

## TOOLKIT FOR M.S. in MARKETING STUDENTS

You may use this toolkit as a specialized and convenient resource with updated business and career information relevant to your graduate business degree, education, and career development.

Access and customize your 4-page [Quinlan Graduate Business Individual Career Progression Plan](#)

### Information included in this toolkit:

- ✓ Career resources
- ✓ Key components of a cover letter
- ✓ Sample cover letter
- ✓ Key components of a professional resume
- ✓ Sample resume
- ✓ Relevant job titles
- ✓ Professional organizations
- ✓ Interview preparation

### Career Resources

[Handshake](#) – Loyola University Chicago's interactive career management tool that connects students to alumni and employers. Read current and relevant job and internship descriptions to help you know marketable and desired knowledge, skills, and experience.

[GoinGlobal](#) – Offers a variety of resources for those interested in gaining experience abroad. Research career guides that are city, state, and country specific; or take a look at lists of companies that have submitted H1B applications within the past 12 months in your area. You can also perform a targeted global internship or job search using several criteria.

[O\\*NET OnLine](#) – Online tool for career exploration and job analysis.

[Crain's Chicago Business](#) – Login with your LUC user ID and password to access online content through Loyola University Libraries.

[Wall Street Journal](#) – The Wall Street Journal is the world's leading business publication with coverage of the last 90 days and search abilities back 4 years. Login with your LUC user ID and password to access online content through Loyola University Libraries. Every 180 days users must refresh (or click through Libraries' link again).

## Key Components of a Cover Letter

A cover letter is your customized written introduction of yourself relevant to your job search interests (it may also be a digital email message) and it may be read before, and/or after, you and/or your resume has received a hiring professional's attention. The cover letter is concise and should complement the resume by specifically highlighting your qualifications and experience relevant to why you are a match for the specific position and company/opportunity.

Be particularly responsive to the job or internship description requirements.

Your cover letter may also be read and re-read before, during and after your interview(s) by a number of individuals involved in the selection and hiring process.

Also, you may type the key components of a cover letter, into an email message body and attach a resume PDF, as mentioned in the cover letter/email message.

Visit [here](#) for the **Business Career Services cover letter guide**.

### From the top:

**Your Heading:** This usually includes your first and last name (middle initial optional), your street address, city and state and zip code. This serves as the mailing address included in all business letters. You may also format it similarly to the heading on your resume.

**Full Date:** (Month, Date, Year) This is important as cover letters are not time stamped like email messages.

**Employer's heading:** This includes Employer's/Recruiter's name (if known\*)  
Employer's Title, Name of Company/Organization, Street Address, City, State, Zip Code

**Salutation:** Dear Mr./Ms./Dr. (Last name of contact):

or

Dear Hiring Manager/Recruiter (\*If the last name of the contact is unknown):

(Do not write: To Whom It May Concern)

**Paragraph 1:** Address your specific reason for writing to the individual/company as it relates to the employer's hiring or talent needs. Distinguish yourself in the first paragraph to give them some context:  
*As a Master of Science in Marketing student at the Quinlan School of Business with 2+ years of digital marketing experience ...*

**Paragraph 2 and 3:** Describe how your skills, knowledge and experience and other attributes qualify you for the position and demonstrate that you are well-suited for the opportunity. Indicate confidence that you will excel in the role and be an asset to the organization/employer.

**Paragraph 4:** Show gratitude and mention follow-up or next steps in closing and ending the letter

### Signature:

Sincerely,

Full first and last name

Signature as appropriate

If resume is attached or enclosed: mention this.

## Sample Cover Letter

Erin M. Business  
1000 N. State Street  
Chicago, IL 60610

February 1, 2020

Ms. Samantha Hanson  
Integrated Marketing Strategist  
Creativity Corporation,  
122 South Street, #3000  
Chicago, IL 60603

Dear Ms. Hanson,

It was a pleasure to meet you at the recent Marketing Strategy Professional Seminar hosted at Loyola University Chicago Quinlan School of Business. I appreciated your insightful remarks about marketing analytics and future opportunities at Creativity Corporation and am writing to express my strong interest in the Marketing Strategy summer internship. I am confident that my business and marketing knowledge complemented with strong analytical and leadership skills will enable me to add value to your marketing and corporate teams.

