



**SMU Cox  
Career Management Center**

# **On-Campus Recruiting Guide**

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**The Key to Successful Recruiting at Southern Methodist  
University Cox School of Business**

**SMU** Cox School  
of Business

# TABLE OF CONTENTS

Cover Page .....	1
Table of Contents .....	2
On-Campus Recruiting Overview .....	3
Cox Student Population Overview .....	6
Academic Schedules .....	8
Tips for Success .....	9
Engagement Menu .....	10
Event Planning Guidelines .....	15
Interview Guidelines .....	17
12twenty .....	20
FAQs .....	21

# ON-CAMPUS RECRUITING OVERVIEW

The SMU Cox Career Management Center (CMC) supports the [Employer Recruitment Guidelines](#) outlined by the Hegi Family Career Development Center. Unless otherwise stated in this document, please refer to those guidelines.

On-campus recruiting (OCR) includes interviews, information sessions, and events that are held on the SMU Campus and/or are facilitated by the CMC, including virtual events.



As an employer participating in on-campus recruiting, this guide outlines specific processes and procedures to help optimize outcomes for both employers and students. The CMC will broadly communicate these recruiting policies to all employer partners. Each employer partner must provide these requirements to all employees participating and interacting with students as part of the recruiting process.

If you are recruiting within a specific program such as BBA Accounting, BBA Investment Banking, full-time MBA – those guidelines and dates may take precedence over the general OCR guidelines and will be communicated separately.



# THE EMPLOYER RELATIONS TEAM (ERT)

The SMU Cox Career Management Center has two main branches: the Coaching Team and the Employer Relations Team (ERT). The ERT develops, cultivates, and grows strategic employer partnerships to recruit SMU students. The ERT assists employers in getting on-campus and finding qualified candidate pools.

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# RECRUITMENT POLICY

SMU Cox asks employers to keep offers open for a minimum of two (2) to three (3) weeks following the student's receipt of the written offer. This allows students to complete any in-progress interviews to which they have already committed and make an informed decision. Providing ample time for students to consider offers also reflects positively upon your corporate culture, giving students confidence they will ultimately be treated well as an employee.

While it is against the SMU Cox CMC Memorandum of Understanding for students to renege on offers and doing so typically results in permanent loss of access to our services, students have been known to renege if they feel forced into signing an offer due to a very tight acceptance timeline. Allowing a minimum of two to three weeks not only benefits the student but has proven to be a best practice for companies to yield top talent.



Thank you for abiding by this guideline when recruiting from SMU Cox. For companies wishing to extend full-time, post-graduation offers to summer interns, the SMU Cox Career Management Center has found that a deadline of at least November 1st is a best practice. This affords the student time to reasonably weigh options before committing to an offer.

# COX STUDENT POPULATION OVERVIEW

The Cox School of Business has a wide variety of levels of students, majors, specializations, and minors. The CMC works with all levels of students within the Cox School of Business from freshman to MBA.

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## Bachelor of Business Administration (BBA)

BBA students take 11 core courses to build a solid grounding in business theory and skills. Then they choose majors and specializations to focus on a specific career goal.

### Majors:

- Accounting
- Business Analytics & Supply Chain Management
- Finance
- General Business
- Management
- Marketing
- Real Estate

### Specializations:

- Entrepreneurship
- Energy Management
- Real Estate

Additional information can be found here: <https://www.smu.edu/cox/Degrees-and-Programs/BBA>

## Masters of Science (MS)

The CMC supports six specialty Master's programs in the Cox School of Business. These students are enrolled for an average of one year in their MS program.

### Programs:

- MS in Accounting
- MS in Business Analytics
- MS in Energy & Sustainability Management
- MS in AI for Business (Coming Fall 2026)
- MS in Finance
- MS in Management
- MS in Real Estate

Additional information can be found here: <https://www.smu.edu/cox/business-degrees/masters-programs>

# COX STUDENT POPULATION OVERVIEW *(Continued)*

The Cox School of Business has a wide variety of levels of students, majors, specializations, and minors. The CMC works with all levels of students within the Cox School of Business from freshman to MBA.

