# Arts, Media, & Marketing Academy Guide

Humans search for and make meaning of the world through art, literature, and storytelling. In the 21st century, that search encompasses disciplines such as writing, film, theater, criticism, a variety of media, and even the marketing that illuminates 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

<table>
<thead>
<tr>
<th>Fall</th>
<th>Spring</th>
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<tr>
<td>Assess and explore your career interests/values (Woofound, MBTI, Candid Careers).</td>
<td>Get off campus and explore Baltimore's arts scene.</td>
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<tr>
<td>Complete Careers 101.</td>
<td>Identify your creative voice and start building your personal portfolio.</td>
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<tr>
<td>Join student groups that align with creative interests.</td>
<td>Complete your Handshake profile so it reflects career interests.</td>
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<tr>
<td>Draft your first professional resume.</td>
<td>Research different Marketing tracks (digital, marketing analytics, etc.).</td>
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<td>Consider writing for the JHU Newsletter.</td>
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## Second Year

<table>
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<tr>
<th>Fall</th>
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<tr>
<td>Reflect on summer experiences and reevaluate career interest and direction.</td>
<td>Secure summer internship.</td>
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<tr>
<td>Cultivate a resume specific to internship interests.</td>
<td>Join a professional association as a student member based on discipline/interest.</td>
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<tr>
<td>Narrow coursework to support career interests.</td>
<td>Get connected locally with arts organizations and events.</td>
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<tr>
<td>Refine your creative portfolio and start narrowing your voice as an artist.</td>
<td>Refine Marketing interests and tracts.</td>
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<tr>
<td>Develop social media/marketing skills.</td>
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<tr>
<td>Apply for PR/Marketing Intersession Trek.</td>
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## All Years

- Participate in the Arts, Media, & Marketing Academy Week (March).
- Attend Career Media & Marketing Academy Week (March).
- 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.
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## 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 Intersession 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.*