

# INDUSTRY GUIDES

Kogod Center for Career Development

# INDUSTRY GUIDES

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# Accounting

## Overview of the Industry

Accounting, simply said, is the language of business. It is the science of tracking an individual's or an organization's financial activities in order to create actionable information for stakeholders. Because accounting is essential to the functioning of any organization, and to ensure that organizations are in compliance with the IRS and other regulatory bodies, it has become one of the fastest growing industries worldwide. Over the next decade, employment in the industry is expected to grow by 13%. While many will secure employment with the Big Four accounting firms (PwC, KPMG, Deloitte, EY), there are countless opportunities with small and mid-size firms. All of these firms, both large and small, will expect their employees to sit for the CPA exam early on

in their career, or in some cases, before they begin work. Already having passed the CPA is a significant advantage for job candidates. The accounting space includes audit, assurance, and tax. Across the board accountants tend to earn more (\$70k on average) than the national average (\$45k) with some in tax earning six figures. The accounting space is also very cyclical as tax season is the busiest time and can lead to long hours.

Employers actively seek out candidates with strong interpersonal, attention to detail, and communication skills.

Specializations Kogod students can study include accounting, finance, and entrepreneurship.

## Recruiting Cycle



### Full Time

September – October:  
Application Deadlines

October – November:  
Interviews Begin

Nov – December: Hiring  
Decisions

### Internships

January – February:  
Application Deadlines

Feb – March: Interviews

March – April: Hiring  
Decisions

## KCCD Events



Accounting and Finance  
Day – September

Careerpalooza/Career-Con –  
(fall/spring)

On-Campus Recruiting

Job & Internship Fair –  
(fall/spring)

Kogod Network – April

Scoring More: Beyond the  
Big 4

# Accounting

## *Sample Full-Time Jobs of Kogod Graduates*



Practice Director, PwC  
Consultant, Baker Tilly Virchow Krause, LLP  
Senior Associate, Freddie Mac  
Tax Associate, EY  
Senior Associate, Freddie Mac  
Assurance Associate, PwC  
Associate, RMA Associates, LLC  
Accounting Assistant, International Monetary Fund  
Senior Tax Analyst, AOL  
Tax Senior Associate, CohnReznick  
International Tax Manager, Gannett

## *Sample Internship Sites*



PwC  
EY  
KPMG  
Deloitte  
Watkins Meegan  
CohnReznick  
Bond Beebe  
AARP  
The Bozzuto Group

## *Student and Professional Organizations to join*

<b>Student Organizations</b>	<b>Professional Organizations</b>
<a href="#">Kogod Accounting Club</a>	<a href="#">American Institute of Certified Public Accountants</a>
Association of Certified Fraud Examiners	<a href="#">National Association of State Boards of Accountancy</a>

For more information about the industry, please review Vault Guide to Accounting Jobs and Vault Career Guide to Accounting. (log-in via CareerSource for free access)

# Consulting

## Industry Overview

Consulting firms seek out bright individuals with strong leadership, problem solving, analytical, and reasoning skills. Consulting firms are located worldwide and include management/strategy consulting firms as well as firms specializing in specific areas like financial consulting, information technology, marketing, and HR. Some consulting firms also specialize in specific industries/sectors (such as Deloitte's federal practice or the Advisory

Board's focus on healthcare and education). Consulting firms also come in a variety of sizes. While some of the large, well-known ones such as Bain and McKinsey have multiple advisory practices, smaller boutique firms specialize in specific areas, and some companies have internal consulting departments. The industry is known for long hours and a lot of travel, but hours and length of client engagement vary.

Typical Specializations: Management, Information Systems and Technology, Accounting, Finance, Marketing

## Recruiting Cycle



### Full Time

August – October:  
Application Deadlines

October – November:  
Interviews Begin

Nov – December: Hiring  
Decisions

### Internships

January – February:  
Application Deadlines

Feb – March: Interviews

March – April: Hiring  
Decisions

## KCCD Events



Consulting Day – September

Careerpalooza/Career-Con –  
(fall/spring)

On-Campus Recruiting

Job & Internship Fair –  
(fall/spring)

Kogod Network – April

# Consulting

## Sample Full-Time Jobs of Kogod Graduates



Federal Strategy and Operations Specialist, Deloitte  
Consulting Associate, Cambridge Associates  
Consultant, IBM  
NYC Consultant, Protiviti  
Technology Consultant, Protiviti  
Development Consultant, Ronald McDonald House  
Consultant, Health HIV  
Consultant, Inter-American Development Bank  
Consultant, EY  
Consultant, PWC  
Staff Consultant, Baker Tilly Virchow Krause  
Consultant, Infostrat  
Project Consultant, LogiSante  
Associate Consultant, MicroStrategy  
SLO Consulting, Deloitte

## Sample Internship Sites



IBM  
Deloitte  
Protiviti  
Ernst and Young  
PWC

Note: Most large consulting firms have summer internship programs geared toward juniors/1<sup>st</sup> year MBAs

## Organizations and Resources

[Kogod Undergraduate Business Association](#)

[Kogod Consulting Club](#)

[Association of Management Consulting Firms](#)

[Institute of Management Consultants USA](#)

[Consulting Magazine](#)

[Kennedy Consulting Research and Advisory](#)

[Consulting Crossing](#)

[Wet Feet Guide](#)

Vault Career Guide to Consulting (log in via CareerSource for free access)

Note: Many major consulting firms also publish articles on their sites.

# Entrepreneurship

## Overview of the Industry

An entrepreneur is an individual who launches and manages their own business ventures, goods, or services. Many benefits of being an entrepreneur are pursuing a personal dream, freedom, being your own boss, and ability to be the decision maker. However, some drawbacks include risk, lack of capital, and traditional/nontraditional work hours.

There are many ways to learn more about becoming an entrepreneur. Attend networking events to meet members of the entrepreneurship

community, intern at a Start-Up, and take advantage of events/resources on campus.

The Small Business Administration (SBA) provides small businesses with a number of resources, including loans, start-up kits, and workshops and

Specializations within Kogod students can study are entrepreneurship, information systems and technology, finance, and marketing.

## Recruiting Cycle



Recruitment cycle for full-time and internship opportunities is ongoing.

## KCCD Events



Consulting Day – September

On-Campus Recruiting

Careerpalooza/Career-Con – (fall/spring)

Job & Internship Fair – (fall/spring)

The Kogod Network – April

Startup Career Expo at GW

[DC Startup Weekend](#)

*Kogod's Incubator provides accepted ventures with mentors, networking opportunities, educational opportunities, access to resources, and space to guide them through the early stages of product, service, and business development. To learn more about the Incubator, click [here](#).*

# Entrepreneurship

## *Sample Full-Time Jobs of Kogod Graduates*

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Founder/ Managing Director  
Research Associate  
Development Consultant  
Small Business Lending Officer  
CEO  
Development Associate  
Real Estate Agent  
Sales Assistant  
Wholesale Development Program

## *Sample Internship Sites*

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Canvas Solutions, Inc.  
Fight for Children  
FINCA International  
Partners of the Americas  
Latino Economic  
Development Corporation  
The Millennium Project

## *Student and Professional Organizations to join*

<b>Student Organizations</b>	<b>Professional Organizations</b>
<a href="#">Undergraduate Business Association</a>	<a href="#">Entrepreneurs' Organizations</a>
Entrepreneurs Club	<a href="#">Association for Small Business &amp; Entrepreneurship (USASBE)</a>
Toastmasters	Professional Networking MeetUps at Meetup.com



# Finance

## Overview of the Industry

Finance is the science of money and asset management. The finance field is diverse and offers individuals a variety of career opportunities and functions. More specifically, “finance” encompasses sectors like commercial banking and investment management (hedge funds, mutual funds, private equity, and venture capital). Much of the finance space revolves around a balance of risk and return on investment, where margins tend to increase as more risk is incurred and vice versa. The work of a professional money manager or financial advisor is to assess their clients’ risk tolerance and invest their funds accordingly to get the highest rate of return. These professions tend to require a lot of initial ground work in the first few years to establish a pipeline of clients and

referrals, and therefore more assets under management.

