The process of obtaining employment involves the same activities that marketing managers use to develop and introduce products into the marketplace. The distinction is that you are marketing yourself instead of a product.

Analyse your personal qualities and identify career opportunities.

Then select a target market. This comprises those job opportunities that are compatible with your interests, goals, skills and abilities.

The "product" is you: you must decide how to "position" yourself in the job market.

The "price" component of the market mix represents the salary range and job benefits (such as health and life insurance, vacation time and retirement benefits) that you hope to receive.

"Promotion" involves communicating with prospective employers through written correspondence and job interviews.