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## **Masters of Business Administration (MBA)**

SMU has several MBA programs with highly qualified students.

### **Two-Year MBA (full-time)**

- Students must complete an internship between their first and second year
- Average work experience is 5 years

### **One-Year MBA (full-time)**

- Average work experience is 5 years

### **Professional MBA (part-time)**

- Average work experience is 6 years

### **MBA Direct (part-time)**

- Students typically start their MBA immediately following graduation from undergrad
- Average work experience is 2 years

### **Online MBA (part-time)**

- Average work experience is 8.5 years

### **Executive MBA (part-time)**

- Average work experience is 15 years

### **MBA Concentrations:**

- |                             |   |
|-----------------------------|---|
| • <b>Accounting</b>         | • <b>Marketing</b>                                |
| • <b>Business Analytics</b> | • <b>Real Estate</b>                              |
| • <b>Finance</b>            | • <b>Strategy &amp; Entrepreneurship</b>          |
| • <b>General Business</b>   | • <b>Supply Chain &amp; Operations Management</b> |

Additional information can be found here: <https://www.smu.edu/cox/business-degrees/mba-programs>



# ACADEMIC SCHEDULES

## Academic Schedule Policy

The links below include academic breaks, finals, study days, etc. **No on-campus recruiting, info sessions, or interviews may be held during the respective mid-term, school breaks, and final exam periods.**



## SMU Academic Calendar

The SMU Academic Calendars can be found here:

<https://www.smu.edu/EnrollmentServices/registrar/AcademicCalendarsCourseCatalogs/AcademicCalendars/>

## SMU Cox Grad Calendar

The SMU Cox Masters and MBA students follow a slightly altered calendar. PDF versions of their calendar can be found under the “Additional Graduate School Academic Calendars” section here:

<https://www.smu.edu/EnrollmentServices/registrar/AcademicCalendarsCourseCatalogs/AcademicCalendars/>

# TIPS FOR SUCCESS

**We pride ourselves on providing each employer with a tailored recruiting experience on campus!** Much of recruiting on SMU campus is brand-building and getting your name out to the students. If you are a new company or new to SMU, we recommend the following recruitment activities first. On-campus recruiting is a marathon, not a sprint.

## Newsletter Highlights

Work with your ERT contact to have any job openings, off-campus recruitment events, or virtual events highlighted in the student newsletter(s).

## Social Media Posts

Work with you ERT contact and the CMC will spotlight you or your company on our social media. This is a great way to start building brand awareness.

## Career Fair Attendance

Attending the Career Fair gets your company in front of many students in a relatively short time and is great exposure and brand building.

**Timing is everything!** We recommend planning everything (job postings, info sessions, coffee chats, etc) at least two weeks in advance to allow for good visibility with students. On average, we send out our newsletter weekly so in two weeks, students will receive information twice. Keep this in mind when planning your recruitment events.

# ENGAGEMENT MENU

## CONNECT

### 12twenty

Start your partnership with SMU Cox by creating an account on our job platform, 12twenty, connecting with SMU, and posting your jobs/internships

### Event Promotion

Include your upcoming events in weekly newsletters and promotions to students

## ENGAGE

### Info Sessions/Panels

Share information about your company and opportunities to Cox students, virtually or in-person, in a presentation format or panel Q&A session

### Spotlight Jobs

The CMC team will help to highlight your open roles to target student groups and assist in identifying unique candidates

### Coffee Chats

One-on-one or small group informal chats that will allow you to interact with students in a personalized setting

### Grab N' Go Table

Share information about your company and build brand awareness with a table on campus to engage students as they walk by for quick chats and giveaways

## RECRUIT

### Career Fairs/Roundtables

Large recruitment events, held each Fall and Spring, targeted to industry

### Interviews

Conduct virtual or on-campus interviews that are customized to your needs

## GIVE BACK

### Mentorship

Discover the many mentorship opportunities for undergraduate and graduate students

### Volunteer Opportunities

Help prepare our students for future opportunities by participating in one or more of our volunteer opportunities including mock interviews, exploration events, panels, resume reviews, and class visits



# ENGAGEMENT MENU *(Continued)*

## Cox Career Connections Fair

The SMU Cox Career Management Center hosts one career fair in the fall and spring semesters, the Cox Career Connections Fair. These career fairs are specifically for Cox School of Business students from freshman to MBA.

