



Marketing Yourself to Employers in your Home Country

Understanding the Recruitment Process in your Home Country

In some countries many jobs are not even advertised so making 'speculative applications' directly to employers will be necessary. This usually involves writing a CV and targeted covering letter. For advice on making speculative applications see the Careers Network [Make applications](#) and [make an appointment](#) to speak to a careers consultant.

You will also need to be aware of the business and cultural norms regarding the application and interview process. For multinational businesses application and interview processes may be very similar to those of the UK so you can take advantage of the advice and services of [Careers Network](#) and other sources such as www.prospects.ac.uk to prepare yourself for applications and interviews.

It is also worth understanding the cultural norms of the working environment. Your employer will expect you to behave in a particular way in the workplace and also will have defined views on the salary and entry position of new graduates. These may not be in line with your own expectations, however in order to be successful, you may have to have more modest goals at first.

To find out if there are differences and to investigate the employment market in your home country, view the [country profiles](#) on the Prospects website or [Going Global](#). See also our section on [Working Abroad](#).

Making the Most of Your UK Experience

Coming to the UK to study means you have invested in your education. Multinational employers will require you to have developed a balance of a good academic qualification, transferable skills and work experience, particularly relevant to the job you are looking for.

You should also consider the type of employer you are applying to and the cultural expectations of these businesses. For example, in China, multinational businesses value unpaid experience or voluntary work, whereas state owned companies prefer paid work experience and place little importance on other experience. So you may need to be selective on the type of experience you acquire while you are here, or ensure that you get appropriate experience before you come.