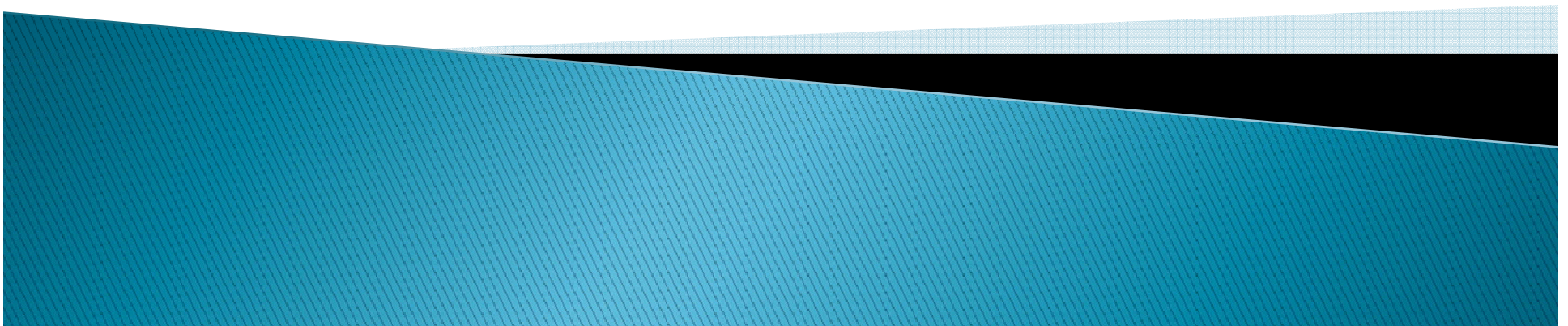


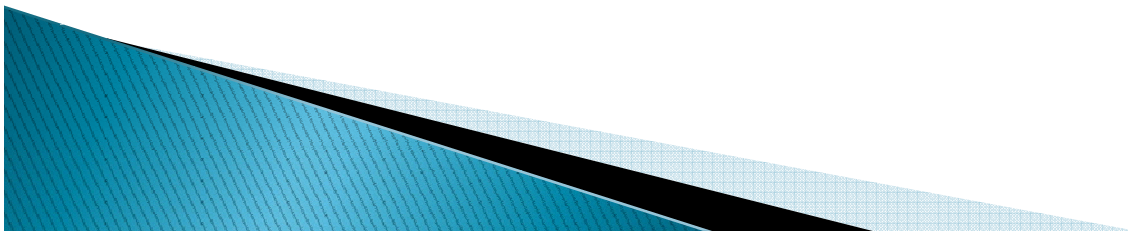
# HOW TO MARKET YOURSELF AS AN I.T GRADUATE.

By GEORGE KIRAGU NJIRU  
STRATHMORE UUNIVERSITY.



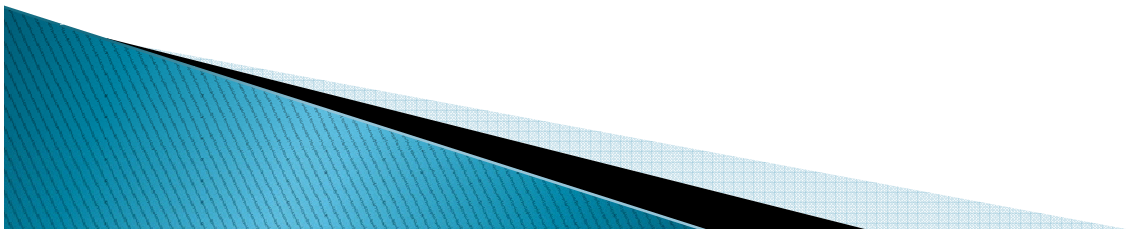
# DURING COLLEGE;

- ▶ Do not take the easy subjects because a teacher gives you marks using A's and B's
- ▶ Take those courses that gives you the competencies in your desired area of specialization or which strengthen a weakness e.g. Statistics ,Maths e.t.c if weak in that area
- ▶ Atleast make sure that your keyboarding skills are satisfactory



# Cont'

- ▶ Learn good work habits
  - Dressing smartly
  - Punctuality
  - Meeting deadlines
  - Developing leadership skills by being active in student clubs that interest you.



