

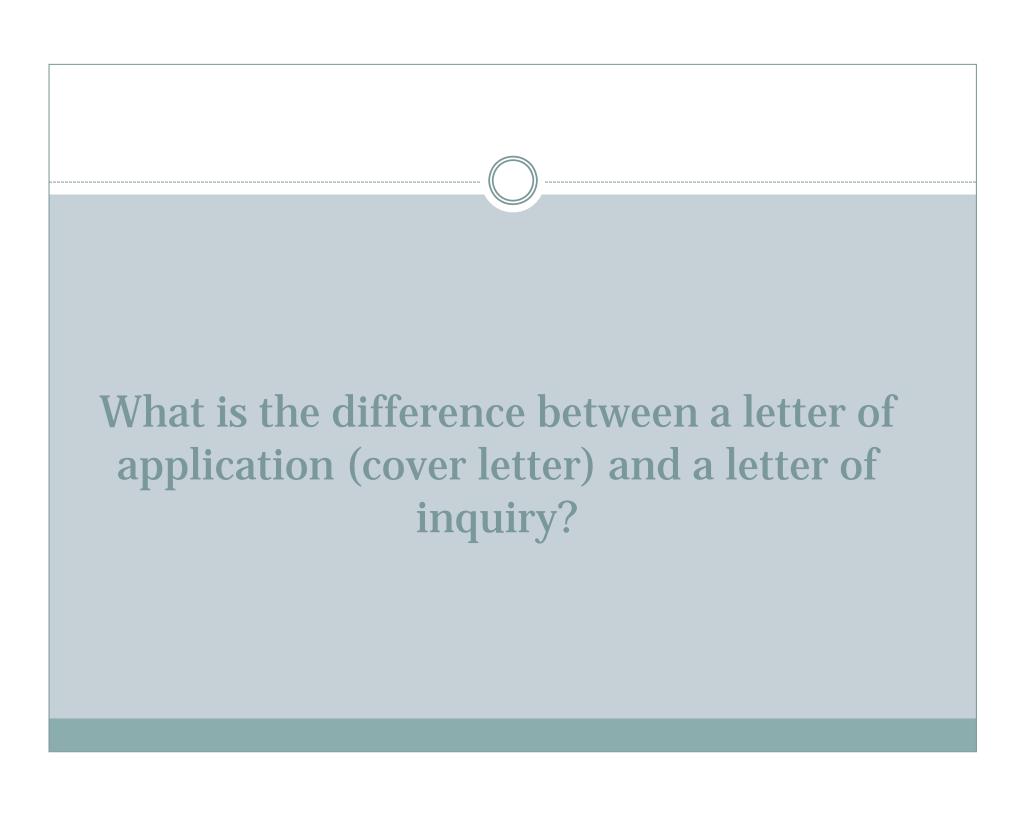
Resume

- Includes Personal Data such as name, address, phone numbers, e-mail, etc. for contact
- States background information such as educational experience, work experience, skills and abilities, activities, and awards/honors.
- Gives a prospective employer the opportunity to obtain information before an interview



Preparing a Resume

- Be consistent throughout the resume (don't abbreviate, bold headings, set all caps for headings, give detailed information such as contact phone numbers, etc.)
- Do not type in sentence format (paraphrase)
- PROOFREAD—<u>must</u> have Perfect copy!!!!
- Brag in a humble manner ©
- Keep it to one page!