### Registration includes:

- Table
- Wifi
- Light refreshments
- Parking

There is a low cost associated with our in-person Career Fairs. Contact us at [coxcareers@smu.edu](mailto:coxcareers@smu.edu) with any questions.



# ENGAGEMENT MENU *(Continued)*

## Networking Events

The CMC hosts several types of networking events each year. The goal of these events is to bring together students and employers to make connections and develop a professional network. Examples of networking events include:

- International Student Mix N' Mingle
- Private Equity/Venture Capital (PE/VC) Roundtable
- Real Estate Roundtable
- Meet the Banks Night
- Alumni Networking Events
- Additional Major Specific Networking Events

If you are interested in participating in networking events, please reach out to your ERT Contact to get additional information.



# ENGAGEMENT MENU *(Continued)*

## **Internship Programs**

The CMC Coaching Team and ERT work collaboratively on the following internship programs for Cox students.

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### **Career Accelerator Program (CAP)**

CAP is an exclusive early career exploration and development program for 1st year BBA scholars. These students go through a competitive application process and are committed to intense career development processes. They must maintain a GPA of 3.5.

CAP students complete internships, projects, or micro-internships in the summer between their 1st and 2nd years.

If you are interested in learning more about CAP, contact us at [coxcareers@smu.edu](mailto:coxcareers@smu.edu).

### **Management Action Program (MAP)**

Teams of MS Management students, under the guidance of industry experts, consult with local companies on real issues to drive business results. The class is the capstone course of SMU Cox Business School's nationally ranked MS in Management program. Each team works together to consult to the client by focusing on the problem, researching, and recommending solutions, and developing a series of deliverables.

If you are interested in learning more about MAP, contact us at [coxcareers@smu.edu](mailto:coxcareers@smu.edu).

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# ENGAGEMENT MENU *(Continued)*

## **Internship Programs**

The CMC Coaching Team and ERT work collaboratively on the following internship programs for Cox students.

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### **MS in Business Analytics (MSBA) Internship and Capstone**

MSBA students participate in a Spring internship or capstone project as part of their coursework.

MSBA internships are from January through April and should be analytics-based. The internship can be a paid or unpaid internship with the hope that participating students may be hired after graduation. To support their academic workload, we ask that the internships be less than 20 hours a week. The internship is treated as employment and coursework in the Cox School of Business.

The client is asked to document the business challenge they would like to student team to work on and to assist the students in defining a project that can be completed over a 15-week timeframe.

If you are interested in learning more about the MSBA internship or capstone project, contact us at [coxcareers@smu.edu](mailto:coxcareers@smu.edu).

### **MS in Real Estate Internship**

Students in the Master of Science in Real Estate program will participate in an internship or capstone project as a part of their coursework. This will take place in the Spring semester of the program.

If you are interested in learning more about the MSRE internship or capstone project requirements, contact us at [coxcareers@smu.edu](mailto:coxcareers@smu.edu).

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# ENGAGEMENT MENU *(Continued)*

## **Internship Programs**

The CMC Coaching Team and ERT work collaboratively on the following internship programs for Cox students.

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### **MS in Energy and Sustainability Management Internship**

Students in the Master of Science in Energy and Sustainability Management program will participate in an internship or capstone project as part of their coursework. This will take place in the Spring semester of the program.

Our MSES students are seeking work in energy, environmental sustainability, or renewable practices/development. If you are interested in learning more about the MSES internship or capstone project requirements, contact us at [coxcareers@smu.edu](mailto:coxcareers@smu.edu).

