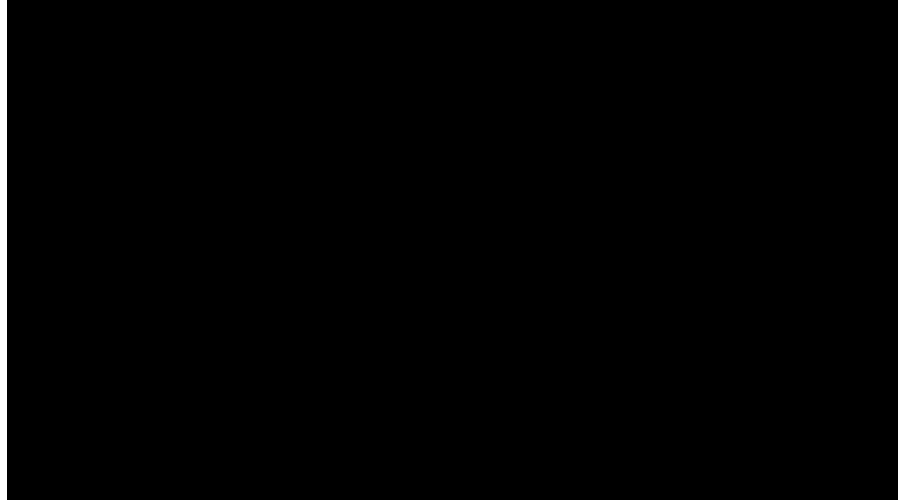


Supporting the career outcomes of professional programs: The relevance of portfolios and case studies for Masters of Marketing students in their job search



Why should Academic Business Librarians support the career outcomes of professional programs?

H. McKay



Rebrand library resources as premium content to help students differentiate themselves and their degree.

It's about 'finessing' the heavy lifting you've already done.

An experiment in progress: where next?

H. McKay

References