



**University of Southern California  
Marshall School of Business  
Career Advantage Program Demographic Overview  
2010-2011**

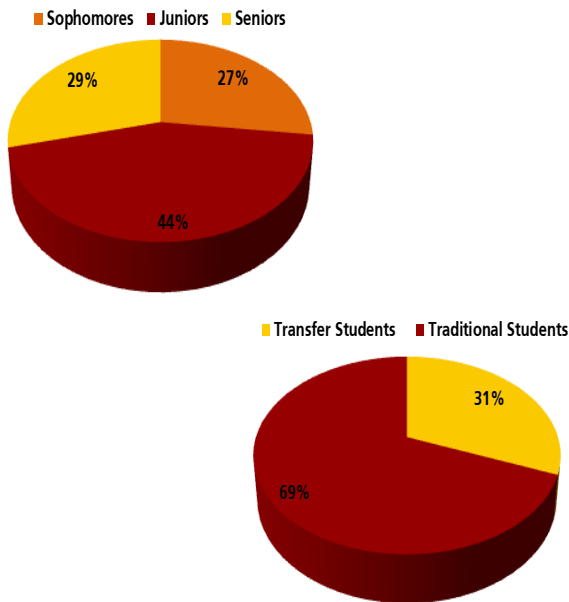
The Career Advantage MENTORING Program (CAP) is offered through the Marshall Undergraduate Student Services Office. It provides **sophomore, junior** and **senior**-level undergraduates the opportunity to be paired with Marshall alumni who assist them in developing professional, interpersonal and networking skills critical to their success.

**“CAP does a great job of helping students connect with experienced professionals and develop lifetime mentors. I have greatly benefited from CAP during my time at Marshall.” 10-11 Student Mentee**

**Participant Demographics**

<b>Total Number of Mentors</b>	109
<b>Total Number of Students</b>	360
<b>Student Applicants Accepted</b>	72%
<b>Student Applicants Denied</b>	28%
<b>Average Overall USC GPA</b>	3.49
<b>Average Overall Marshall GPA</b>	3.46

**Student Class Standings and Transfer Student Status**



**Top Five Areas of Study of Student Participants**  
Finance, Accounting, Entrepreneurship, Management & Marketing

**Participant Perspectives**

**Student Satisfaction**  
86% Students Satisfied With Program  
79% Students Rated Mentors 4 or 5 (5 being best)

**Mentor Satisfaction**  
88% Mentors Satisfied With Program  
79% Mentors Satisfied With Mentees

**Average Hours Spent On CAP Per Month**  
67% Students Spent 1-3 Hours Per Month  
50% Mentors Spent 1-3 Hours Per Month

- Skills Mentors Impart to Students**
- Serve as a role model
  - Build interview and job search skills
  - Advise students on academic and career goals
  - Guide students in networking
  - Act as a link to the business world
  - Help students prepare for the workplace

- Key Areas of Mentor Expertise**
- Accounting
  - Entrepreneurship
  - Finance
  - Management/Human Resources
  - Management Consulting/Information Systems
  - Marketing
  - Real Estate

**Alumni Involvement**  
91% Mentors are USC alumni  
9% Mentors graduated from other institutions

**“CAP is still the best program available to students who want to connect with those of us active in the business world.” 10-11 Mentor**

<https://www.uscmarshallcap.org/>