### **MS in AI for Business - Starting Fall 2026**

Our MSAIB students are seeking work that merges analytics with generative and predictive AI frameworks to achieve business objectives across industries. If you are interested in learning more about the MSAIB program, contact us at [coxcareers@smu.edu](mailto:coxcareers@smu.edu).

# EVENT PLANNING GUIDELINES

## Coffee Chats

Coffee Chats are similar to informal interviews. This is a way for your company to meet SMU students, build familiarity with them, and introduce your company.

Coffee chats in which you elect to pre-select your candidates will follow the same timeline for scheduling as interviews.

If you choose to have an open schedule for coffee chats, sign-ups must close 2 days before the coffee chat dates, and the schedule finalized 1 day before.

## Grab N' Go's and Tabling

Share information about your company and build brand awareness with a table on campus in a prime location to engage students as they walk by for quick chats and giveaways.

We require 14 business days minimum to reserve a space for a table. This allows ample time to promote your Tabling to students in newsletters and with the coaches. The CMC cannot guarantee that a preferred date/time will be available.

Tabling must be confirmed with the CMC Employer Relations Team. Your ERT Contact can advise you on when may be a good date/time so you have the best potential for optimal student traffic.

*(continued on the following page)*



# EVENT PLANNING GUIDELINES *(Continued)*

## Information Sessions

Dates and times for Information Sessions can be reserved by working with your ERT Contact at the CMC. Dates and times are generally reserved on a first-come, first-served basis.

We require 14 business days minimum to reserve an information session. This allows ample time to promote your info session to students in newsletters and with the coaches. The CMC cannot guarantee that a preferred date/time will be available.

If you are serving food at your information session, food can be ordered through an outside restaurant or through SMU Catering. Your ERT Contact has recommendations for catering options near campus.

Info sessions must be confirmed with the CMC Employer Relations Team. Your ERT Contact can advise you on when may be a good date/time for an Information Session so you have the best potential for a full session.

Info sessions posted directly to 12twenty for approval are subject to rejection based on availability and conflicting events. If you post an event or info session to 12twenty, please send an email to your ERT Contact so that we may review it ASAP.



# INTERVIEW GUIDELINES

The CMC can assist with scheduling in-person on-campus interviews or virtual interviews. Interview dates may be requested in 12twenty by registering for a “round” or can be sent directly to the Employer Relations team. All requests are subject to date availability.

\*Guidelines for interviewing during specific recruiting cycles, such as, but not limited to BBA accounting & BBA investment banking, will take precedence over the dates outlined below.

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Interview dates should be requested with your ERT contact ASAP so that the ERT can book space for the interviews (we cannot guarantee space will be available on your preferred day). Dates and times are generally reserved on a first-come, first-served basis. Dates requested directly in 12twenty are subject to rejection if space is unavailable or conflicts are present.

The timeline below outlines the minimum days required for ERT to process your interviews. Timelines may be extended.

## **Interview Timeline**

### **Student Application Period**

The job/internship must be posted in 12twenty with at least a two-week application period (at least two weeks before you will have your candidate selections). Applications can close at any time prior to the interview date, as long as the posting has been up for two weeks prior to the Application Deadline.

### **Employer Interview Selection Decision Period**

The deadline for you to select candidates as Extended Interview / Alternate / Not Selected. We ask that you have candidate selections a minimum 1 week before the student sign-ups end, allowing students to have at least a week to choose a time slot. Details on the candidates selection options are below:

*(continued on the following page)*

# INTERVIEW GUIDELINES *(Continued)*

## Interview Timeline *(Continued)*

### Candidate Selection Options

- Extended Interview: First selection of candidates to sign up for interviews (primary candidates)
- Alternate: Second selection of candidates to sign up for interviews; alternates are not required
- Not Selected: Not selected to interview; any student not marked as Extended Interview or Alternate will be labeled as Not Selected when you confirm your selections
- Pending: Candidates are automatically set to pending, which means no action has been taken regarding their candidacy

### Student Interview Sign Ups (Primary Only)

The day students selected as “extended interview” may start choosing time slots: default is the day after the employer deadline - a minimum of 5 days prior to Sign-Up End.

