

FRI., APR. 11 | 11 A.M. - 2 P.M. | WVC BALLROOMS

SPRING 2025

CBE CAREER FAIR

Employers Hiring CBE Tigers



RESEARCH
45+ EMPLOYERS
ON HANDSHAKE



**COLLEGE OF
BUSINESS &
ECONOMICS**

Connecting with Employers

Identify Employers

Use this Employer Directory and the Handshake app to identify the employers you are interested in connecting at the Fair. Research each organization's products/services and hiring needs.

Prepare Your 30-Second Commercial

Prepare an interesting verbal summary of your background, achievements, and career interests to make a strong and professional first impression.

Key Items for Inclusion

- Your major/minor and anticipated graduation date
- Number of years of experience in a particular area
- Type of experience (marketing, customer service, office experience)
- Key skills and tasks, such as organization, attention to detail and people skills
- Personality traits and characteristics that make you unique
- Familiarity with industry jargon
- Most important thing that you want the employer to know about you

How to Pitch

- Emphasize key words
- Slow down when making a key point
- Smile when you give your pitch
- Demonstrate enthusiasm

Know What You Are Going to Ask

Try to have one or two questions in mind for each employer. The questions should reflect both your interests and the research you have done on the employer. Do not ask about salary or benefits at this time.

Learn What's Going to Happen Next

Before you leave each employer, give them a copy of your resume, request the representative's business card, learn what happens next in the hiring process and ask what, if anything, you should do to advance your candidacy.

Using this 30-Second Commercial template can be helpful:

Hi, my name is Alex (NAME) and I'm a junior studying business administration with a concentration in marketing (EDUCATIONAL INFORMATION) graduating in May 20XX. I'm preparing to go into marketing and currently serve as the Marketing Chair for TU Habitat for Humanity and had an internship as a marketing intern last summer with Company X. I've been told that I'm adept at spotting relevant patterns and issues, I love solving problems, and have a strong work ethic (STRENGTHS IN YOUR OWN WORDS).

I understand you're here today recruiting interns and I'd love to learn more about your opportunities and how someone like me might fit into your organization.

Employer Directory

Company Name and Table Number

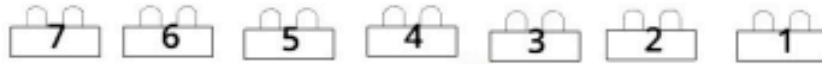
ABC Supply Company	22	Northwestern Mutual - Baltimore	15
Acadia Family Office	1	NVR, Inc. / Ryan Homes.....	8
Aldi USA.....	20	P. Flanigan & Sons	24
Aprio.....	7	Penske Truck Leasing	44
Aramark.....	16	Priority1.....	30
BDO USA, P.C.	23	RR Donnelley	37
Bozzuto	13	RSM US LLP.....	28
Brown Plus.....	14	South River Mortgage	46
Buckeye International, Inc.....	9	State Farm - Jackson Mote Agency	47
CASH Campaign of Maryland	10	Synerfac Technical Staffing.....	18
Castro & Company.....	38	UHY LLP	35
CBIZ	26	Whiting-Turner Contracting Company.....	41
CDPC Sales Team	3	Worthington Financial Planners.....	40
CK Commercial.....	32	Zen Accounting	48
CliftonLarsonAllen LLP.....	45		
Cohen & Co	29		
CohnReznick LLP	33		
Eisner Amper.....	4		
Enterprise Mobility	34		
Erie Insurance	6		
Fastenal Company.....	31		
Financial Growth Partners.....	5		
Florida Financial Advisors	17		
Freedom Mortgage.....	36		
GRF CPAs & Advisors	19		
Hajoca Corporation	39		
iHeart Media.....	12		
Kearney & Company.....	42		
L&W Supply Corporation	25		
Lee & Associates of Maryland.....	43		
Mariner Finance.....	27		
MileOne AutoGroup	21		
Morgan Stanley	11		

