



# CAREER FOCUS CANADA

## CHAPTER 1

# MAKING YOUR DREAMS COME TRUE

ALL OUR DREAMS CAN COME TRUE—IF WE  
HAVE THE COURAGE TO PURSUE THEM.

Walt Disney



## CHAPTER 1



Helene Martucci Lamarre Karen McClughan

- **4 P's OF MARKETING**
  - Product
  - Place
  - Promotion
  - Price



## CHAPTER 1

### • **PRODUCT**

—YOU

- What can you do well?
- How will you get interest?



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### • PLACE

- Where will you market yourself?
- The broader your search the more opportunity
- Type of environment



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### • **PROMOTION**

– How will you create interest?

- Cover letter
- Resume
- Portfolio
- Networking
- Interview
- Branding



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- **PRICE**

- Research

- others with same training and experience
- average income in geographical location



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- **STEPS TO A SUCCESSFUL CAREER CAMPAIGN**
  1. Self assessment
  2. Determine marketing strategies
  3. Create marketing tools
  4. Prepare for an interview



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### • STEPS TO A SUCCESSFUL CAREER CAMPAIGN

5. Handle an interview
6. Follow up from the interview
7. Evaluate an offer
8. Achieve success on the job



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