While the finance industry can be lucrative, it is at the mercy of the economy. Employment trends in finance tend to follow the overall health of the US economy. Furthermore, New York City, which has historically been a finance hub, is seeing a slow shift away from the industry in favor of other sectors. This is good news for students who want to work in finance and are interested in doing so outside of the New York area.

Amidst stiff competition, Kogod students have typically found their way into the finance space through a systematic networking initiative coupled with on campus recruiting.

## Recruiting Cycle



### Full Time

August – October:  
Application Deadlines

October – November:  
Interviews Begin

Nov – December: Hiring  
Decisions

### Internships

August – February (Range):  
Application Deadlines

Feb – March: Interviews

March – April: Hiring  
Decisions

## KCCD Events



Accounting and Finance  
Day – September

Careerpalooza/Career-Con –  
(fall/spring)

On-Campus Recruiting

Job & Internship Fair –  
(fall/spring)

Kogod Network – April

# Finance

## Sample Full-Time Jobs of Kogod Graduates



Structured and Corporate Finance Consultant,  
World Bank  
Senior Associate, Freddie Mac  
Structured Finance Associate, KPMG  
Analyst, JP Morgan  
Assistant VP, US Trust  
Assistant VP Quantitative Analyst, Merrill  
Lynch  
Analyst, UBS Wealth Management  
Assistant VP of Risk Governance, Citi Group  
Financial Planner, Motley Fool  
Financial Advisor, Park Avenue Securities  
Staff Consultant, Baker Tilly Virchow Krause  
Analyst, Carlyle Group  
Financial Advisor, Morgan Stanley  
Associate, Goldman Sachs  
Manager, Advisory Asset Management, PwC

## Sample Internship Sites



JP Morgan Chase  
Fannie Mae  
Citi Group  
AXA  
Cambridge Associates  
UBS  
Morgan Stanley

## Student and Professional Organizations to join

Student Organizations	Professional Organizations
Kogod Financial Management Association	<a href="#">Securities and Financial Markets Association</a>
Kogod Private Equity Club	<a href="#">Certified Financial Planning Board of Standards</a>

For more information about the industry, please review Vault Career Guides to Investment Management and Commercial and Investment Banking. (log-in via CareerSource for free access)

# Information System & Technology

## Overview of the Industry

Information Systems (IS) is a bridge between business and technology. IS focuses on the computer systems within a company to ensure the organizational goals are accomplished. Information Technology (IT) can be divided into hardware, software, or the internet.

According to the U.S. Bureau of Labor Statistics, opportunities for computer professionals (including network administrators, computer system analyst, support specialist, and database administrators) are expected to rise through 2022. The field is growing due to an increase of businesses and individuals using technology, the demand of computer

security, and increase of IT in healthcare.

Professionals may work for market leaders (such as *Microsoft* or *Google*), small- to medium-sized companies, government agencies, healthcare, or consulting.

Employers seek candidates with formal education, ability to stay current on new technologies, are flexible, possess problem-solving abilities and interpersonal skills.

Specializations within Kogod students can study are information systems and technology, entrepreneurship, finance, and international business.

## Recruiting Cycle



Recruitment cycle for full-time and internship opportunities is ongoing.

