

6 STEP CAREER GUIDE

GAIN EMPLOYMENT IN TODAY'S EXCITING CRAFT BEER INDUSTRY
UNIQUE CAREER COACHING SUPPORT

1 CREATE A JOB SEARCH STRATEGY

Think long-term happiness: what's your area of interest? UVM's Business of Craft Beer Program offers 5 specialized courses to help you focus on one or several aspects of craft beer operations.

2 EXPLORE CAREER OPPORTUNITIES

Whether you are considering opening your own brewery or planning on gaining employment with an existing brewery or wholesaler, our Career Coach offers valuable support. Work with our Career Coach to develop a strategy for yourself or learn how to build a winning brewery team. Our marketing course also helps you conduct research to select the best location for a new brewery.

3 CUSTOMIZE YOUR RESUME

Update your resume for the target job. While cover letters are important and necessary, focus on resume content—build your experience and education to boost your marketability.

4 NETWORK

Our Business of Craft Beer program introduces you to a number of industry leaders who can offer career advice and provide direction. BoCB also helps you gain access to craft beer staff in your community as you examine and explore critical topics in your studies with them.

5 INTERVIEWING IS A SCIENCE

Job candidates should communicate their ability to fit in with the organization's culture and team, demonstrate a passion for the industry and brand as well as the ability to perform the job well. Confidence is key, but gain necessary industry knowledge to back up your bravado through UVM's fully online courses.

6 EVALUATE YOUR OFFER

Salary isn't the only thing to negotiate. What has value to you? In addition to job benefits, our Career Coach helps you develop a roadmap for entry into the craft industry and future career growth.



456,000+
JOBS



6,500+
BREWERIES



\$67.8+
BILLION
IN SALES

THE UNIVERSITY OF VERMONT
CONTINUING AND
DISTANCE EDUCATION

FOR MORE INFO ON THE BUSINESS
OF CRAFT BEER CERTIFICATE, VISIT:

GO.UVM.EDU/BEERCAREER