

ARTS, MEDIA & MARKETING Life Design Lab Academy Guide



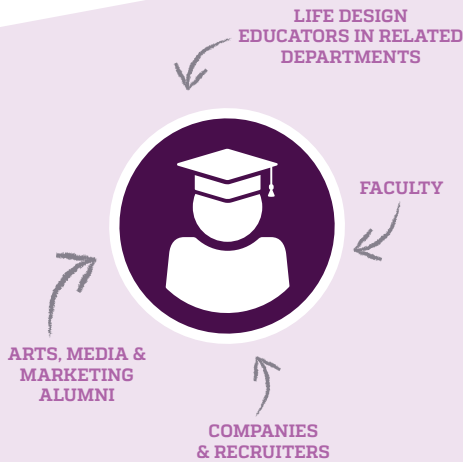
The Arts, Media, and Marketing Academy covers a range of career opportunities in arts, humanities, media, entertainment, marketing, publishing, and public relations fields. Students who aspire to *work for major media outlets, market new brands, create short films or curate museums* have the opportunities to meet with companies like Time, Inc., Big Breakfast LLC, NBC News, and Sotheby's.

GET INVOLVED!

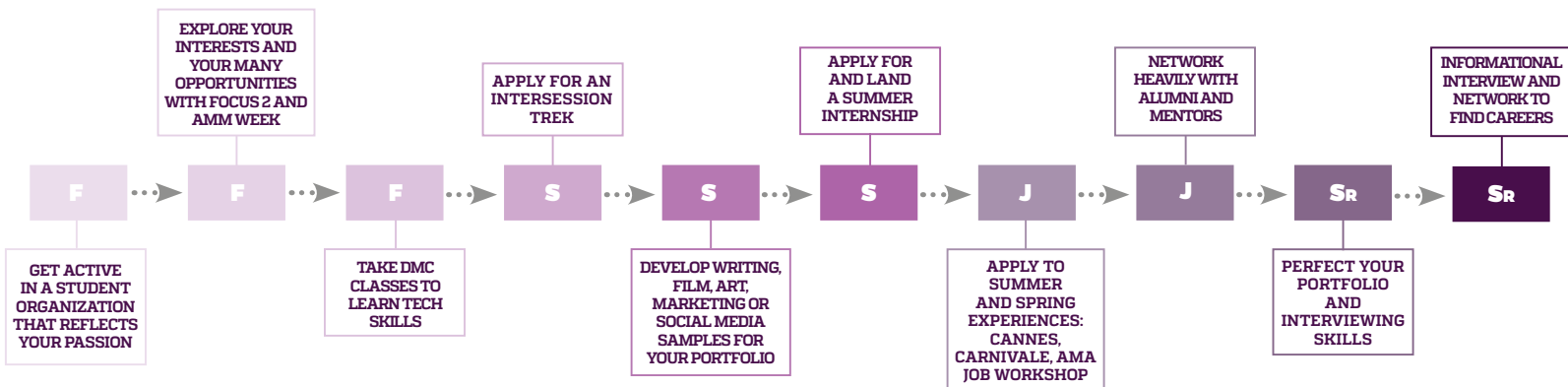
- JHU Film Society
- Homewood Arts Programs
- Studio North
- American Marketing Association (JHUAMA)
- Catalyst
- JHU News-Letter
- Entertainers Club
- Bands at JHU
- Blue Jay Bhangra

HOW CAREER ACADEMIES WORK

Each academy has life design lab staffers dedicated to connecting students with top companies and industry-specific knowledge. They work with a community of employers, alumni, faculty and parents in various arts, media and humanities industries who provide professional business insights and connections so you graduate "career ready" for your field. Choose this academy as a Career Interest in Handshake to get involved.



POSSIBLE FOUR-YEAR TIMELINE



FIRST YEAR SUGGESTIONS

Fall

- Attend first-year Launch sessions and office hours with Life Design Lab staff
- Explore your interests and find your career options with Focus 2
- Join a student group that develop your interests: video, writing, music, etc.
- Draft your first professional resume with examples from Handshake resources
- Consider writing for the JHU News-Letter

Spring

- Explore Baltimore's arts scene (check out bmoreart.com, run by a JHU alum!)
- Start building a physical or online portfolio at a DMC-led workshop
- Consider how your career would use marketing and build skills (personal branding, digital, marketing analytics, etc.)
- Consider registering for useful basics like Expository Writing or Introduction to Cinema
- Attend Arts, Media and Marketing panels and events

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SECOND YEAR

Fall

- Reevaluate your career options and update Handshake Career Interests as needed
- Develop a blog or run an (appropriate) social media account to shape your personal brand
- Apply for the Arts, Media and Marketing Intersession Trek
- Create a LinkedIn and GoHopOnline profile (use our labs for tips)
- Consider registering for Principles of Marketing or Professional Writing and Communication

Spring

- Use Handshake and your faculty to find a summer internship
- Join a professional association (such as Americans for the Arts) as a student member
- Use GoHopOnline to find 3-5 interesting alumni for informational interviews
- Attend Arts, Media and Marketing events and company sessions
- Get inspired: attend Light City, Maryland Film Festival or Artscape

JUNIOR YEAR

Fall

- Go to Life Design Lab Office Hours to build a resume specific to your internship interests
- Network within with the Arts, Entertainment, Media and Entrepreneurship alumni affinity group
- Practice for interviews with InterviewStream
- Learn about alternative internship funding sources like grants and fellowships (InBaltimore, CIIP, etc.)
- Consider applying for Cannes Film Festival Summer Study Abroad Program

Spring

- Use Handshake and local connections to find a summer internship
- Find a faculty or alumnus you admire and ask them to be your mentor
- Keep creating: update your portfolio with writing, video, performance or design samples
- Marketing students: Apply for the AMA Undergraduate Student Job Workshop

PROFESSIONAL ASSOCIATIONS

- *Americans for the Arts*
- *Society for Professional Journalists*
- *The Association of LGBTQ Journalists*
- *American Association of Museums*
- *American Institute of Graphic Artists*
- *National Black Media Coalition*
- *Educational Theatre Association*
- *Women in Film and Video*
- *American Marketing Association*
- *Association of Academic Museums & Galleries*
- *Dance USA*
- *And many more!*

SENIOR YEAR

Fall

- Make a list of 20 post-graduation job possibilities by industry, location, and cultural fit
- Update your resume, portfolio, LinkedIn and GoHopOnline
- Set up informational interviews with alumni linked to your possible jobs
- Consider paid summer internships programs that could become full-time positions

Spring

- Refine elevator pitch and practice interviewing skills (phone, virtual, video, etc.) using InterviewStream
- Continue to leverage and engage relationships to open doors to career opportunities
- Mentor younger AMM students

studentaffairs.jhu.edu/life-design
handshake.jhu.edu



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Life Design Lab