



Business

***2013 New York Career Trek
November 20-22, 2013***

Instructions and Important Information

- The GWSB Undergraduate New York Career Trek is open to sophomores, juniors, and seniors in the School of Business unless otherwise authorized by the Associate Dean of Undergraduate Programs.
- In addition to the written application, applicants must also submit a current resume to the F. David Fowler Career Center for review and approval in order to be considered for participation in the New York City Trek.

Instructions for resume submission:

1. Submit your current resume for review and approval in **Microsoft Word Format** to gwsbnyc@email.gwu.edu no later than **Friday September 20th 2013 by 6:00pm**. Subject line should read "***Resume: New York Career Trek***".
2. Please note: Late submissions will not be critiqued or forwarded to employers.
3. You will receive an email from the F. David Fowler Career Center confirming your resume has been approved or will be contacted by the career consultant who reviewed your resume with suggestions to further enhance your resume.
4. FDFCC approved resumes will be forwarded to the Office of Undergraduate Programs and featured in the resume books for the employers.
 - Applicants **must** attend a **group interview session** on **Monday, September 23, 2013 for Finance, Accounting, and Consulting treks OR Tuesday, September 24, 2013 for Marketing and Sports Management treks**.
 - Mandatory prep sessions for the Trek will be held on **Wednesday, November 13, 2013 at 7:00-9:00 PM and Thursday, November 14, 2013 at 6:00-8:00 PM**. All Trek participants **must** attend sessions.
 - Trek participants must attend all company site visits, alumni breakfasts, and the alumni reception (No Exceptions!). This is an academic and career-focused program funded in part by GWSB; therefore, full participation is required.
 - Trek participants must ride the bus from the GW campus to New York and stay at the designated hotel. With advance notice, students are free to remain in New York following the conclusion of the final site visit.
 - All participants will be required to submit a participation agreement and liability waiver prior to departure.
 - All participants will exhibit professional behavior at all times during the Trek and abide by all policies of The George Washington University and laws of the city and state of New York.



- Selected participants are responsible for making arrangements with your professors regarding any class time or assignments that may be missed as a result of your participation in the Trek.
- Selected participants must pay a \$250 registration fee to secure their spot. The registration fee is non-refundable and covers a portion of the participants' transportation and lodging for the Trek. The registration fee is due to the Office of Undergraduate Programs no later than **Friday, October 18, 2013**.
- Questions concerning travel, programming, or other Trek details should be directed to gwsbnyc@email.gwu.edu, questions about resume requirements can be sent to sbcareer@email.gwu.edu.

New York Career Trek Application Marketing Track November 20-22 2013

Space is limited. Completed applications must be delivered to the Office of Undergraduate Programs, Duquès 455, no later than **Friday September 20, 2013** by 6 p.m. Applicants must sign-up for a networking-style group interview session when submitting application.

Please read information and instructions on the previous page before filling out the application.

Name: _____

GWID: _____

GW Email: _____

Cell Phone #: _____

Concentration: _____

Year: _____

GPA: _____

Preferred name for
nametag: _____

Campus/Local
Address: _____

In addition to the Marketing trek, I would like to be considered to participate in the following industry Trek as well*:

Finance/Accounting: _____

Sports Mgt.: _____

Consulting: _____



N/A: _____

If you have a roommate preference, please indicate the student's first and last name below. We will try to accommodate all preferences if possible.

Please initial if you will **not** be returning to GW with Undergraduate Programs staff following the final site visit on Friday November 22, 2013. _____

Please initial to indicate that you have read and understand the Instructions and Important Information found on the previous page. _____

Please initial if you have sent a copy of your resume to the F. David Fowler Career Center via sbcareer@email.gwu.edu. _____

*Applicants will only be selected for one of the industry treks.

2013 New York Career Trek Application MARKETING

Essay Questions: Please submit typed responses to each of the following questions on a separate sheet of paper and attach to application.

1. What excites you about the Marketing Trek?
2. Please name a company you would like to visit; then choose an industry professional employed by your company. List 3 thoughtful marketing-related questions you would ask them.
3. Identify a current trend in or issue facing the marketing industry. Please explain how this trend or issue may impact the industry and/or society.

4. Scenario: You are visiting a company and an employee asks you about your GWSB student experience. What would you highlight and how would you describe your GWSB experience thus far?

For office use only.

F. David Fowler Career Center Resume Submission Received

Payment made on (date and amount)

Check # _____

Cash _____