Currently, I am pursuing a Master of Science in Marketing degree and plan to complete it in May of 2020. I offer in-depth marketing, analytical and operational knowledge and skills gained during several marketing graduate classes including (list relevant courses). I have applied numerous software tools to successfully complete marketing projects and strategy presentations. I would like to bring my skills and talents to your global operations and will effectively build strong client relationships.

Additionally, I have a track record for taking initiative and demonstrating strong leadership skills as demonstrated by my success in doubling the student chapter membership of the Graduate Marketing Association from twenty to forty students, while serving as Membership Chairperson. I did this by creating a case competition that engaged over thirty marketing professionals and graduate students. I have also been chosen to participate in a mentoring program based on my dynamic interpersonal and leadership skills.

Thank you in advance for your thoughtful consideration of my qualifications. I have attached my resume and welcome the opportunity to talk with you further or schedule a face to face meeting at your convenience.

Sincerely,  
Erin M. Business  
[Signature]

312-888-2322  
erin.business@luc.edu

Enclosed: Resume

## Key Components of a Professional Resume

**Heading:** This usually includes first and last name (middle initial optional). Your street address is not usually needed; city and state is often sufficient. Include one phone number and one email address, as this is required. LinkedIn URL is optional though frequently listed.

**Professional Profile or Professional Summary:** This can vary in length (2-4 lines) and format, however, aim to make it concise and demonstrative of the overall value you offer as a professional. You may include your unique strengths, skills, year of industry experience in a way that distinguishes you and matches you to the position/role you are seeking.

**Core Competencies or Skills:** These can be listed in bullet-pointed columns (usually 6-9).

**Education:** This is listed in reverse chronological order, so the master's degree/university is listed before your bachelor's degree and institution. Always include location, city, state, (country if it is international).

Example:

Loyola University Chicago, Quinlan School of Business  
Master of Science in Marketing

Chicago, IL  
Expected Graduation Month, Year

- ✓ Include cumulative GPA if it is 3.5/4.0 or above
- ✓ List names of completed courses and/or courses in progress, and distinguish which they are

**Professional Experience:** Always include most relevant work and professional experience.

Example:

Name of the Organization	City, State, Country
Job Title	Start Month, Year – End Month, Year
<ul style="list-style-type: none"><li>• Include 3-6 bullet points that convey your challenges, achievements, and results</li><li>• Quantify and/or qualify results to offer specific, measurable and memorable accomplishments that convey the value to the organization</li></ul>	

Follow this formula when writing bullet points: Action Verb + Task = Impact

- Reflect Challenge, Achievement, Result (CAR)
- Quantify and Qualify Results when appropriate

**Professional Affiliations/Associations:** It is encouraged to include.

Example: American Marketing Association, Member

2016-Present

**Leadership:** It is encouraged to include.

**Community Service/Volunteerism:** It is encouraged to include.

**Awards and Recognition:** It is encouraged to include.

## Resume Design

There is quite a bit of variability in resume design and formats today, however, there are some basic guidelines shared by many recruiting and career professionals.

**Recommended fonts:** Arial, Georgia, Garamond, Helvetica, Calibri (10-12-point font size. Your name may be slightly larger than the rest of the content on the resume).

**Formatting and Readability:** Send as a PDF unless requested in another format. Name the document "Your Full Name\_Resume" or something similar.

One page is frequently considered appropriate for graduate students with 1-5 years of experience depending on your scope of experience and accomplishments. If the resume is more than 1 ½ pages, it may be better to condense it to one page or assure that it is a compelling, full two pages of content.

Ensure all spacing is correct and leverage white space. Use only text as opposed to symbols or text boxes. Avoid using first person pronouns like "I", and "we".

**Customization:** Create a basic resume which reflects all your experience and then customize it each time you apply to a new role, by being responsive to the job description and requirements. Be sure to match key competencies, qualification, skills, or company values listed in the job description to which you are applying.

**After you create an updated draft of your resume, login to [Handshake](#) to schedule a personalized resume review appointment. During your appointment you will receive strategic resume customization recommendations that will be based on your unique career goals from your Graduate Career Coach.**

# Sample Resume

## ERIN M. BUSINESS

Chicago, IL | mbusiness@luc.edu | 773-225-5555 | LinkedIn/URL

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### PROFESSIONAL PROFILE:

Results-oriented business professional and M.S. Marketing student with 3+ years of experience in multinational sales and marketing driven businesses. Strong creative and analytic skills accompanied by outstanding customer relationship management and service resulting in winning new business and growing client relationships.