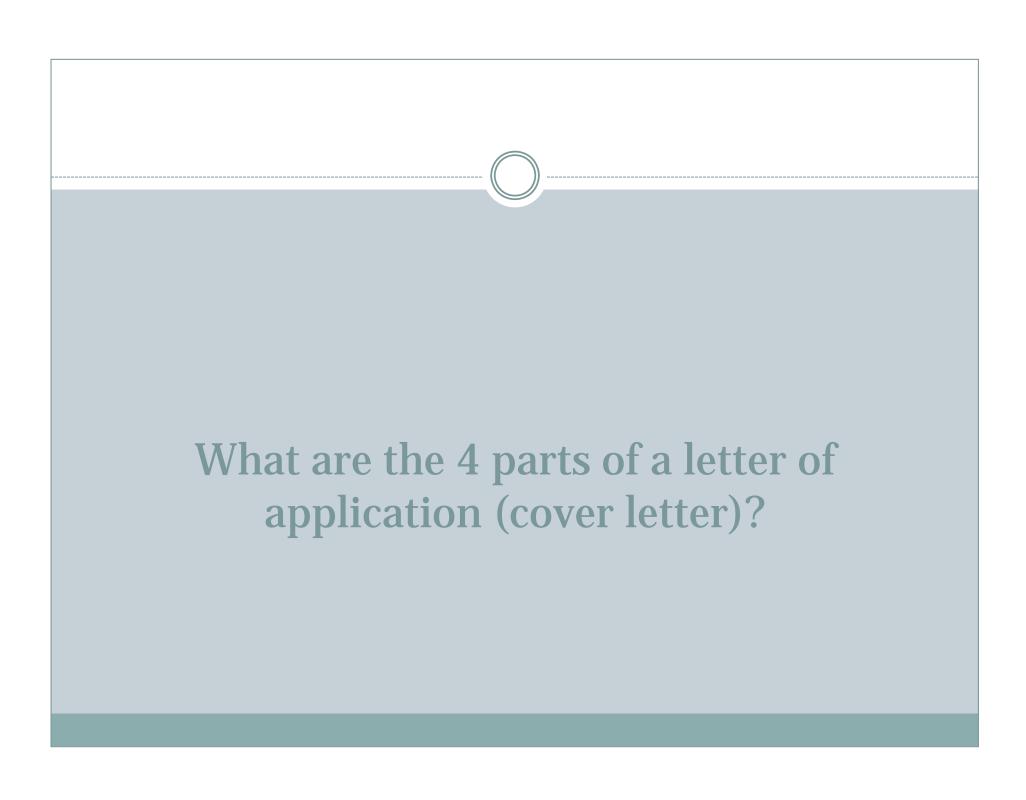


Letter of Application/Cover Letter

 Used to mail with a resume in order to apply for a specific job opening

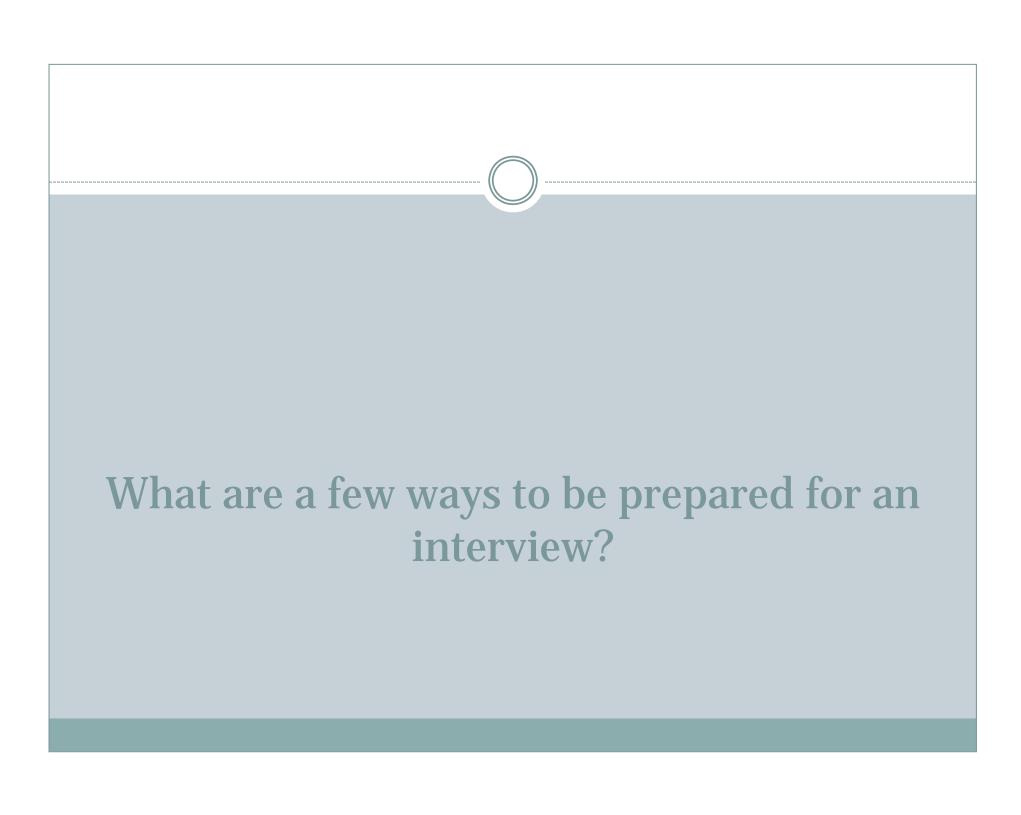
Letter of Inquiry

• Used to send with a resume in order to "inquire" of any openings a company may have available.



4 Parts of a Letter of Application

- Opening: state the job applying for
- Opening: state how you found out about the job opening
- Middle: describe why you are a qualified candidate for this opening
- End: state how you may be contacted



