

OBJECTIVES ASSIGNMENT

Throughout this semester, you will focus on how to brand yourself appropriately in order to achieve your career goals. Many businesses and individuals fail to execute their marketing plans simply because they did not spend enough time clearly identifying what they wanted or expected to achieve both in the short and long-term.

Now that you have created your word cloud, I want you to identify specific objectives that you want to achieve in your professional life. In developing these objectives, you should ask yourself several questions, such as:

- What skills do I possess?
- What skills do I want to acquire?
- What am I really good at?
- What am I passionate about?
- What type of organization do I want to work?
- Do I want to own my own business?
- Where do I want to live?
- What kind of life do I want to have? Hobbies?
- How much will I need to earn to have that life?
- Am I being practical and responsible with my dreams?
- Does my dream job have long-term implications for sustainability and growth?

These types of questions – although not comprehensive – will help you focus on what specific things you need to do to achieve your professional goals. As with a firm putting together a corporate marketing plan, the more clearly you define your objectives, the more likely you are to realize them.

Your Task: Come up with **additional** questions if you need to, and then clearly and creatively provide several specific, realistic objectives for your future, including, and most importantly, what industry and profession you want to pursue. That is your “ultimate objective”. Ideally, I want you to pick a specific company that you’d like to work for. The point of this project is to identify what your passion is, what your skills are, and where those two elements interact to pacify a realistic demand in the market.

My personal contingency plan when I was your age is below.

Parker J. Woodroof

Passions

people, sports, traveling, reading, building things, thinking and debating, fishing, running

Skills

communication, thinking outside the box, getting the most out of people

Demand in the market

College of business education

ultimate objective

become a college professor

smaller objectives that will help accomplish ultimate goal

Get an MBA in marketing

Consult for small and local nonprofit organizations

Meet big players in multiple industries