

## **MKTG-151**

### **Course Description:**

This course presents practical strategies that prepare students to complete their required internship, and to lay the foundation for successful career development.

### **Course Outcome Summary**

1. Develop tools necessary for a successful job search
2. Develop networking resources
3. Demonstrate understanding of how LinkedIn can be used to enhance your career
4. Demonstrate Interviewing Skills
5. Convey understanding of career strengths and goal setting
6. Analyze the needed social skills for on-the-job success