## KCCD Events



Consulting Day – September

IT's a Carnival – November

On-Campus Recruiting

Careerpalooza/Career-Con – (fall/spring)

Job & Internship Fair – (fall/spring)

Kogod Network – April

Startup Career Expo *at GW*

# Information System & Technology

## Sample Full-Time Jobs of Kogod Graduates



Junior Functional Support  
Analyst

Software Client Liaison

Account Manager

Junior Project Manager

Consultant

IT Attestation Associate

Analytics Analyst

Associate Engineer Analyst

## Sample Internship Sites



KPMG

NJI Media

National Public Radio

The Millennium Project

MindPetal Software  
Solutions

British Embassy

TechAmerica

Syncsort

## Student and Professional Organizations to join

Student Organizations	Professional Organizations
<a href="#">Undergraduate Business Association</a>	<a href="#">Association of Information Technology Professionals</a>
Toastmasters	<a href="#">Association for Information Systems</a>
	<a href="#">Association for Computing Machinery</a>
	<a href="#">Information Systems Security Association</a>

# International Business

## *Overview of the Industry*

International business encompasses all manner of commerce that is transacted across borders. While it is not its own industry specifically, more and more companies find themselves engaging in business well beyond their country of origin. As the world becomes a smaller place, having an understanding of intercultural dynamics, proficiency in another language, and the ability to successfully engage diverse groups of people will be essential skills for anyone interested in working internationally. While many people will think of international business as being limited to international development and large corporations, one can find work internationally in education,

government, law, management consulting, real estate and much more. Each of these areas will have their own requirements, such as the Foreign Service Exam for federal employees, or the Bar for attorneys.

Despite these various requirements, employers seek working proficiency in a second language and a demonstrated ability to work with an international set of stakeholders.

Specializations within Kogod include Accounting, Entrepreneurship, Finance, Information Systems & Technology, International Business, Management, and Marketing.

## *Recruiting Cycle*



Recruitment cycle for full-time and internship opportunities is ongoing.

## *KCCD Events*



Careerpalooza/Career-Con – (fall/spring)

International Business Panel – February

On-Campus Recruiting

Job & Internship Fair – (fall/spring)

Kogod Network – April

# International Business

## Sample Full-Time Jobs of Kogod Graduates



Analyst, World Bank

Consultant, Inter-American Development Bank

Pricing Analyst, Camris International

Human Capital Analyst, Accenture

English Instructor, Berlitz

Assistant VP Export Agency & Finance, Citi Group

## Sample Internship Sites



World Bank

IMF

Citi Group

OAS

USAID

Department of Defense

Booz Allen

## Student and Professional Organizations to join

Student Organizations	Professional Organizations
Alpha Kappa Psi	<a href="#">International Business Association</a>
Consulting Club	<a href="#">International Development Association</a>
Toastmasters	<a href="#">Association of International Development Agencies</a>
Entrepreneurs Club	

For more information about various industries, please review the Vault Career Guide (log-in via CareerSource for free access)

# Marketing/Advertising

## Overview of the Industry

Marketing involves the process of producing, pricing, communicating, and delivering offerings of value that encompasses branding, advertising, digital, research, and more. Advertising establishes and maintains the relationship between the companies, customers, and products, as well as create effective campaigns. Marketing and advertising professionals may work in full-service agencies (which incorporates marketing strategy development, ad creation, media planning and buying, account planning and research, and production) or boutiques.

According to the U.S. Bureau of Labor Statistics (BLS), employment of advertising, promotions, marketing managers, and advertising sales agents is expected to grow 7% through 2022.

Skills employers seek are creativity, problem-solving, analytical, and communication.

Specializations within Kogod students can study are marketing, finance, management, entrepreneurship, information systems and technology, and international business.

## Recruiting Cycle



Recruitment cycle for full-time and internship opportunities is ongoing.

