

CREATING CAREER SKILLS AND OPPORTUNITIES: AN ASSESSMENT OF THE MARKETING HONORS NETWORKING PROGRAM

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Abstract

To procure jobs upon graduation, interviewing, networking and communication skills have been identified as critical for marketing students. Previous research has not addressed teaching these skills in a real-life experiential setting. To impart these skills, our department created the Marketing Honors Networking Program (MHNP); a distinctive self-funding program that builds long-term relationships between high-performing marketing majors and over 24 Corporate Partners. We describe this program and present research results, indicating that participating students have acquired interviewing, networking and communication skills. MHNP Corporate Partners express high satisfaction; compared to other students, our students are viewed as higher caliber on these skills.