

CAREER MARKETING PLAN TEMPLATE

Hypothesis	Target Industry			
	Target Sub-Industries	(1)	(2)	(3)
	Target Function(s)			
	Target Companies	Companies: 1. 2. 3. 4. 5.	Companies: 6. 7. 8. 9. 10.	Companies: 11. 12. 13. 14. 15.
	Target Position / Title			
	Target Description / Duties			
	Job Output / Business Impact			
	Required Competencies	Skills	Interests/Knowledge/Education	Traits/Characteristics:
Product	Relevant Competencies	Skills (from work, school volunteer):	Interests/Knowledge/Education:	Traits/Characteristics:
	Accomplishments			
	Other Important Information			
Place	Target Market	Geographic Location: Ideal Work Environment (size, type, culture, etc).:		
Promotion	Positioning Statement			

Gap Analysis	Required Competencies vs. Relevant Competencies (Gap to fill)	Skills		
Action Plan	Next Steps / Networking Targets	1. 2. 3. 4. 5. 6. 7.	Interests/Knowledge/Education	Traits/Characteristics: