CAREER GUIDE
FOR
ECONOMICS MAJORS

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Connect with us!
Define Career Goals

- Treat your job search like a job – set aside a few hours each day/week
- Assess your skills
- Determine how your skills and experiences relate to a position
- Research companies and industries
- Network with professionals to learn more about their career path and about the realities of a specific position
Register for BuckyNet

• Register as soon as possible!

• UW-Madison online recruiting system

• Used by companies that target UW-Madison students - there are hundreds of employers that recruit at UW every year!

• Many employers only hire through this recruiting process

• Access to list of employers attending Career Fairs

• Includes details on Employer Information Sessions

• Many companies recruit in early fall!

REMKINDERS

Each August you are required to update your BuckyNet account or else it will be blocked!

What to update:
• Address
• Job Status (ex: seeking FT or Internship)
• Year or Class Level
• Resume

NOT REGISTERED FOR BUCKYNET?

Attend a Job Search 101 Session! More information can be found on the ECDO Events page:
www.econ.wisc.edu/ecdo
Update Resume

- Attend a [Resume Workshop](#)
- Tailor resume to position/industry
- Write descriptive, detailed bullet points using [action verbs](#)
- Include relevant information from:
  - Internships
  - Part time positions
  - Volunteering
  - Student organizations and other campus involvement
  - Class projects
- Transferrable skills are important!
- Don’t underestimate yourself and the work you do
- Keep the format simple
- [Sample resumes](#)
Manage Your Online Reputation

• Employers will Google you

• LinkedIn
  • The “professional” Facebook
  • Connect with professional network
  • Follow companies
  • Join groups related to academics, activities and career
  • Include a professional photo
  • Bea A Badger sample profile

• Facebook
  • Set profile to private
  • Untag photos of yourself
  • “Like” company pages – many post important information about their hiring process

• Twitter
  • Don’t tweet anything inappropriate!
  • Follow companies
  • Interact with recruiters
  • Stay updated on industry news

COMPANIES USING SOCIAL MEDIA FOR RECRUITING

In 2011, 89% of companies were expected to use social networks for recruiting candidates, according to CareerEnlightenment.com. Of all companies surveyed,
• 45% currently use Twitter
• 56% currently use Facebook
• 80% currently use LinkedIn

Many have separate accounts specifically for careers. Examples:
• http://www.facebook.com/generalmiliscareers
• http://www.facebook.com/gecareers
• @boeingcareers
• @MplsFedCareers

1 of 5 use social networking sites to research job candidates
1 of 3 employers rejected candidates based on information they found online
Build Your Network

- Networking can help you
  - Learn more about a specific position, company or industry
  - Define your career goals
  - Make connections with people in position to hire
  - Obtain referrals to other companies
  - Learn about open positions that will never be advertised

- Know how to answer the question “How can I help you?”

- Where to find people to connect with
  - Family, friends, students organizations, professors
  - LinkedIn
  - Alumni Directory
  - Cold call companies

- Majority of positions are never advertised – hidden job market

- Follow up with a thank you! Always.

- Informational Interview Guide from Bureau of Labor Statistics
Attend Career Events

• Learn about company and what they’re looking for in candidates
• Provides opportunity to talk with recruiter one-on-one
• Practice your elevator pitch – 30-60 second chance to tell recruiter why you’re a fit for the position
• Differentiate yourself from the other candidates who don’t attend these events
• Recruiters more likely to pay attention to your resume if they can put a face to your name

• Events:
  • Fall (Sept.) and Spring (Feb.) Career Fair
  • Employer Information Sessions
  • Alumni panels
  • Other career workshops

• Follow up! Every interaction counts.