### Student Primary & Alternate Sign Ups

Time in which all students selected will be able to choose a time slot. If alternates are not selected, this is the same as the primary timeline.

### Sign-Up End

2 business days before the interview date. Sign-ups must be completed at least 2 business days before the interview date to allow adequate time for ERT to build and confirm your schedule.

ERT requires 2 days’ notice if your team needs to adjust the schedule. After 2 days, you will be responsible for contacting the students directly to request they change their interview times.

### Room Only Reservations

This is a company-managed schedule. The date and time are connected to the job posting in 12twenty, but you are fully responsible for contacting the candidates and communicating the date, time, location, and any additional information. The CMC staff cannot see the details of the interview or the schedule.

# INTERVIEW GUIDELINES *(Continued)*

## Sample Interview Schedule Dates

**Interview Date:** March 27th

**Job Posted to 12twenty:** March 4th

**Applications Period:** March 4th-18th

**Employer Interview Selection Decision:** March 19th

**Student Interview Sign-Up Opens:** March 20th

**Alternate Sign-Up Opens:** March 22nd

**Sign-Up End:** March 25th

1	2	3	4 Job Posted Application Period	5	6	7
8	9	10	11	12	13	14
15	16	17	18 Apps Close	19 Employer Selection Deadline	20 Student Interview Sign-Up	21
22 Alternate Sign-Up	23	24	25 Sign-Up End	26	27 Interviews	28



# 12TWENTY

**SMU utilizes 12twenty for employers to post and advertise open jobs and internships.** Getting connected on 12twenty is your first step to getting your job in front of students. Creating a 12twenty account is quick and easy, and you can learn more about creating an account and posting jobs below. If your company already has a 12twenty account then you can request to connect with SMU.

## How to create an employer account on 12twenty

[Employer User Account Access](#)

[Employer User: How to sign up on 12twenty](#)

## How to post a job on 12twenty

[How to Post Jobs on 12twenty](#)

[Customize Visibility of 12twenty Jobs](#)

[Employer FAQ](#)

## Posting Guidelines

Please refer to the Hegi Family Career Development Center's [Employer Policies](#) for 12twenty posting guidelines (page 14).



# FAQs

## Cox Employment Reports

Employment reports by year can be found here (scroll down to the bottom of the page): <https://www.smu.edu/cox/Centers-and-Institutes/Career-Management-Center>.

These reports include hiring and salary information for each population of students and majors.



## Additional Campus Career Services

### Centers and Institutes

Cox School of Business Centers and Institutes can be found here: <https://www.smu.edu/cox/Centers-and-Institutes>. This includes the Folsom Institute for Real Estate, the Alternative Asset Management Center, and the Maguire Energy Institute.

### Student Club and Organizations

Cox Graduate Student (MS/MBA) Organizations: <https://www.smu.edu/cox/Our-People-and-Community/Students/Graduate-Students/student-clubs>

Undergrad Student Organizations: <https://www.smu.edu/cox/business-school-community/students/undergraduate-students/bba-organizations>

# FAQs *(Continued)*

## Additional Campus Career Services (Cont.)

### Additional Career Centers at SMU

#### [Hegi Family Career Development Center](#)

The Hegi Family Career Development Center serves all students, majors, and programs at SMU. Employers interested in recruiting art, communications, science, and other liberal arts majors should contact the Hegi Family Career Development Center directly.

#### [Lyle Career Development](#)

Career Services for engineering students is housed in the Hart Center for Engineering Leadership. Employers interested in recruiting engineering students should contact the engineering center directly.

#### [Dedman School of Law Career Services](#)

Employers interested in recruiting law school students should reach out to the Law School career services office.

