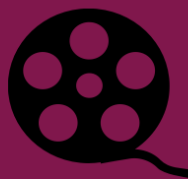


ARTS, MEDIA, & MARKETING ACADEMY GUIDE



Humans search for and make meaning of the world through art, literature, and story telling. In the 21st century, that search encompasses disciplines such as writing, film, theater, criticism, a variety of media, and even the marketing that illuminate our behavioral and psychological drives. The Arts, Media, and Marketing Academy is a community that reflects the collaboration of thinkers in the arts, media, marketing, entertainment, communications, and public relations, helping you to explore your career interests while honing your skills. Gain knowledge through targeted programming and connect with employers and alumni in the field.

FIRST YEAR

Fall

Assess and explore your career interests/values (Woofound, MBTI, Candid Careers).

Complete Careers 101.

Join student groups that align with creative interests.

Draft your first professional resume.

Consider writing for the JHU Newsletter.

Spring

Get off campus and explore Baltimore's arts scene.

Identify your creative voice and start building your personal portfolio.

Complete your Handshake profile so it reflects career interests.

Research different Marketing tracks (digital, marketing analytics, etc.).

SECOND YEAR

Fall

Reflect on summer experiences and reevaluate career interest and direction.

Cultivate a resume specific to internship interests.

Narrow coursework to support career interests.

Refine your creative portfolio and start narrowing your voice as an artist.

Develop social media/marketing skills.

Apply for PR/Marketing Intersession Trek.

Spring

Secure summer internship.

Join a professional association as a student member based on discipline/interest.

Get connected locally with arts organizations and events.

Refine Marketing interests and tracts.

ALL YEARS

Participate in the Arts, Media, & Marketing Academy Week (March).

Attend Career Fair to network with employers.

Conduct Informational interviews or job shadowing.

Go to on-campus information sessions and events with employers.

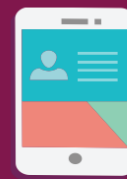
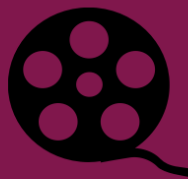
Build and refine your creative portfolio (marketing, print, film, digital, etc.).

Connect with Alumni Affinity Groups.

Keep an eye on events offered for other academies.



ARTS, MEDIA, & MARKETING ACADEMY GUIDE



Humans search for and make meaning of the world through art, literature, and story telling. In the 21st century, that search encompasses disciplines such as writing, film, theater, criticism, a variety of media, and even the marketing that illuminate our behavioral and psychological drives. The Arts, Media, and Marketing Academy is a community that reflects the collaboration of thinkers in the arts, media, marketing, entertainment, communications, and public relations, helping you to explore your career interests while honing your skills.

Gain knowledge through targeted programming and connect with employers and alumni in the field.

JUNIOR

Fall

Cultivate a resume specific to internship interests.
Reflect on summer experiences and update resume.
Prepare for interviews and presentation skills with Interview Stream and mock interviews.
Learn about alternative internship funding sources like grants and fellowships (SDS Grant, CIIP, etc.).
Attend three or more employer sessions to learn more about career opportunities.

Spring

Secure summer internship.
Identify a faculty or alumni mentor.
Seek leadership opportunities through student group involvement.
Continue engagement in local creative community.
Network, network, network.

SENIOR

Fall

Cultivate a resume specific to full-time interests.
Narrow down post-graduation job possibilities by industry, location, and cultural fit.

Spring

Refine elevator pitch and practice interviewing skills (phone, virtual, video, etc.) using Interview Stream.
Leverage and engage relationships to open doors to career opportunities.

Sample Student Groups

American Marketing Association (JHUAMA)
Hopkins Student Enterprise (HSE)
JHU Film Society Studio North Catalyst
JHU Newsletter Barnstormers Entertainers Club
Homewood Arts Programs

Coursework

Participate in experiential Intercession career course or opportunity.
Principles of Marketing
Professional Writing and Communication
Introduction to Cinema I & II Expository Writing

These activities, classes, student clubs, and events are suggestions for students, not requirements. To determine your academic plan, please talk with your advisor.