

## CAREER MARKETING PLAN

*To launch a successful campaign for an internship or full-time employment, it is important to have a well thought out and documented Plan for self-marketing. The Career Marketing Plan (CMP), is designed to do just that by having students complete career-related categories highlighting skills and goals. Once completed, each student should email their CMP to Alexis Woods, Director Career Planning, OCPP ([awoods@chapman.edu](mailto:awoods@chapman.edu)) and set up a time to discuss their CMP and next steps.*

### INTERNSHIP OR ENTRY LEVEL OBJECTIVE:

Preferred Work Functions	Representative Job Titles
--------------------------	---------------------------

### VALUE-ADD STATEMENT:

### HOW I'M DIFFERENT:

People Competencies	Business Competencies
---------------------	-----------------------

### TARGET GEOGRAPHIC MARKETS:

**TYPE OF INDUSTRIES:**

**SIZE OF ORGANIZATION:**

**ORGANIZATIONAL CULTURE:**

**TARGET COMPANIES:**

**A**

**B**

**C**