Floor Plan

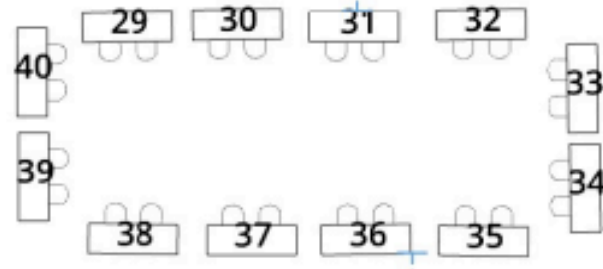
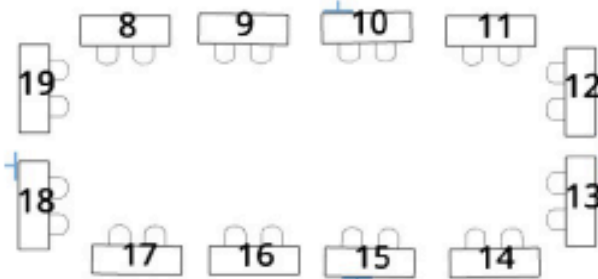
LinkedIn Photo Booth

CHECK IN

Fair Entrance



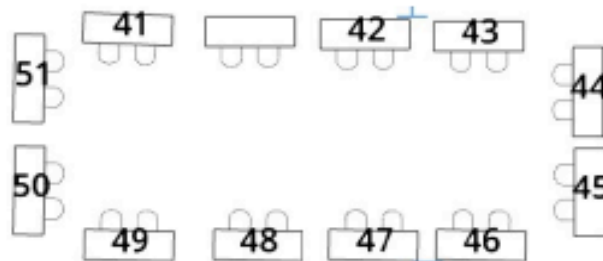
Exit
Keep Clear



Exit
Keep Clear



Exit
Keep Clear



Employer Lounge

Next Steps After the Fair

Following Up with Employers

Within 24 hours, make sure you send a follow-up thank you note or email to each recruiter you spoke with at the Fair.

Mind Your Manners- Be professional in your tone and double check for grammatical and spelling errors.

Communication Is Key- If you are not getting a response, ask yourself, “Did my message warrant a response?” If not, maybe the employer read and appreciated your email but did not feel the need to respond. When crafting your message remember to sell your skills and engage your audience.

Make Your Emails Stand Out- Be unique in the follow-up emails you send. Directly reference part of the conversation you had with the employer and mention any thoughts you had after your conversation.

Adapt, Adapt, Adapt- If you are not getting responses, change something in the way you are following up. Try sending the emails at a different time. Make them shorter or longer or pick up the phone and call instead of writing.

Using this Thank You Email template can be helpful:

Dear Mr. Smith,

It was a pleasure speaking with you today at the Towson University Career Fair about a possible internship with your firm. I was especially struck by how your organization celebrates diversity and maintains such high team morale. As someone who greatly values working with others, that is refreshing to hear.

On the way home I was thinking about the predicament your company is facing in connecting with a younger clientele. Have you considered forging a social media presence? It may be just the key your firm needs to reach out to this population. If you think that solution could work, I would love to be involved in the implementation of such a project. Let me know if you want to discuss this idea further.

Again thank you for your time and consideration. I look forward to speaking with you again soon.

Thank you,

Sam Student

Interviewing

Interviewing is a skill that takes thoughtful preparation and lots of practice. Before an interview, you should be knowledgeable about the position, organization, and industry and feel confident in your ability to sell yourself to the employer.

Practice your interview skills using Big Interview (towson.biginterview.com) and schedule a 30-Minute Mock Interview appointment with your Career Coach.

Professional Attire

The Well-Suited Wardrobe located in Stephens Hall is available to all students in need of clothing for professional purposes — interviews, job fairs, networking events, etc. The closet contains suits, jackets, shirts, pants, skirts, dresses, ties and other accessories. There are gently-used and newly purchased items available that students can keep.

Stop by ST303 during business hours. More information is available at towson.edu/cbe/resources/well-suited-wardrobe.html.

Appointments

Schedule an Appointment with TU Career Services or CBE Career Services for help with:

- Job Search Strategies
- Internship Search Strategies
- 30-Minute Mock Interview
- Salary Negotiation Strategies

Still looking for a job/internship?

Don't forget to check Handshake (towson.joinhandshake.com or use the QR code below) regularly since 100s of new opportunities are posted each week.



Log in to Handshake



Student Academic
& Career Services

Student Academic and Career Services
College of Business and Economics
Towson University
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