The LEAD (Leadership Education and Development) program is designed to help business undergraduates develop self-awareness, career decision-making, job/internship search and professionalism skills in preparation for successful careers. Content for each of the LEAD courses is summarized below.

**LEAD 1050**
Instructor: Joe Terrian, Assistant Dean of Undergraduate Programs
Enrollment: College of Business Administration freshmen and students who have transferred into the College.

**LEAD 1050 topics:**
- Students participate in Career Awareness Night. Collaboratively hosted with the Marquette University Business Administration Alumni Association (MUBAAA), this event brings 30+ professionals to campus to speak to freshmen students about career paths and majors through industry-specific panels.
- *Networking is a Contact Sport* author, Joe Sweeney, visits classes to discuss networking strategies.
- Lectures and assignments address resume development, business card and professional etiquette, personal branding, MU Career Manager and advising preparation.
- Campus resource information includes educational support services, academic regulations and study abroad information.

**LEAD 2000**
Instructor: Karen Rinehart, Career Development Director
Enrollment: College of Business Administration sophomores and some juniors.

**LEAD 2000 topics:**
- Classes and assignments address: career exploration (self-knowledge, career research), job and internship search strategies, dining and networking event etiquette, professional outreach correspondence, interview skills, career fair preparation, LinkedIn and job/internship search ethics.
- Students receive personalized feedback for assignments addressing resume writing, cover letter writing, company research, 16PF (a personality assessment combining elements of the MBTI and Strong Interest Inventory) assessment and reflections or informational interview paper, and a thank you note.
- Juniors and seniors provide peer-to-peer sharing and career advice through student-led internship roundtable discussions for each major.

**LEAD 3000**
Instructor: Katherine Atkinson, Assistant Director, Business Career Center
Enrollment: College of Business Administration juniors and some seniors.

**LEAD 3000 topics:**
- Employer volunteers review student resumes
- Lecture and guest speaker topics include: resume & cover letter review, job search strategies and timelines, graduate education, leadership in the workplace, personal financial planning, fringe benefits and disabilities and diversity in the workplace.
- Students participate in Career Track Night. This event brings 30+ professionals to campus to speak about career paths through industry-specific panels.
- Young alumni panelists share insights about leadership and workplace expectations.
- Students are required to attend a workshop (Accounting Matching Program, transition to work or international student search and OPT/CPT) or meet one-on-one with a Business Career Center staff member, faculty or College of Business Administration Center staff.

*Updated Fall 2015*