

The reality of a successful job search

The reality of successful job search is straightforward and simple. To be successful, you need to sit on the other side of the desk.

The simple key to success is to market your product (yourself) according to the needs of your intended market (potential employers in your field). Yet very few graduates actually do this. Most job searches are conducted from the "this is what I want" perspective.

However, the reality is that most companies don't really care about what you want until you are able to demonstrate that you can provide what *they* want. They care about what you can do for them. So the best approach to follow is a customer-driven marketing approach.

You will be hearing a great deal about marketing in this column. Why? Because successful marketing is the reality of a successful job search. Even though you're still sheltered in the cocoon of academic life while on campus, the minute you step out into your job search you step into the real world.

The real world requires that you learn how to market yourself—and you will need to learn how to do it effectively if you want to be successful in your job search.

Customer-driven marketing is one of the many new buzzwords in corporate marketing. Basically it means being customer-driven in product development, product market positioning, product pricing and customer support.

I realize that sounds rather basic and elementary to most college students. In fact, you are likely asking the question "Why wouldn't a company want to be customer-driven?" And rightly so. But until the 1980s, many companies tended to use product-driven marketing, which involved developing a product through research and development that was considered to be the furthest advance within that particular field. But the product was typically developed independent of specific market needs.

"We'll develop the best and everyone will want to



buy!" Sound crazy? IBM used the product-driven approach successfully for more than 50 years, until smaller, more agile competitors used customer-driven marketing to unseat the giant. Other things being equal, customer-driven marketing will always conquer.

What has this got to do with entry level jobs? Because as much as you may realize that customer-driven is better than product-driven, think about your own job search marketing strategy. Did you really develop your product (your product is you, which is the end product of years of research and development in schools of "higher learning") with your customer (the eventual employer) in mind? Probably not.

More than 95 percent of college students seek to develop a product independent of the actual market that will eventually "purchase" the product.

Remember these two key points:

- No one knows your product better than you.

- No one else can make the sale other than you.

If you don't market you, who will? No matter what your major, no matter what field you intend to enter, you must be ready, willing and able to market yourself. Just as it's difficult to market a product you don't truly believe in, it's difficult to market yourself if you don't believe in yourself.

Don't expect me to buy into you if you have no confidence in you. How can I be expected to "buy in" if you don't buy in first? Take a long hard look in the mirror. But don't look for the bad—look for the good.

See Job, pg. 8



PHOTO BY HYUN-HO HAN

'95 performed "He's Mine" and won the grand prize of \$250 at the Rebel Variety Show Thursday.

'95 scores big at Rebel Variety Show

BY JAN WILLIAMS
A & E EDITOR

Vocal, dance and poetic talent filled the stage of the Moyer Student Union Ballroom last Thursday for the 1995 Homecoming Talent Show.

Radio station KLUC DJ Jay Casey got the festivities rolling, introducing each of the 12 groups as they took the stage. Among the judges for the event were Football Coach Jeff Horton and Lloyd Zeil.

Walking away with the \$250 first prize was the all-female group of '95, winning with a soulful rendition of MoKenStef's "He's Mine."

The trio, consisting of Nikki Murry, Camille Shoulders and Leslee Wilburn, did their own vocal arrangement and choreography. All 1995 graduates of Bonanza High School in Las Vegas, the group has been singing together for the past four years.

Winner of the \$150 second prize went to Hilary Michael for signing the words to the song, "Colors of the Wind," from the Disney movie *Pocahontas*. Michaels works with the Sign Design Theatre, a troupe that helps to promote deaf awareness in the theatre. She is donating half of her prize money to the theatre group.

Music education major David Colby took the \$75 third-place prize for a series of poems he wrote. He treated the audience to "The Man in the Glass," "Rhapsody for You" and "The Breath of Death."

Phillip Burns, program coordinator for the Campus Community Development center was pleased with the turnout. "I'm very pleased," the

Urban Dread performs at Homecoming Events

BY BRIAN J. KUCHAR
STAFF WRITER

It was a scene out of any ideal college campus Friday afternoon: The temperature was about 70 degrees with clear blue skies. The reggae band Urban Dread played, and students were treated to a free barbecue. People were dancing and laying out in the sun at the Amphitheater event sponsored by CSUN. It was a good chance to relax from all the stress of the previous week.

"This band is much better than previous bands they have had," said freshman Heather Guio.

That seemed to be a universal response from the many people listening to the band Friday afternoon.

However, the situation changed on Saturday morning at the tailgate party before the UNLV vs. North Texas football game.

"Why haven't they started playing yet?" asked a frustrated listener at around the noon hour.

During the tailgate, Urban Dread was largely ignored as many of the UNLV students were socializing and eating hot dogs and hamburgers provided by CSUN.

There was nothing unusually different from the day before: bright blue skies and warm temperatures, but the band just did not spark energy in the crowd. There were just about five people sitting down in lawn chairs listening to the band's performance.

Why was there such a difference in audience response when just one day earlier the group had made such a great impression? The answer is not clear. Perhaps people were tired of the band after seeing them the previous day. Perhaps people were more interested in the game and other homecoming events.

Whatever the answer is, Urban Dread provided an excellent showcase of musical talent which fit in perfectly with the flavor of the homecoming weekend.

director said. "The turnout was better than we had hoped for. We wanted all the students to have a good time, and all the performers gave their best." Burns estimated over 270 attended the talent show.

His assistants, student coordinators Leia Fleishman

and Mark Curry, were equally pleased with this year's event.

"We were surprised with the diversity," Fleishman said. "We're a commuter school and the diversity represents UNLV best."

Fabulous Sputnik Man

BY NICK TIMINSKAS

The fabulous Sputnik episode 1: the demise of Sputnik Man

Part one



hello. my name is unimportant, but I'm a friend of Sputnik Man's.



I don't have super powers like Sputnik Man does, but I do have really cool guns.



and right now I'm helping him find out who killed him.

The Rebel Yell introduces Nick Timinskas, student cartoonist. Timinskas is a freshman majoring in "undecided". His self-proclaimed qualifications for cartoonist are large feet, a small ego and a detailed familiarity with Mystery Science Theatre 3000.