### CORE COMPETENCIES:

Creative Insights • Data Analytics • Strategic Mindset  
Integrated Marketing Communications • Supply Chain Knowledge • Process Improvement  
Project Management • Critical Thinking • Bilingual Spanish & English

### EDUCATION:

**Loyola University of Chicago, Quinlan Graduate School of Business** Chicago, IL  
**Master of Science in Marketing** Expected May 2020  
Cumulative GPA: 3.8/4.0  
Completed courses include:

**Rutgers University,** Newark, NJ  
**Bachelor of Science in Commerce, Major in Management** May 2017

### PROFESSIONAL EXPERIENCE:

**Avery Launch** Chicago, IL  
**Marketing Analyst Associate** Start Month, Year – End Month, Year

- Planned creative strategy, developed content and tracked outcomes metrics that verified a 10% increase in new customers on two new consumer lifestyle product launches
- Introduced new social media campaigns that attracted and expanded new markets in emerging economies and created social impact value
- Initiated and developed twelve new sponsor and vendor relationships that exceeded annual targets by 20% and resulted in revenue increases of over \$15,000

**ABO International Corporation** Chicago, IL  
**Marketing Associate** Start Month, Year – End Month, Year

- Created new project proposals that won support of marketing team and earned the Innovation Award, top award for the year
- Designed new dashboard of key performance indicators that were adopted by Marketing team and was recognized with a bonus by manager
- Expanded new social media strategy to include Twitter and Instagram, which more than doubled the engagement from 900 to over 2,000 followers in six weeks

### PROFESSIONAL AFFILIATION:

American Marketing Association, Member 2019-Present

### LEADERSHIP:

**Graduate Women in Business,** Loyola Quinlan School of Business Chapter 2019-Present

- Elected to serve as Vice President

## Relevant Job Titles

- Account Supervisor
- Brand Manager
- Business Development Director
- Business Development Manager
- Commercial Lines Manager
- Market Development Executive
- Marketing Coordinator
- Marketing Director
- Market Research Analyst
- Marketing Specialist
- Marketing Manager
- Product Manager

## Professional Organizations

**Connect with Loyola and Quinlan Business Leadership HUB resources, programs, events, and networks for continuous learning and professional development**

[Loyola Business Leadership Hub](#) – The Loyola Business Leadership Hub draws on expertise of Loyola students, faculty, staff, and global connections to help organizations succeed. The Loyola Business Leadership Hub has broad business knowledge and insights with centers specializing in [social enterprise and responsibility](#), [family business](#), [supply chain](#), [risk management](#), [professional development](#), [student-run business](#) and [innovation](#).

[Ignite Lab](#) – The Ignite Lab enables students, staff, and faculty at Loyola University Chicago to turn their entrepreneurial ideas into reality.

[Loyola's 1871 membership](#) – 1871 connects early-stage startups with educational resources, potential investors, and a community of like-minded individuals and companies. Loyola's 1871 membership is available to current students, faculty, and staff from any area of the university, who can demonstrate that they are engaged in entrepreneurial pursuits that would be advanced by accessing 1871.

**Connect with national associations and resources; conferences, programs, events, networks, and webinars for continuous learning and professional development**

[American Marketing Association](#)

[Mobile Marketing Association](#)

[Occupational Outlook Handbook: Market Research Analysts](#)

[Business Marketing Association](#)

[Public Relations Society of America](#)

[Qualitative Research Consultants Association](#)

[CADM Connecting Chicago's Multichannel Response Marketers](#)

[Deloitte Chief Content Officer](#)

[Special Libraries Association](#)

[American Marketing Association \(AMA\) Chicago](#)

[American Association for Public Opinion](#)

[Strategic and Competitive Intelligence Professionals](#)

[Insights Association](#)

[American Bankers Association](#)

[The Advertising Research Foundation](#)

[News Media Alliance](#)

[Association of Independent Information Professionals](#)

[Web Marketing Association](#)

**Connect with professional multicultural national associations and resources**

[Prospanica](#)

[National Black MBA Association](#)

[Ascend Pan-Asian Leaders](#)

## Interview Preparation

- [How to Ace the 50 Most Common Interview Questions](#)
- [Preparing for a Skype Interview](#)
- [5-Minute Interview Review](#)
- [Behavioral Interviewing](#)