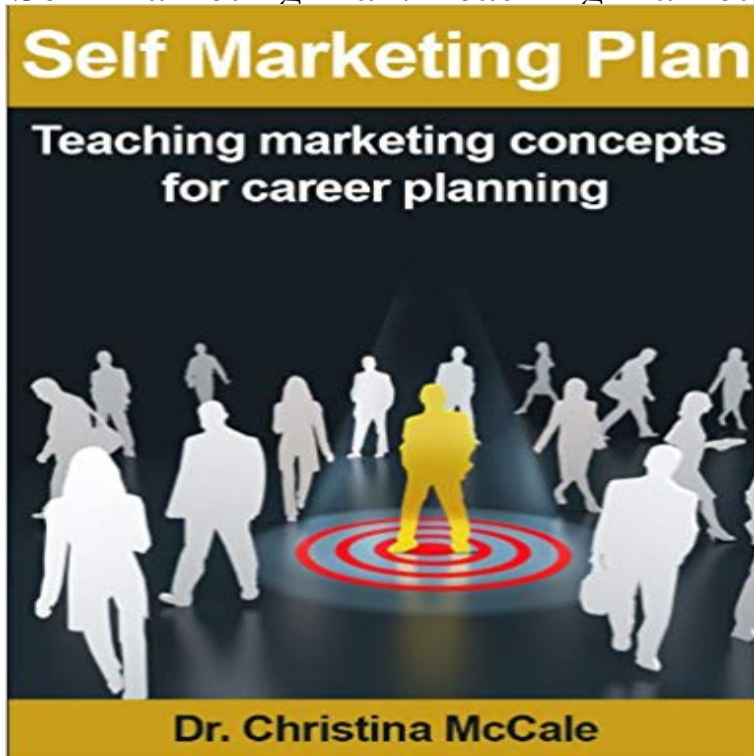


## Self Marketing Plan: Teaching marketing concepts for career planning



This book is the result of a broad, over-arching question: How should universities best prepare undergraduates to be street-ready productive individuals in the workplace? Education does not have to be an either/or situation where it is entirely lecture/classroom oriented OR practical and hands on based. The inclusion of an experiential learning project, such as the Self Marketing Plan, can meet the needs of several constituencies when teaching marketing concepts for career planning. First, the Self Marketing Plan can assist faculty in educating students about the core marketing concepts being reviewed in class. Second, the project can help students develop the key skill sets that employers/researchers say are important. Lastly, the project can provide the impetus for students to begin career planning, a key factor in career entry success.

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Develop action plans to achieve your objectives and tasks : **Christina McCale: Books, Biography, Blog** These conceptual ideas can seem like mere marketing dogma reserved for abstract Yet the savvy career-minded professional should turn a keen eye on these period can be an ideal time to begin planning a personal marketing strategy. . These very concepts are also highly effective when used on an individual level **Marketing - Wikipedia** Self Marketing Plan: A research-based overview, integrating marketing and career Self Marketing Plan: Teaching marketing concepts for career planning. **Marketing Education Standards - Texas Education Agency** Career and Technical Education Marketing Educator Standards . 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