PERSONAL MARKETING PLAN

Purpose: Create a marketing plan with the objective of selling yourself to prospective employers.

Useful Resources:

WSU Catalog
Find books on marketing plans located in your Wright State library.
Do a search for MARKETING PLAN.

OhioLINK Catalog
Find books on marketing plans located in other Ohio college libraries.
Do a search for MARKETING PLAN.

Business Source Complete
Find articles on business topics. Includes academic journal, general business magazine and newspaper articles.
Do a search for: "PERSONAL MARKETING" AND (CAREER* OR JOB*)
Also try other searches: "SELF MARKETING" AND (CAREER* OR JOB*)
"SELF PROMOTION" AND (CAREER* OR JOB*)

NEWSPAPER ARTICLE ASSIGNMENT

Purpose: Select a news article that’s related to marketing. Summarize and present your opinions on the article.

Useful Resource:

Factiva
Covers articles from national, regional and local newspapers. You may browse or search for articles.
Watch this video on how to browse for articles.
Watch this video on how to search for articles.