class projects- seek out projects related to your career interests.
- 3) Internships – gain first-hand experience about a position/company. Explore JHU's internship database, which currently has more than 10,000 internships listed. Attend career fairs and network with employers and alumni at Hopkins events.

### C. Develop Non-technical Skills

- 1) Become active in organizations or clubs both on and off campus. Be a leader in one or two that really interest you.
- 2) Choose classes that include opportunities to engage in group projects working as a team member.
- 3) Volunteer in your community.

### D. Know the Latest Industry Trends

- 1) Subscribe to or read periodicals and materials specific to your field(s) of interest.
- 2) Attend meetings of professional associations, national and/or campus level - student memberships. These groups may have newsletters or magazines.
- 3) Seek out opportunities to meet and network with people in your field- talk with alumni, faculty, guest lecturers, industry experts, etc.
- 4) Maintain relationships with people already in the field.

## Don't Wait!!

At Hopkins, resources are all around you so it's not too early to take an active role in your career development. Take advantage of opportunities to interact and work with faculty, alumni, the Career Center, campus groups, and organizations off-campus.