

CORPORATE NEWSLETTER
Winter 2012
www.business.uc.edu

MEET THE TEAM

The Lindner College of Business is excited to introduce the new Career Services team. Our mission is to connect employers with the best and brightest undergraduate and graduate business students.

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GETTING INVOLVED

If you are interested in equipping both undergraduate and graduate students with the tools and skills they need to be successful in the workplace, please consider facilitating or participating in the following capacities.

Please contact Joy Murphy, Director of Corporate Relations at joy.murphy@uc.edu or (513) 556-7188 to express an interest in being involved.

NOTE: All programs and events are free of charge for employers with the exception of the career fairs.

Job Opportunities

Internships, part-time positions or full time opportunities can be posted on the business school website and included in weekly communications to all graduate and undergraduate students.

Please send all job descriptions, along with application instructions, to Ashley Walker, Program Coordinator via email at ashley.walker@uc.edu.

Information Sessions & On-Campus Interviews

Schedule an information session, corporate workshop or on-campus interview. Career Services would be pleased to coordinate the logistics at Lindner Hall for your convenience.

Resume Critiques & Mock Interviews

Career Services is always in need of enthusiastic business volunteers to critique student resumes and conduct mock interviews. We have seen that such activities can be the difference between getting an interview and landing the job. An immediate opportunity to assist is available from **Tuesday, January 17th to Tuesday, January 31st from 9 AM – 4 PM**. Employers are needed anytime during this time period to critique resumes for undergraduate business students. Volunteers will meet with students and provide feedback. If you're interested in participating, please contact Ashley Walker, Program Coordinator via email at ashley.walker@uc.edu.

Events

A great way to increase your corporate brand awareness among both undergraduate and graduate students is to lead a seminar or participate in a panel discussion. The following panels and seminars are offered winter quarter:

Panels

- **“You’re Hired!”** | HR Professionals highlight strategies and provide tips on how to stand out from the competition, land the job, and negotiate starting salary. **Date: Thursday, January 19, 2012 – 6 PM**
- **“More than Brand Management”** | Identify and highlight the various career options within the marketing industry in order to assist students with making educated career decisions. **Date: Wednesday, February 1, 2012 – 6 PM**
- **“Beyond Wall Street”** | Identify and highlight the various career options within the finance industry in order to assist students with making educated career decisions. **Date: Thursday, February 16, 2012 – 6 PM**

Seminars

- **“First Impressions: Resume & Cover Letter Development”** | Identify for students the purpose of a resume and cover letter and how to make each user-centered and persuasive, while providing effective examples. **Date: Thursday, January 12, 2012 – 6 PM**
- **“Selling Yourself”** | Introduce techniques and provide tips to students on how to sharpen their interviewing skills and stand out from the competition. **Date: Thursday, January 26, 2012 – 6 PM**
- **“Landing a Job through Social Media”** | Identify and highlight for students how to market themselves effectively, connect with people who can help with the job search, and search for career opportunities on LinkedIn, Facebook, Twitter and other social networking sites. **Date: Tuesday, February 7, 2012 – 6 PM**

Sales Center

In conjunction with Dr. Jane Sojka, Career Services is excited to announce the genesis of the Lindner College of Business Sales Center. The Sales Center will be a resource for students to experiment in an environment that will be indicative of the real world.

Business Sales Professionals would add value to the experience by serving as guest speakers, hosting tactical sales trainings, being an advisory board member and participating in the sales oriented career fair.

To learn more, please contact Joy Murphy, Director of Corporate Relations at joy.murphy@uc.edu or (513) 556-7188.

Career Fairs

- The inaugural **Sales Career Fair**, hosted by the Lindner College of Business will be held on **Monday, February 13, 2012** at 608 Lindner Hall from 6:30 PM – 8 PM. During this time, 30 high potential sales students and 30 employers recruiting for sales positions will engage in rapid, rotational interviews. There is a huge demand for high potential sales candidates and as a result, the college found it fitting to create the new and exciting sales career fair.
- The University of Cincinnati Career Development Center's 14th Annual Virtual Career Fair will open at **9:00 AM Monday, February 6, 2012, and run until 4:00 PM Monday, February 13, 2012**. For more information and to register, please [CLICK HERE](#).