

LSM details seven tips for students to impress employers

London School of Marketing has published an article detailing seven essential research tips to help CIM Foundation students to impress prospective employers...



"In an interview, you should be able to demonstrate that you are as interested in their company as they should be interested in you. This starts with thoroughly reading the company's website, sales and marketing materials," the article states. "Recruiters will want to see that you can demonstrate a knowledge not only of your role in the company, but the company's position in the industry."

Complementing a comprehensive range of blogs, whitepapers and case studies designed to support students pursuing sought-after marketing, business and academic designations, this article details key areas in which company research should be devoted. These include the discovery of a prospective employer's customers, competitors and culture.

"Researching these seven key points will give you a clear understanding of the work, culture and current status of the company you are applying to," the article concludes. "With this information, you'll be able to demonstrate your commitment to the company and your role within it."

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