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.