## KCCD Events



Marketing & Communication Day – February

On-Campus Recruiting

Careerpalooza/Career-Con – (fall/spring)

Job & Internship Fair – (fall/spring)

The Kogod Network – April

Sports Industry Networking and Career Conference (SINC) *at GW*

Sports Events Marketing Experience (SEME) Conference

Startup Career Expo *at GW*



# Marketing/Advertising

## Sample Full-Time Jobs of Kogod Graduates



Production Coordinator

Social Media Manager

Publicity Assistant

Web and Media Developer

Analytics Analyst

Assistant Editor

Marketing and Outreach  
Manager

Account Associate

## Sample Internship Sites



D.C. United

Hilton Worldwide

National Geographic  
Channel

New Media Strategies

Paramount Pictures

RTC Agency

The Advertising Council

United Nations Foundation

## Student and Professional Organizations to join

Student Organizations	Professional Organizations
<a href="#">Undergraduate Business Association</a>	<a href="#">American Marketing Association</a>
<a href="#">Kogod Marketing Association</a>	<a href="#">Public Relations Society of America</a>
Toastmasters	<a href="#">American Association of Advertising Agencies</a>
	<a href="#">American Advertising Federation</a>

For more information about the industry, please review Vault Career Guide to Advertising and Marketing (log-in via CareerSource for free access)



# Media/Entertainment

## *Overview of the Industry*

The Media and Entertainment Industry comprises of film, print, radio, video games, online content, and television. Companies in the field develop products and offer services to either education, raise awareness, or for recreation. According to Vault, a few of the top ten media and entertainment companies are The Walt Disney Company, Time Warner Inc., McGraw-Hill Companies, Paramount Pictures, and more.

Companies are located throughout the United States, however some sectors are located in certain geographic areas (For example, most film productions are in NY or LA).

Professionals can work as reporters, writers, film and video editors, photographers, as well as in behind the scene positions such as public relations, marketing managers, and more.

In addition to an undergraduate degree, skills employers seek are ability to solve problems, work independently and collaboratively, and meet deadlines. Specializations within Kogod students can study are marketing, finance, accounting, information systems and technology, international business, entrepreneurship, and finance

## *Recruiting Cycle*



Recruitment cycle for full-time and internship opportunities is ongoing.

## *KCCD Events*



Business of Entertainment Panel – April

On-Campus Recruiting

Careerpalooza/Career-Con – (fall/spring)

Job & Internship Fair – (fall/spring)

The Kogod Network – April

Sports Industry Networking and Career Conference (SINC) *at GW*

Sports Events Marketing Experience (SEME) Conference

# Media/Entertainment

## Sample Full-Time Jobs and Internship Employers

### of Kogod Graduates

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Conference Room Booking  
Assistant and Receptionist

Events Fellow

Recording Industry  
Association of America

Sirius XM

The Howard Theatre

Warner Music Group

Third Encore

Songwriter's Guild of  
America Foundation

### Quick Tip

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To break into the industry, we encourage a multi-focused job search strategy that includes conducting informational interviews, attending networking events, using industry-specific job search websites, exploring media and entertainment companies, interning, and volunteering.

## Student and Professional Organizations to join

Student Organizations	Professional Organizations
<a href="#">Undergraduate Business Association</a>	<a href="#">National Association of Broadcasters</a>
<a href="#">Kogod Marketing Association</a>	<a href="#">Association of American Publishers</a>
Toastmasters	<a href="#">Association of Magazine Media</a>
	<a href="#">National Association of TV Programming Executives</a>

# Real Estate

## Overview of the Industry

The real estate industry is one that covers all aspects of commercial, industrial, agricultural and private property, including sales, appraisals, development, brokerage, management, leasing and more. Real estate is a \$30 billion industry that employs people from all walks of life. Many jobs in real estate are relatively easy to get into, although to be truly competitive one will benefit from having passed the real estate licensing exam. While many jobs in real estate have flexible hours, this flexibility can come at the cost of working on commission and/or working weekends. Much like the finance space, the real estate market is at the mercy of the economy and interest rates. Still, the

supply of available land in metropolitan cities is largely limited, while the demand will continue to rise. Real estate is regarded as a stable industry that is expected to grow by 12% over the next decade. In particular, property management is expected to increase with the surge of baby boomers that are retiring. A business degree will be essential to remain competitive as a property manager.

Employers seek a balance of emotional and quantitative skills, particularly when dealing with residential clients.

Specializations within Kogod include real estate, finance, and management.

