

## Sample Career Objectives

Normally, the career objective will cover five areas:

- Functional area of interest (sales, data processing, research, copywriting)
- Type of organization (government, manufacturing, social service agencies, retailing, financial institution, advertising)
- Level of position (entry level for most new graduates without relevant experience)
- Eventual goals (where would you like to be in five years)
- Size and scope of organization (small, large, local, regional, international) is used if important to the applicant.

The following career objective statements are intended to serve only as a guide. When composing your own, remember that an interviewer may ask for an explanation or clarification.

**RESEARCH ANALYST:** Interested in joining a market research firm or a market research department as an analyst. Long term goal is a senior management position in research.

**COPYWRITER:** Desire position as copywriter for public relations firm, advertising agency or "in house" ad agency.

**BANKING:** Interested in bank management training program with emphasis on finance. Will consider entry level position in branch management, credit analysis, and commercial and installment lending area. Long term goal is to advance into an officer position.

**FINANCIAL ANALYST:** Wish to join industrial organization of public service institution as an analyst with the goal of moving into a department manager or agency head position.

**INDUSTRIAL SALES REPRESENTATIVE:** Desire position in marketing that utilizes technical background in physics, chemistry and biological science. Prefer to work for chemical, pharmaceutical, petroleum or electronics firm. Future interest is in management with responsibility for supervision of budgets and professional marketing personnel.

**DATA PROCESSING:** Wish to begin career as a programmer or systems analyst where skills in quantitative and mathematical training can be used. Special interest in marketing and finance applications.

**RETAILING:** Interested in executive development program, or entry level buying position with large department store, leading to management responsibilities.

**SOCIAL WORK:** Seek a career in family counseling in urban social service setting including program planning and community development responsibilities.

**PUBLIC RELATIONS:** Wish to join public relations staff of large organization. Interested in photography, copywriting, editing, preparing news releases and working on company publications.

**PRODUCTION MANAGEMENT:** Interested in production phase of manufacturing. Will consider initial assignments in production scheduling, first-line supervision, inventory control, purchasing, quality control or industrial engineering.

**ADVERTISING:** Wish to begin career in media or market research department with large agency. Eventual goal is account executive.

**PERSONNEL:** Seeking position as personnel assistant in public service organization that would permit an opportunity to utilize knowledge of wage administration, benefit programs, grievance procedures, publications, safety, labor relations, and employment. Eventual goal is personnel management.

### **SKILLS RELATED OBJECTIVES**

For the applicant who wishes to send a resume to diverse types of organizations of various sizes and scopes, a career objective stressing skills and abilities is an accepted option.

- Seeking position utilizing strong writing and research skills. Particular interest in public relations or publishing.
- Seeking position utilizing supervisory experience and strong organizational skills. Specific interest in management training programs with retailing firm.
- Desire position that will utilize communication and organization skills in a competitive, persuasive environment. Particular interest in sales and marketing.
- Seek a position utilizing background in economics and strong organizational and interpersonal skills. Particular interest in banking or financial management.
- Desire a position utilizing organization, interpersonal and communication skills. Particular interest in production or operations management.
- Desire position that will utilize strong quantitative, math and communication skills. Particular areas of interest are data processing or research.