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Professional Development Day connects career-ready students with employers

September 5, 2018

At its core, the Georgia Southern University College of Business mission is to produce career-ready professionals. Our students are equipped with the knowledge, critical thinking skills, relevant tools and experiential learning opportunities needed for professional success. Offered to College of Business students, Professional Development Day (PDD) provides sessions on relevant “real-world” and discipline-specific topics and the opportunity to network with employers and recruiters prior to the Eagle Expo Career Fair, the University’s largest on-campus career fair, held on the following day.



The Georgia Southern University College of Business will host the third annual PDD on Tuesday, October 2, starting at 9:30 a.m. Throughout the event, students practice the networking, leadership and other soft skills they have attained, while employers and recruiters gain access to Georgia Southern’s best and brightest.

During PDD, business students attend conference-like sessions presented by the College’s corporate business partners. Topics for the educational sessions include “Steps to a Successful Startup Business,” hosted by JT Marburger (MGNT, ’84); “Life as an Auditor,” presented by Kate Randall (ACCT, ’09; MAcc, ’09); “The Job Hunt Exposed: A Recruiter’s Guide to Landing Your First Career Opportunity;” “Email Etiquette & Social Media;” and “Networking with Purpose,” among others. Similar to last year, nearly 80 sessions will be delivered during the day.

Held in conjunction with PDD, the Eagle Sales Showcase and Logistics Roundtable bring sales and logistics professionals to campus solely for marketing/sales and logistics students, respectively. Eagle Sales Showcase brings graduating sales and sales management students and sales professionals together, providing an all-access opportunity for the students and recruiters. The Logistics Roundtable allows students to explore the growing field of logistics and intermodal transportation. Professionals representing third-party logistics (3PL) firms, manufacturers, warehousing companies, distributors, motor carriers and major retailers provide students opportunities to gain valuable insights into logistics, transportation and supply chain career opportunities through interactive panel discussions and open-networking sessions. For more information or to become involved in Professional Development Day, please contact Debbie Hilton, events coordinator, at dhilton@georgiasouthern.edu or 912-478-5050, or Danielle Smith, director of experiential learning and student engagement, at daniellesmith@georgiasouthern.edu or 912-478-6407. To view the PDD schedule, visit bit.ly/pdday2018.

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