COMPANIES THAT RECRUIT THROUGH BUCKYNET

• 3M
• ALDI, Inc
• Best Buy Corporation
• BMO Capital Markets
• Bon-Ton Stores, Inc.
• Capital One
• CUNA Mutual Group
• Epic
• FactSet Research Systems
• General Mills
• Huron Consulting
• IMB
• Kohl’s Department Stores
• Lands’ End
• Macy’s, Inc.
• Northwestern Mutual
• Target Corporation
• Uline
• United Way of Dane County
• Walgreen’s
• And more!
Perfect Your Cover Letters

- **Always** include with your resume
- Tailor each letter to a specific position
- Inform the employer how you will meet their needs
- Address your letter to a specific person
- Verify spelling and salutation of recipient
- Be concise

**WHAT TO WRITE**

Use the job posting as a guideline to what you will write.

Don’t assume Kelly is always female or Michael is always male. Many names are gender neutral. Verifying before sending.

First paragraph: state the position you’re applying for, how you found it, your interest in the company and why you are qualified.

Middle paragraph(s): describe how your background (education, experience, etc.) relates to the position. Get them to picture you in the position!

Last paragraph: reiterate your interest in the position and company and your wish to interview with them. Thank them.

Be confident in your abilities. Don’t point out any lack of skills.
Improve Your Interviewing Skills

• Participate in mock interviews

• Research companies and know what is happening in the industry

• Prepare for a variety of interview questions

• Always have a list of questions to ask at the end of the interview

• Do not ask about salary, benefits, etc. Wait until you are offered the position

• Do not get too informal with interviewer

• Send a thank you to each person who interviewed you

SAMPLE INTERVIEW QUESTIONS

Tell me about yourself
Why did you choose to major in economics?
Why do you want to work here?
Why should we hire you?
What do you know about our company?
Tell me about a time when you had to work with a difficult customer?
What are 2-3 of your strengths?
What are 2 of your weaknesses?
What are your long term goals?
What is your expected salary?
Do you have any questions for us?

For more information on how to prepare for interviews make an appointment with Bethany!
Select References/Recommendations

• Have 3-5 references who can speak to your academic and professional abilities

• Ask permission to list them on applications and provide them with information on the position for which you are applying

• Have a variety of people you can use so you do not use the same people for every job you are applying for

• If you are seeking references for graduate school, ask professors as soon as possible.

• Keep them informed of your job search or graduate applications

• Let them know what type of job you’re looking for – they may have connections!

• Only submit your references if requested
Dress to Impress

• What is Business Professional?
  • Business Suit – black, navy or gray preferred
  • Always wear a button up shirt and tie
  • Required for Career Fair and interviews

• What is Business Casual?
  • Less formal than a business suit
  • Dress pants/skirt, khakis, blazer, button up shirt, tie (optional)
  • How casual you can be depends on the industry
  • Sufficient attire for some career panels and employer events

GUIDELINES
• First impressions matter
• It is better to be overdressed than underdressed.
• Clothing should fit well. Have item tailored if ill fitting.
• No wrinkles.
• No scuffs on shoes.
• Don’t show skin.
• Gentlemen – don’t wear athletic socks with your suit!
• Ladies – closed toe shoes only for business professional attire.
• Go easy on the perfume/cologne.
• Long hair should be pulled back.
• Jewelry should be simple.
• If you would wear an outfit to a bar it is not appropriate for a career event!
Decide After Receiving an Offer

• Congratulations!

• Ask for relevant information including salary, benefits, vacation days, hours, direct report, start date and written offer letter

• Speak to current and prior employees at the organization about their experiences, if applicable

• Think about any logistics and settling in tasks such as apartment hunting, automobile shopping, change of address, etc. and ask for tips from people you’ve spoken to

• Get back to the employer with your acceptance within the time frame allocated and show you are excited and ready to start

• Once you accept an offer you should not continue applying and interviewing for other positions.

• Notify the Economics Career Development Office about your accepted offer!

SALARY NEGOTIATION

Should you negotiate your salary?

The short answer is no for your first job.

However, you should get comfort by researching salary of comparable positions. Check websites such as www.salary.com or www.payscale.com.

Benefit packages such as 401K plans, medical plans, paid vacation days, and moving expense reimbursement are additional sources of value not captured in the salary. Make sure to read through the benefits plan in detail.