## Recruiting Cycle



### Full Time

September – October:  
Application Deadlines

October – November:  
Interviews Begin

Nov – December: Hiring  
Decisions

### Internships

January – February:  
Application Deadlines

Feb – March: Interviews

March – April: Hiring  
Decisions

## KCCD Events



Careerpalooza/Career-Con –  
(fall/spring)

Real Estate Day – October

On-Campus Recruiting

Job & Internship Fair –  
(fall/spring)

Kogod Network – April

# Real Estate

## Sample Full-Time Jobs of Kogod Graduates



Commercial Real Estate Portfolio Manager, Eagle Bank

Associate, Fannie Mae

Associate Broker, Long & Foster

Savings Program Administrator, CBRE

VP Market Lead, Jones Lang LaSalle

Senior Property Manager, JBG Companies

Associate, Spirit Realty Capital

## Sample Internship Sites



Bozzuto

The JBG Company

Lincoln Property Company

Equity Residential

Costar Group

Freddie Mac

Fannie Mae

Redfin

## Student and Professional Organizations to join

Student Organizations	Professional Organizations
Real Estate Club	<a href="#">National Real Estate Investor</a>
	<a href="#">Institute of Real Estate Management</a>
	<a href="#">National Association of Realtors</a>
	<a href="#">National Association of Real Estate Investment Trust</a>

For more information about the industry, please review Vault Career Guide to Real Estate Jobs (log-in via CareerSource for free access)

# Sustainability/CSR

## *Overview of the Industry*

While many people think of the environment when they think of sustainability, it refers to a much larger scope of professional areas. Some of these include clean energy, construction, social responsibility, international development, sustainable agriculture, corporate responsibility, impact investing, microfinance and others. One of the challenges of sustainability is to show that sustainable practices are not only beneficial to the world at large, but cost effective for organizations. With this in mind, more and more organizations are either seeking out consulting firms who specialize in different aspects of sustainability, or housing their own sustainability departments and personnel. Because the concept of sustainability is so broad, there is little in the way

of programmatic recruiting for positions that would fall under the category of "sustainability." Still, associations like Net Impact are focal points for the sustainability community and offer many opportunities for networking and employment. As a relatively new and niche industry many students will find that networking and becoming a member of the community are the best ways to secure employment.

Employers in sustainability seek a mix of passion and the ability to produce results.

Specializations within Kogod include: MS in Sustainability Management

## *Recruiting Cycle*



Recruitment cycle for full-time and internship opportunities is ongoing.

## *KCCD Events*



Accounting and Finance Day – September

Consulting Day – September

Careerpalooza/Career-Con – (fall/spring)

On-Campus Recruiting

Job & Internship Fair – (fall/spring)

Kogod Network – April

# Sustainability/CSR

## Sample Full-Time Jobs of Kogod Graduates



Sustainability Consultant, AtSite Inc.  
 Sustainability Fellow, Rare  
 Climate Change Research Assistant, ICF  
 Manager - Corporate Partnerships and  
 Philanthropy, Population Services International  
 Institution Builder, Ashoka  
 VP Sustainability + Social Impact, Weber Shandwick  
 Coordinator - Global Sustainability & Corporate  
 Responsibility, Tiffany & Co.

## Sample Internship Sites



Nestlé  
 Emerald Planet  
 Environmental Defense  
 Fund  
 District Department of the  
 Environment  
 Center for Climate and  
 Energy Solutions  
 TerraCycle  
 World Wildlife Fund  
 American Council for an  
 Energy Efficiency Economy

## Student and Professional Organizations to join

Student Organizations	Professional Organizations
Kogod Financial Management Association	<a href="#">Net Impact</a>
Kogod Private Equity Club	<a href="#">US Green Building Council</a>
	<a href="#">Association of Climate Change Officers</a>
	<a href="#">Clean Energy Leadership Institute</a>

For more information about the industry, please review Vault Career Guides to Environmental Careers and Green Programs (log-in via CareerSource for free access)