

An Investigation into a University-Sponsored Career Day on a Student's Choice of a Profession

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ABSTRACT

The rationale of this study was to investigate whether high school students felt that a university-sponsored career day provided them with enough information about accounting in order to make an informed decision about a potential career in the field. Students from five high schools in Northeast Ohio attended a career day at Ashland University. After several presentations and activities, students were questioned about their future career plans as well as their view of the most valuable presentations. Although this study involved the field of accounting, the purpose was to focus on the impact a career day has on the intent to enter a particular profession.

Keywords: career day, future career plans, accounting