

## **Career Building: Business and Marketing**

This class will use conversation and writing exercises to build the skills to prepare a professional portfolio and present your portfolio in an interview. It is closely modeled after a common US University "Professionalism" course that is aimed at preparing you for your future job search. We will work step by step beginning with writing a resume, reading job ads, writing a cover letter, and roleplaying the types of questions often asked in an interview. Please keep a folder of all of the handouts that you receive in this class as they will be used for your final portfolio that you may one day wish to present to a future employer.

### ***Objectives:***

-By the end of the course, students will be able to:

- Discuss and critique diverse aspects of resume styles
- Produce a resume of their own demonstrating their personal style and preferences
- Perform a job search on various internet platforms
- Describe the duties and qualifications of their desired position.
- Analyze cover letters for content and style
- Write a cover letter of their own based on their own goals, experiences, and job descriptions
- Discuss and develop questions that may possibly be asked in an interview
- Produce appropriate answers to those questions
- Plan how to avoid answering questions in an interview for various reasons (don't know the answer, discrimination, uncomfortable, etc)

### ***Tardiness:***

- Class will begin at 1PM. Late arrival will count as tardy. You will be marked absent at 1:10. In accordance with EF policy, 3 tardies will count as an absence.

### ***Grading:***

- Your participation grade will be based on the completion of the weekly activities as well as your contributions to class discussions.

- If you are absent one of the TWO days that we meet each week, the highest score you can achieve is a C for the week.

- At the end of six weeks, you will be expected to present your portfolio in a practice interview setting.

- Rubrics for the Resume and Cover Letter will be developed as a group in class.

	<b>Day 1</b>	<b>Day 2</b>
<b>Week 1</b>	<p><b>Class Introductions</b></p> <p><i>Discussion:</i> Why did you take this course? What are your goals? What sort of things do you do to get a job? Where do you start?</p> <p><i>Activity:</i> Complete a class survey</p> <p><i>Homework:</i> Find a place that you can collect an application and bring to the next class.</p>	<p><b>Resume</b></p> <p><i>Discussion:</i> What is a resume? Why do we write one? What goes into a resume? What should be omitted? How is it different from an application? What language do we use in a resume?</p> <p><i>Activity:</i> Fill out a job application</p>
<b>Week 2</b>	<p><b>Formatting</b></p> <p><i>Discussion:</i> Looking at several different samples of resumes. What are their similarities/ differences? What are the Pros/Cons of those differences? What options do you have in formatting your resume?</p> <p><i>Activity:</i> Begin typing your resume.</p> <p><i>Homework:</i> Complete your resume and email to teacher before next class for printing.</p>	<p><b>Peer Review</b></p> <p><i>Discussion:</i> Review of formatting and language and other previous discussions.</p> <p><i>Activity:</i> Have 3 of your peers look over your printed resume. What changes could be made? How can it be improved? After receiving feedback, make the changes to your resume document and email it to the teacher before the next class for comments.</p>
<b>Week 3</b>	<p><b>Job Ads</b></p> <p><i>Discussion:</i> What is important to you when looking for a job? What do you look for in a job ad? Where do you look for a job ad? What if the job you are looking for is not advertised or does not provide enough information?</p> <p><i>Activity:</i> Search the internet for several appropriate job ads and copy them into a word document. Email to teacher at the end of class.</p>	<p><b>Cover Letters</b></p> <p><i>Discussion:</i> What is a cover letter? Who is it for? Why do we write them? What information should we put into a cover letter? What should be excluded? How long should it be?</p> <p><i>Activity:</i> Looking at samples of cover letters. What is similar/ different? What are the pros/ cons of those differences? Compare different styles and decide which one you will use.</p>
<b>Week 4</b>	<p><b>First draft</b></p> <p><i>Discussion:</i> Step by step, what should go into each portion of the cover letter.</p> <p><i>Activity:</i> Complete first draft of your cover letter and email to teacher before the next class for printing.</p>	<p><b>Peer Editing</b></p> <p><i>Discussion:</i> What makes a good cover letter? What format and style should we use?</p> <p><i>Activity:</i> Have 3 peers review your cover letter and make necessary changes to the file. Email to teacher before next class for comments</p>
<b>Week 5</b>	<p><b>Interview Questions</b></p> <p><i>Discussion:</i> What happens in an interview? Who is interviewing who? What kinds of questions will be asked? How can you prepare?</p> <p><i>Activity:</i> Students develop a list of general questions that they think will be asked in an interview and share them on a class google doc.</p>	<p><b>Preparing for an interview</b></p> <p><i>Discussion:</i> Every job is different, so there is no one correct answer to each question. How should you answer these questions? What kinds of questions can you ask in return?</p> <p><i>Activity:</i> In groups, students read each other's desired job ad, revise the questions, create additional questions of their own, and practice answering each of the questions.</p>
<b>Week 6</b>	<p><b>Tricky Questions</b></p> <p><i>Discussion:</i> What if you cannot answer a question, don't know an answer, or need more time? What if you are asked unfair or discriminatory questions? How can you respond?</p> <p><i>Activity:</i> Students come up with several situations and role play the event to practice tactfully avoiding questions when necessary.</p>	<p><b>Mock Interviews</b></p> <p><i>Discussion:</i> Walk me through the entire process of an interview. Start to finish. What should you expect? What should you avoid?</p> <p><i>Activity:</i> Students perform a group interview with their team members as both interviewer and applicant.</p>