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Name for weekly column: Blazona's Business

Demographic: College students wanting to know more about money, finance, business, etc

Article: The Role of Internships: Building a Career

College is a time of learning, exploration, and preparation for the future. Internships are one of the best ways to gain valuable experience and skills and launch a successful career.

An internship is a short-term, paid or unpaid, on-the-job training program that offers students the opportunity to apply what they've learned in the classroom to real-world situations. Studies have shown that students who participate in internships are more likely to secure employment after graduation. According to Zippia, 70% of interns are hired at the same company they interned with following their internship.

Internships provide students with a competitive edge when applying for jobs, as they demonstrate to employers a commitment to the industry, as well as a level of competency and experience. In addition to gaining practical experience, internships are a great way to build a professional network.

It is important you actively seek out internships. Students can start by checking with their college career center or academic departments for opportunities. Internships can also be found through online job boards, such as Indeed or LinkedIn.

In conclusion internships play a crucial role in preparing college students for their future careers. They offer valuable experience, build confidence, and create lasting connections in the professional world.