



CITADEL NEWS SERVICE

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CGC participating in FBI collegiate recruitment program

The Citadel Graduate College is one of six schools in the country participating in the FBI Collegiate Marketing and Recruitment Program, which is designed and managed by Edventure Partners to give students real world experiences by working with actual clients.

Students in the graduate course "Foundations of Marketing and International Business" have created an in-class, marketing agency, IDEAS IN ACTION, responsible for researching, implementing and evaluating an integrated marketing campaign aimed at increasing awareness of FBI careers among the Generation Y target market. All six campuses will also be working to drive traffic to an FBI recruiting Web site tailored to their campus.

Citadel graduate studies marketing students have a rare opportunity to put their education to work in the real world with a global organization. Students will conduct market research and analyze their findings to create and implement a strategy for reaching and educating young people about FBI careers.

Using the slogan "The FBI Looks like You" students will develop a marketing plan. The FBI will provide IDEAS IN ACTION with a \$2,500 budget to help bring the strategy to life. On Dec. 3 students will conduct post-campaign research to measure the success and give a formal presentation to the FBI summarizing the campaign and results.

"Our marketing program's mission is to promote the careers and opportunities offered by the FBI," said Seth Banks, an MBA student participating in the project. "We believe it is imperative that the public understands the vast array of jobs offered by the FBI. While the economy has prevented other industries from hiring new personnel, the FBI is just the opposite."



Students with critical thinking skills and knowledge of a foreign language such as Arabic, Chinese, Farsi, Hebrew, Hindi, Japanese, Korean, Pashtu, Punjabi, Russian, Spanish, Urdu and Vietnamese could qualify for numerous position with the FBI, including special agents, management and budget analysts, staff operations specialists, IT and human resources specialists, personnel security specialists, and forensic examiners.

By partnering with universities, the FBI is able to collaborate with students to develop creative strategies to effectively reach their peers. More information about FBI careers can be found at www.fbijobs.gov/citadel For more information please contact Miroslava Ondrusova [by email](#).

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