



GETTING STARTED

YOUR COURSE JOURNEY

- Enroll in Bus 100: Introduction to Business, to start exploring careers and to learn about the Sentry School of Business and Economics
- Visit the [Anderson Classroom to Career Center](#) to meet the advising team
- Sign up to the Anderson Center Canvas page
- Meet your ACAC first-year academic adviser

KNOWLEDGE AND SKILLS

- Attend the [Sentry School Internship Expo](#) to learn about future internship opportunities and the internship application process
- Talk with a faculty member at their drop-in office hours about career opportunities

ACT LOCALLY AND GLOBALLY

- Meet fellow Sentry School students in the First-Year Experience Program
- Attend the Sentry School Involvement Fair to learn about student organizations
- Attend [International Programs Study Abroad](#) Fair to learn about opportunities

CAREER READINESS

- Visit the [Anderson Classroom to Career Center](#) to learn about career-readiness and development opportunities
- Download and login to the Virtual C2C app
- Look for an on-campus job through [Quest](#)
- Create a [college resume](#)
- Complete your [Handshake profile](#)

MAKING PROGRESS

- Explore the [4-year plan](#) for Marketing and talk about graduate opportunities through the Sentry School MBA
- Learn about annual [scholarship opportunities](#) in the Sentry School and start applying every year
- Apply for admission to the Sentry School

- Start connecting with [Corporate Partners](#) about internships and submit applications
- Attend a [Smiley Professional Events](#) Career Panel to learn about opportunities in Marketing

- Connect with your peers in your Sentry School classes
- Join student run marketing group [Agency 81](#) or other Sentry School/UWSP clubs
- Follow the Sentry School on social media platforms to stay informed

- Practice networking in Bus 325 at Learn to Network receptions
- Attend a [Corporate Partner Connection](#) event to learn about Sentry School partner organizations
- Attend a [LinkedIn](#) workshop and develop your personal, attention-getting profile
- Develop a resume, [cover letter](#), and other application materials in Bus 201

MAKING PROGRESS

- Start taking advanced courses in the major
- Understand course progression and pre-requisites for the Marketing major to avoid bottlenecks
- Meet your Sentry School faculty adviser

- Explore the addition of minors and certificates to complement your major
- Complete an [internship](#) (or more than one!) in your major area
- Sign up for a “Lunch With a Leader” mentoring session to gain experience talking to professionals and learn about companies and industries

- Consider becoming an officer of a student organization
- Explore study abroad opportunities within your graduation plan
- Consider an [internship](#) or volunteering with a non-profit organization

- Explore post-graduation options for careers and employers by attending Internship Expo and learning about Corporate Partners
- Network with Corporate Partners and other employers at Sentry School networking events
- Update your resume
- Participate in the Interview Challenge in Bus 301

PREPARING FOR WHAT'S NEXT

- Register for the Bus 480 capstone course in your last semester
- Consider taking Business 305: Strategic Career Planning Seminar in your senior year
- [Apply for graduation](#)

- Research employer companies and start your job search early to find your dream job
- Join relevant professional associations; take advantage of virtual and in-person [networking opportunities](#)

- Celebrate with fellow soon-to-be graduates and area professionals at Senior Celebrations as part of the Kickstart Your Career program
- Join the Sentry School mailing list for news about future Alumni Meet-ups and other exciting alumni events to remain connected with the Sentry School

- Sign up to be included in the Sentry School Graduate Report to promote yourself with Corporate Partners
- Meet with a [Career Coach](#) to work through weak points
- Complete the UWSP and Sentry School Graduation Exit Surveys; we want to celebrate your accomplishments!

CAREERS

- Account Executive
- Market Research Analyst
- Sales Consultant
- Retail Specialist
- Media Coordinator
- Brand Manager
- Consumer Affairs
- Marketing Manager
- Digital Media Director

and many more!

AVAILABLE ONLINE

Major Map documents are available online with additional information!

The staff and faculty at the University of Wisconsin Stevens Point want to help you craft your personal journey. Use this map as a jumping off point for conversations about your goals.