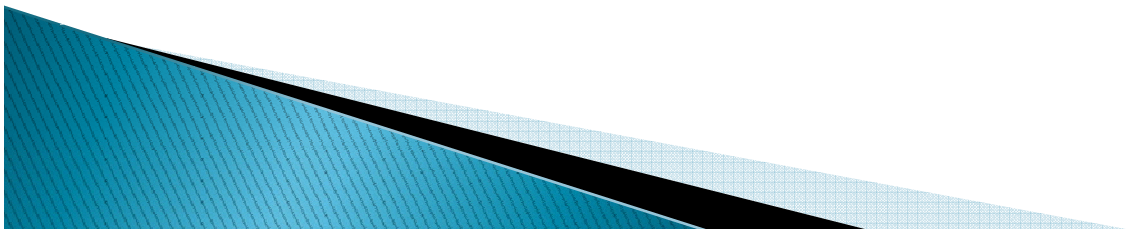
# Cont'

- Learn effective communication skills by learning to listen and make your point in a persuasive manner.
- Make sure that you get the best possible grades
- Learn to say no and not to follow others so that you use your time as a student in the best way – time management skills.



# Cont'

- ▶ SPECIALIZATION
- ▶ Choose your specialization area carefully
  - Choose an area where you get good grades easily
  - An area which fits well both with your dreams and your personality

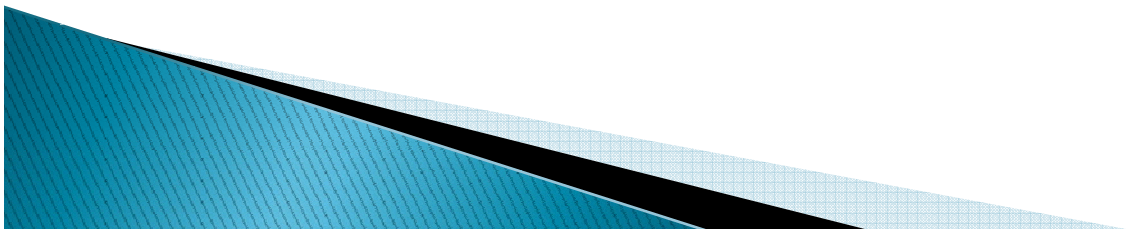


- Do not specialize in an area because your parents or girlfriend/boyfriend think it is good for you but because you think you can accomplish your life's dream there.
- Look for internship or volunteer opportunities in your area during school vacations.



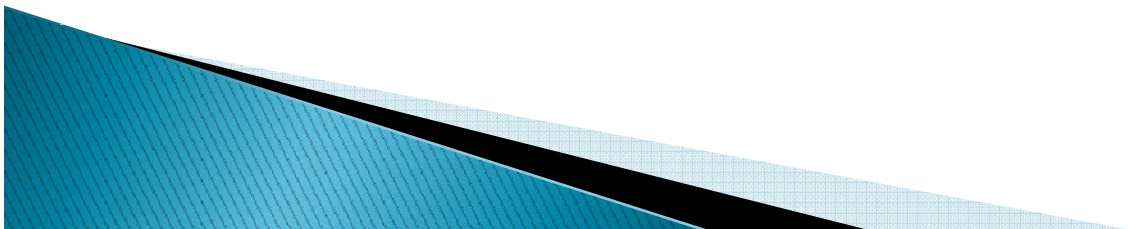
# DURING THE FOURTH YEAR

- ▶ Start applying for jobs as soon as you get into the final year of your studies.
- ▶ Some will indicate that they would be interested to see you after you finish your course.
- ▶ Follow this up with applications for volunteer or internship positions.
- ▶ If you get any of these opportunities put your best foot forward – punctuality, eager to learn, working hard, smart dress, accept even menial tasks etc

