

The Dedman **EDGE**

Employers Want **Three** Things...

1

Graduates with a sound liberal arts education.

Competency in critical thinking and problem solving; written and oral communication; research; and interpersonal effectiveness, including the ability to work in teams, with diverse groups of individuals, and to lead others effectively.

2

Technological skills.

Adding one of several kinds of technical skills to your liberal arts major can open up more job opportunities and help you to start your career after graduation more quickly, and at a higher salary. Business, Computer Programming, Data Analysis and Management, Graphic Design, IT Networking and Support, Marketing, Sales and Social Media skills are valued by employers. You can gain these kinds of skills in college in a variety of ways.

3

Internships.

Adding at least one, preferably two internships to your resume will help boost employer interest and improve your odds when searching for a job opportunity.



You have the liberal arts foundation.

Add one or more of the following skills and give yourself a competitive edge.



- Computer Programming
- Data Analysis and Management
- General Business
- Graphic Design
- IT Networking and Support
- Marketing
- Sales
- Social Media





SMU

Southern Methodist University
One Zero One University Boulevard

Employers Want Three Things...

- 1 Graduates with a sound liberal arts education.
- 2 Some exposure to certain technologies.
- 3 Internships. One is good, two is better!

✓ **Sample Skills:**
Examples of major programming languages:
Python, CSS, C, Java, C++, C# JavaScript, PHP, .NET, XML, SQL, Microsoft C#, R

 A solid liberal arts degree
+
 computer programming skills
increases your job market value
&
boosts your earning potential

Where Can I Acquire Computer Programming Skills?

Formal or informal coursework, internships, extracurricular activities or on-campus employment.



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Analytical Skills
Knowledge one or more major programming languages
Database management software
Problem solving
Quality assurance and control
Website Design

Sample Occupations

Computer programming skills are complementary for these positions:

Network/systems support specialist, web designer

Computer programming skills are core for these positions:

Computer programmer, web developer

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Sample Skills:
data analysis,
data management,
SQL,
SAS,
SPSS,
surveys



A solid
liberal arts degree
+
data analysis and management skills
increases your job market value
&
boosts your earning potential



Where Can I Acquire Data Analysis and Management Skills?

Formal or informal coursework,
internships, extracurricular activities or
on-campus employment.



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Business process
Data analysis
Data management
Database management
software
Problem solving
Quality assurance and
control
Research
SAS
SQL
Surveys

Sample Occupations

Data analysis and management skills are complementary for these positions:

Business/management analyst, researcher/research associate

Data analysis and management skills are core for these positions:

Financial analyst, market research analyst



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✓ **Sample Skills:**
business administration,
business process,
business development,
business analysis,
enterprise resource
planning



A solid
liberal arts degree
+
business skills
increases your job market value
&
boosts your earning potential



Where Can I Acquire General Business Skills?

Formal or informal coursework,
internships, extracurricular activities
or on-campus employment.



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Accounting
Analytical skills
Budgeting
Business analysis
Business development
Business process
Contract management
Enterprise resource planning
software
Presentation skills
Purchasing/procurement
SQL

Sample Occupations

General Business skills are complementary for these positions:

Account executive, market research analyst, account executive, web developer, marketing specialist

General Business skills are core for these positions:

Business/management analyst, supply chain/logistic analyst

The Dedman **EDGE** + **Graphic Design Skills**

IT Networking and Support. Marketing. Sales. Social Media.

Employers Want Three Things...

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✓ **Sample Skills:**
graphic design,
website design,
Adobe Photoshop,
InDesign,
multimedia

 A solid liberal arts degree
+
graphic design skills
increases your job market value
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boosts your earning potential


Where Can I Acquire Graphic Design Skills?

Formal or informal coursework,
internships, extracurricular activities or
on-campus employment.



