

CAREER BOOSTER

Advertising Internships

In today's competitive job market, only the most aggressive career seekers will have control over their employment status and most will pick the job that offers the best compensation.

To be one of these people you may have to use the "foot in the door" option otherwise known as the internship. This has been the back door to many successful careers and can be especially useful in obtaining a position that can work for you. It's beneficial to the company to have interns because they know who they are hiring from the experience you gave them during your internship, and it also benefits you the employee because you'll know you are comfortable with the job you're applying for. During your internship you will need to shine, this is your chance to impress the company and show them why you are

the one that is right for the job and better than the others. Your weaknesses will be exposed during this time while pressure builds on you from management to see how you perform under stress. Most interns are in their early twenties and have not worked for anyone else as a professional, so if you dress pro and act pro, you'll look the position even better and increase your value to the company. Always be sure to research the intern position you are applying for as well, remember that just because it's with your dream company, it may not be your dream position. Remember that you are not only there to impress the management but also

to gain experience and contacts that will help you through your career. It's easy to apply for internships within a company. You can call the company or walk in directly and ask if they have or will have any advertising internships available. Visiting with human resources can be a great opportunity to expose you to people that can have a decision on your employment as well as gain friends within the company. Be sure to ask questions about the company and sell yourself to any of the people that work there that you may come into contact with in the future.

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