

BUSINESS CAREER CENTER EMPLOYER ENGAGEMENT PROGRAM 2024-25



MARQUETTE
UNIVERSITY

College of Business Administration
Business Career Center

Build your campus brand and develop business students' career readiness through enhanced student engagement and support to the Business Career Center. Employer funds **DIRECTLY and EXCLUSIVELY BENEFIT STUDENTS** by supporting additional capacity for feedback and guidance, resource subscriptions and career programming.

To learn more and participate, please contact Hannah Lubar at hannah.lubar@marquette.edu or (414) 288-7394.

Support Area	\$12,000	\$4,000	\$1,500
Gold event sponsor registration for four 2024-25 Business Career Center hosted recruiting events.	✓		
Mentor Program Event Sponsor. Support programming for the BCC-MBAA mentor program, reaching 100+ sophomores & juniors. Company logo displayed within communications, the program website, and at events.	✓		
Vmock AI Resume Development Sponsorship. Company logo will be displayed with Vmock use. This resource is used with 800+ students in LEAD 1050 and 2000.	✓		
Speaker for LEAD Career Awareness Night. A company representative will serve as a panelist to provide industry insights. All 400+ LEAD 1050 (first year) students attend.	✓		
Gold event sponsor registration for three 2024-25 Business Career Center hosted recruiting events.	Included above	✓	
Swift Student Center Lunch & Learn series sponsor & presenter. Co-hosted with the BCC, lead lunch and learn for students on a professional development topic. <i>Topics have included/may include</i> major/career exploration, career fair preparation, personal budgeting, inclusion & belonging in the workplace, building your brand, etc.	✓	✓	
Applied Career Education Sponsor for mock interviews. First access to mock interview scheduling with 400+ LEAD 3000 juniors & seniors/year.	✓	✓	
LEAD Career Course Speaker. Connect with 400+ students/year as a guest speaker or panelist within one of the LEAD 1050, 2000 or 3000 courses.	✓	✓	
Employer Spotlight in BizCareers Newsletter sent to all College of Business students, faculty, and staff, promoting internship/job posting and targeted once per semester .	✓	✓	
Student Organization Connections. BCC staff will coordinate a meeting with student leaders and advisor(s) of up to three relevant business student organizations.	✓	✓	
Gold event sponsor registration for one 2024-25 Business Career Center hosted recruiting event.	Included above	Included above	✓
Employer Spotlight in BizCareers Newsletter sent to all College of Business students, faculty, and staff, promoting internship/job posting and targeted once per year .	Included above	Included above	✓
Priority scheduling for complimentary lobby table in the month of September.	✓	✓	✓
Personalized recruitment planning consultation meeting.	✓	✓	✓
Complimentary parking voucher when visiting campus for recruitment/student career education activities.	✓	✓	✓
Company logo displayed year-round on Business Career Center website and on TV screens in business building, O'Brien Hall.	✓	✓	✓