

COMPARATIVE ASSESSMENT OF RESUME AND PERSONAL STRATEGIC MARKETING PLAN:
STUDENT PERSPECTIVES

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ABSTRACT

A resume is said to be the most important part of the job prescreening process, while a Personal Strategic Marketing Plan is described as a vehicle to assess and position an individual in the context of one's personal career objective and the changing and competitive job environment. This study compares business students' perceptions of both a resume and their preparation of a Personal Strategic Marketing Plan (PSMP). The results indicate that students perceive the resume as the more important tool in the job search and in securing the job interview, and the PSMP is viewed as more useful in career planning and advancement, and in the assessment of career options. The study concludes that human resource specialists should emphasize increased usage of the PSMP instead of the traditional resume. This will both improve the efficiency of the prescreening process, and enhance the likelihood of employment decisions that are congruent with the strategic human resource needs of the organization and the career objectives of the employee.