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Adobe Creative Suite
Creativity
Editing Extensible Markup
Language (XML)
Graphic Design
JAVA
JavaScript
jQuery
Marketing
Social Media
Web Site Design and
Development

Sample Occupations

Graphic design skills are complementary for these positions:

Marketing specialist, webmaster/administrator

Graphic design skills are core for these positions:

Graphic designer, web designer, multimedia designer

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Sample Skills:
technical support,
troubleshooting,
computer installation/setup,
hardware/software
installation,
system/network
configuration,
Microsoft Windows/Office



A solid
liberal arts degree
+
IT Networking and Support Skills
increases your job market value
&
boosts your earning potential



Where Can I Acquire IT Networking and Support Skills

Formal or informal coursework,
internships, extracurricular activities
or on-campus employment.



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Cisco Computer
Repair/Maintenance
Hardware and Software
Installation
Java
Linux
Oracle
Problem Solving
SQL
System and Network
Configuration/Administrat
ion Technical
Support/Trouble Shooting
Telecommunications
UNIX

Sample Occupations

IT Networking and Support Skills are complementary for these positions:

Audio/visual technician, webmaster/administrator

IT Networking and Support Skills are core for these positions:

Computer support specialist, network/systems support specialist

The Dedman **EDGE** + **Marketing Skills**

Graphic Design, IT Networking and Support, Sales, Social Media.

Employers Want Three Things...

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Sample Skills:
marketing,
marketing research,
product marketing,
product management,
marketing materials



A solid
liberal arts degree
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marketing skills
increases your job market value
&
boosts your earning potential



Where Can I Acquire Marketing Skills?

Formal or informal coursework,
internships, extracurricular activities or
on-campus employment.



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Business development
Competitive analysis
Creating marketing
materials/newsletters
Creativity
Editing
Market research
Market strategy/planning
Product
management/development
Product marketing
Social media

Sample Occupations

Marketing skills are complementary for these positions:

Graphic designer, communications coordinator

Marketing skills are core for these positions:

Marketing specialist, market research analyst,
advertising sales representative



Employers Want Three Things...

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Sample Skills:
general sales,
retail sales,
business development,
merchandising,
customer relationship
management



A solid
liberal arts degree
+
sales skills
increases your job market value
&
boosts your earning potential



Where Can I Acquire Sales Skills?

Formal or informal coursework,
internships, extracurricular activities or
on-campus employment.



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Business Development
Business Planning
Customer Service
Merchandising
Presentation Skills
Purchasing Relationship
Building/Customer
Relationship Management
Sales
Management Scheduling/Time
Management

Sample Occupations

Sales skills are complementary for these positions:

Store manager

Sales skills are core for these positions:

Sales representative, account
manager/representative, real estate
agent/broker



Employers Want Three Things...

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Sample Skills:
social media,
social networking,
blogging



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boosts your earning potential



Where Can I Acquire Social Media Skills?

Formal or informal coursework,
internships, extracurricular activities
or on-campus employment.



KEY SKILLS



Adobe Photoshop
Business Development
Newsletters
Sales
Social Media/Social
Networking
Content Management
Creativity
Market Strategy
Marketing
Writing (e.g., Blogging,
Journalism, or Editing)

Sample Occupations

Social media skills are complementary for these positions:

Editor, journalist/reporter, producer, writer, community manager, copywriter, communications coordinator, recruiter, marketing coordinator/assistant, sales representative, account executive, web developer, marketing specialist

Social media skills are core for these positions:

social media strategist/specialist, search engine optimization specialist

Career Readiness Tracker

Keep track of your career-relevant experiences here. This will help make it simple to build a compelling resume and help you to talk knowledgeably with employers about the value you bring to their workplace. Make a record below of the courses from your major, the University Curriculum, electives outside your major, and from internship or other experiences that help you gain skills in the domains that employers value: critical thinking; written and oral communication, interpersonal relationships, teamwork, and leadership; and research. And record your Dedman Edge knowledge and skills, as well.

Coursework	Experiential/ Social	Workplace, Internship, ect.	Other (e.g. study abroad)
Critical Thinking			
Written and Oral Communication			
Interpersonal, Teamwork, Leadership and Ethics			
Research			
Dedman Edge Skill			