

The Graduate School of Political Management

THE GEORGE WASHINGTON UNIVERSITY

MARKETING PLAN WORKSHEET

The Marketing Plan is step two of the GSPM Career Development Program. This worksheet is designed to assist students in developing a focused marketing plan aimed to optimize their position of obtaining a career in their desired field.

Each GWU/GSPM Student has access to the career jobs databank called “GWork” - <https://gwu-csm.symplicity.com>, which requires a student GWID identification number to login. Once logged into GWork, students have access to several job related resources. One of the most useful resources is Leadership Directories - www.leadershipdirectories.com, which provides information and contact emails/phone numbers of prominent organizations. Students will utilize Leadership Directories to compile their list of target organizations they may contact to explore career opportunities. Additionally, students have access to Brad Traverse job postings (daily job postings in public affairs, legislative, government relations and related jobs) through GWork - www.bradtraverse.com

I. Develop List of Target Organizations – Identify at least 5 organizations for which you may wish to work (e.g., American Medical Association, Heritage Foundation, U.S. Senate).

- 1.
- 2.
- 3.
- 4.
- 5.

II. Contact Organizations – Indicate below (or on a Word document) how you plan to connect with your target organizations (e.g., email, write, or call individuals identified in Leadership Directories, attend career fairs, seek referrals via networking).

III. Notes/Log – Keep track of your activities and dates of contacts/responses. You may attach a Word document or Excel spreadsheet of all contacts.

IV. Marketing Tools – There are a variety of tools available to help you develop a target list of organizations to contact such as Leadership Directories listed above and library resources listed below.

A. Career Fairs/Expos/Employer Speakers - Students are required to attend at least one career-related event per year. There will be many opportunities to attend such events. Please indicate below which event(s) you attended.

B. Resume Review - Please submit a resume draft for approval.

C. Linked In - Each Student must set up a LinkedIn account.

D. GSPM Alumni Mentor (optional) - You may request to have a GSPM Alumni Mentor once completing this CPDAP program.

V. Gelman Library Resources – Students have access to a wealth of library resources either through a campus visit or a “virtual visit”- <http://library.gwu.edu/>. GSPM has a librarian specifically assigned to help its students: Dr. David Ettinger, email: dettingr@gwu.edu for on campus students and Joscelyn Leventhal, email: leventhal@email.gwu.edu for online students. Several students have found it advantageous to research political bios/directories/reference books to prepare for their interviews/career plans.