

## What's Inside?

### Ten Tips for a Successful Online Job Search

Use these tips to search for jobs more effectively and increase your odds of getting hired:

#### 1. Choose Job Sites Carefully

Jobs are listed on thousands of different websites, so be selective about which ones you use. As a comprehensive search engine for jobs, Indeed.com will help you find specialized job boards or employer career sites that fit your interests. It will also save you time and steer you to jobs you won't otherwise find.

#### 2. Refine Your Job Search

Search using keywords and add more terms to narrow your search. Don't forget to specify your location; your zip code normally works fine. Most job sites also have an Advanced Job Search so you can narrow your results using, for example, a particular company name, job title, or commuting distance.

#### 3. Set up Email Job Alerts

Save your job searches to receive email job alerts including new jobs matching your criteria. Many sites also let you save any job search as an RSS feed. This will help you apply for jobs as soon as they are posted, making it more likely employers will notice you.

#### 4. Keep it Focused!

Only apply to jobs you are qualified for. Companies notice candidates with the skills and experience they're looking for. If you don't have these, your resume will be ignored.

#### 5. Watch Out for Scam Job Listings

Be careful if you see job listings promising quick and easy income, or requiring a fee or your social security number in order to apply—they're likely to be scams.

#### 6. Write a Customized Cover Letter

A well-written cover letter that is customized to the company or individual recipient shows you are serious. Try to show how your qualifications and experience relate to the company's needs.

#### 7. Post Your Resume

Posting your resume to job boards helps companies find you online. Bear in mind that anyone may be able to see it, including your current employer. Most job sites give you the option of posting anonymously, although companies may then be less likely to contact you.

#### 8. Clean Up Your Act

Check your resume and cover letters for typos and grammatical errors. Use consistent font sizes and formatting in your resume. Potential employers may look at any online profile of yours, so keep them up-to-date and free of content that would embarrass you.

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- ▶ Fact or Fiction: A Master's Degree Is the Key to Career Success

#### 9. Do Your Research

Spend time on the company's website and learn as much as you can about the firm's products and services. Read up on company news and trends in the industry—use sites like Wikipedia and ZoomInfo. Find out who is interviewing and Google their names to learn about them. If you know anyone who works at a company you are applying to, try to speak with them first for advice.

#### 10. Know Your Salary

Once companies are ready to make you an offer, they're likely to discuss your salary needs. If you're armed with objective salary information, you'll be in a better position to negotiate. Try Indeed's Salary Search at [www.indeed.com/salary](http://www.indeed.com/salary).

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## Career and Internship Fair Being Held at IU South Bend

**Believe. Network. Succeed.**

Career and Internship Fair  
Friday, April 9, 2010  
10 am—2 pm  
IU South Bend  
Student Activities Center

Register and see Employer List at:  
[www.iusb.edu/~iusbjf](http://www.iusb.edu/~iusbjf)

Other Questions—Schedule Teacher Interviews

Call: 574-520-4425  
Email: [iusbjf@iusb.edu](mailto:iusbjf@iusb.edu)



#### Career & Intern Services Center

Huffman Administration Building ▲ Room A316 ▲ (574) 807-7096  
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## Fact or Fiction: A Master's Degree Is the Key to Career Success



There's a lot of debate these days surrounding master's degrees. Some say a master's is the "new bachelor's degree" for career professionals, especially those looking to advance. Others may view a master's as little more than an expensive piece of paper.

A master's degree is the best bet for professionals who want to move to a new level in their career, or enter a field where a specific set of skills is required. For some careers, a master's is essential, or at least strongly desired.

In terms of financial and time management, online education can offer great benefits. Costs are generally lower for a quality education, and you can study on your own schedule.

Below are some master's degrees that will look great on any professional resume, as well as basic information regarding the degree and careers you might pursue with it.

### An MBA Makes Business Sense

Business school can be a smart idea for financial careers. Earning an MBA may seriously boost your earning potential and impress potential employers.

**How long can the master's degree program last?** Usually 2 to 3 years, post-bachelor's. It all depends on the intensity of study--i.e., someone who attends school full-time will probably complete the program faster than someone who takes courses only on evenings and weekends.

### What are the advantages for long-term career growth?

The benefits can be almost limitless for business professionals. An MBA is the top business degree. What you learn with your MBA, when combined with your experience in the field, can take you to the top realms of the business world.

**Are there any drawbacks to earning this degree?** In terms of time and money, online degree programs can limit the pinch on your wallet and take some of the strain off your schedule. Overall, if business is your field of choice, there are few foreseeable drawbacks to earning an MBA.

**What careers might I pursue with my MBA, and what are some average salaries?** According to the U.S. Bureau of Labor Statistics (BLS), the following business-related careers made these mean annual salaries as of May 2008:

- Financial Managers: \$110,640
- Personal Financial Advisors: \$92,970
- Chief Executive Officer (CEO): \$160,440

### Tech-Talk: Become a Master of Technology

For technology and computer fields, a graduate degree can also mean career advancement and higher salaries. Combining technical proficiency with management skills is a main focus of many technology master's programs.

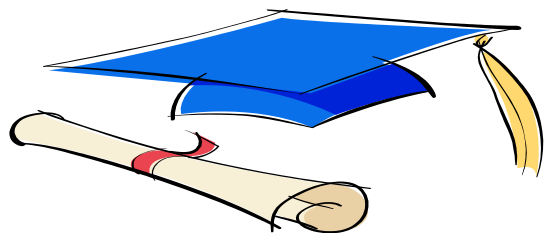
**What are some popular technology-related master's programs?** Information Technology (IT), Technology Management, Management Information Systems (MIS), and Information Security are just a handful of areas you could specialize in.

**What kinds of jobs might I pursue with a master's in computer technology?** Listed below are some of the best computer technology jobs in the field today, and mean annual salary statistics for those careers as of May 2008, from the BLS:

- Network Systems and Data Communications Analyst: \$73,830
  - Computer Systems Analyst: \$78,830
  - Computer Software Engineers (Systems Software): \$94,520
- Consider Your Options

Although business and computer technology are highlighted here, there are many exciting professions where a master's degree can be of real benefit, so consider the pros and cons and go after the education that will lead to your career success.

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