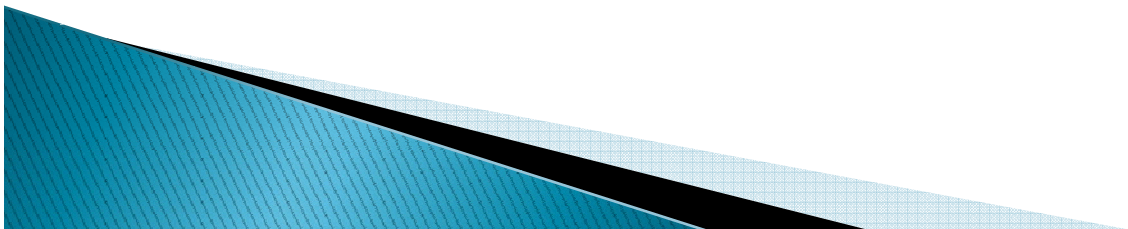


# AFTER GRADUATION

- ▶ Tap into your networks of classmates, school mates, village mates, church mates. These provide the best sources of vacancies, which companies are expanding in your area, who has resigned or been sacked etc.

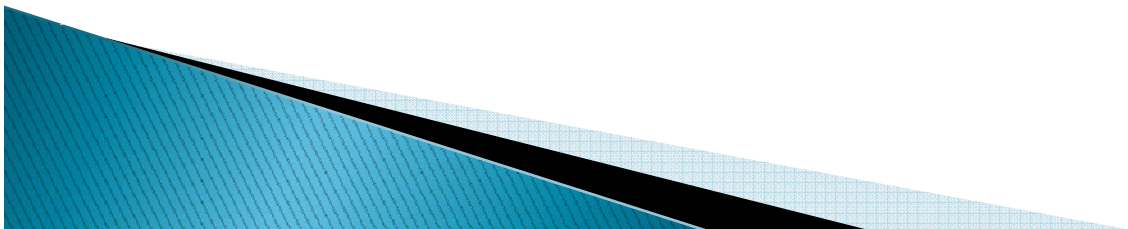


- ▶ If offered several opportunities don't let salary be the major determinant
  - What training is offered
  - What are the opportunities for promotion
  - How satisfying is the work

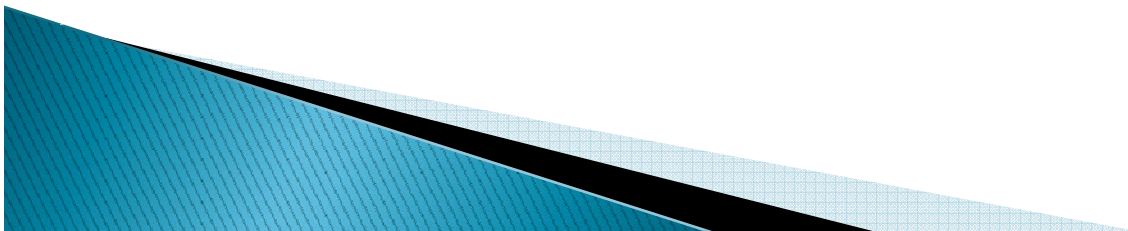


# Cont'

- ▶ Is the company at the cutting edge of technology or is it a dinosaur on its way out?
- ▶ Do not restrict yourself only to your region or city. Explore for opportunities throughout the country and even abroad.



- ▶ If you have entrepreneurship tendencies and before you get regular employment do not stay idle and demoralized. Engage in a trade etc...



# THANK YOU

»» 10<sup>th</sup> ANNUAL STRATHMORE  
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