

ENVIRONMENT ASSIGNMENT

In the next part of your personal marketing plan, you will analyze the environment you will be entering upon graduation. Your assignment is to prepare a market summary for the ultimate objective you discussed in the second exercise. It is important to conduct an honest environmental assessment. Sometimes we have unrealistic expectations of what our first job out of school or a graduate program may be like. The better we understand the environment we are entering, the better we will be able to market ourselves and our skills to succeed in it.

Try to figure out how competitive the applicant pool is. Check with someone at the firm's human resource department or contact the graduate school's admission office to find out the average number of applicants for each open slot. Often, you can find summary statistics on the average work experience or GPA that is common among newcomers, which will give you an idea of where you stand relative to your competition.

For those of you targeting graduate school, you should conduct extensive research on the GPA and entrance exam (GMAT, LSAT, GRE, etc.) requirements for the programs you are targeting. The Internet and publications such as U.S. News and World Report provide a wealth of data on all types of graduate school programs. You should see how your GPA and entrance exam scores compare to the averages at your targeted schools. In the same way that firms want to know what their competition is doing to better understand their potential for success, so should you.

Your Task: Please prepare a thorough analysis of the environment you will face after graduation. Convince me that this is an achievable, sustainable, and rewarding field for you! Report your findings and describe the actions you will take based on your research. Your report should include the following:

1. If you're considering a specific job, list the average number of applicants, the starting salary and where these types of job openings are most commonly found.
2. If you're considering graduate school, list what the average GPA and entrance exam score is for the program as well as the acceptance rate for that program.
3. If you're considering starting your own business, describe barriers to entry into the industry and number of players already in that space.
4. Based on this assessment, what is the one area that you need to improve upon to increase your chances of achieving your goal?