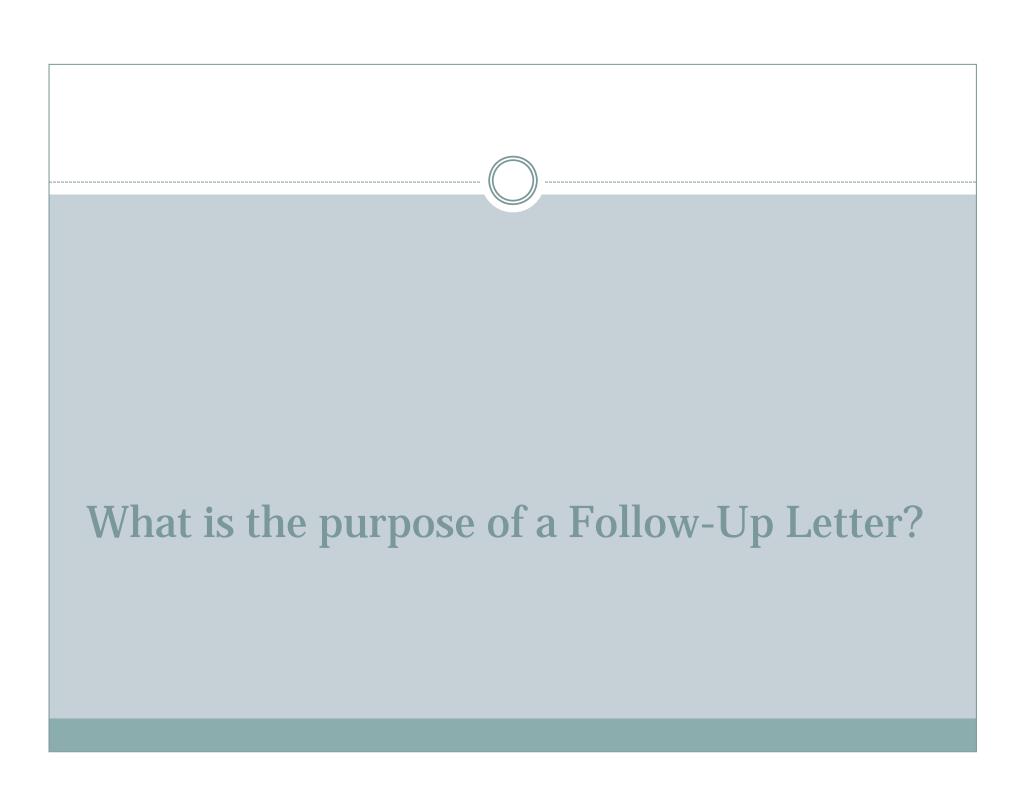
Preparation for an Interview

- Dress one level above the position you are applying for
- Professional level jobs must have a resume
- Know at least three references and their information (address, phone, e-mail)—cannot be family members
- Bring a writing utencil and notepad to the interview
- Good Hygiene (clean, not too much cologne or perfume, hair pulled back, ladies keep make-up conservative, etc.)
- Arrive early (make sure you know where you are going at least one day before the interview)



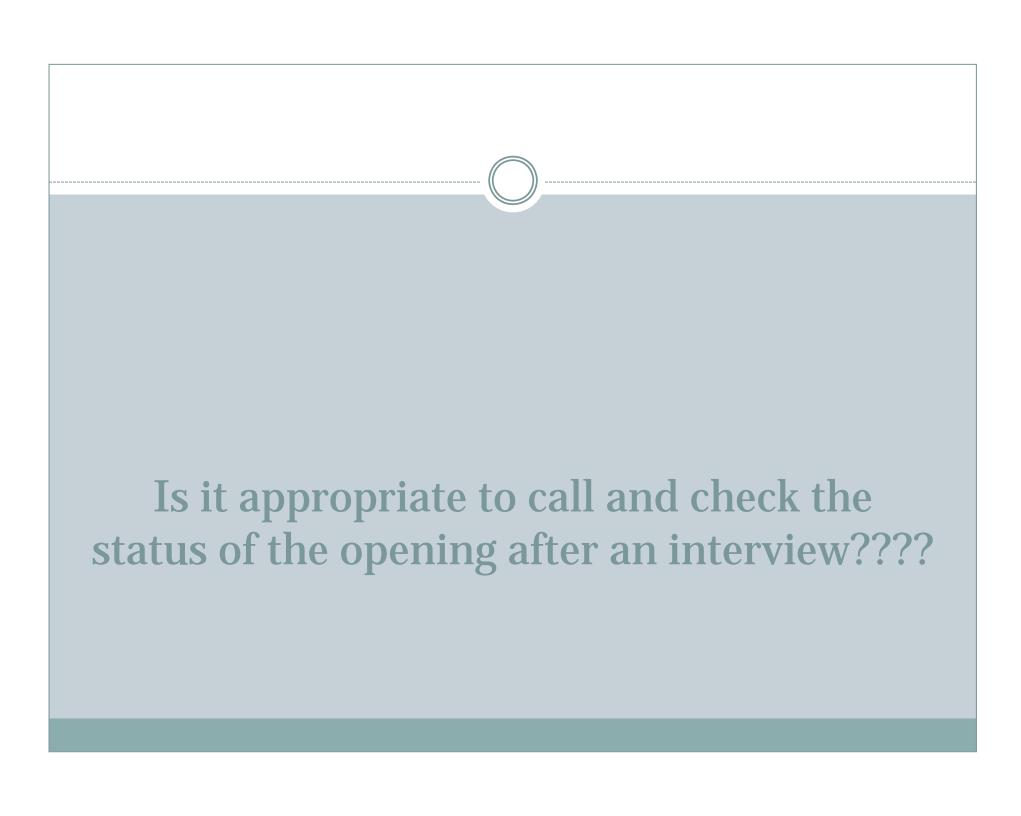
Interview Presentation

- Relax and Smile!
- Firm handshake
- Prepare with practice interview questions
- Introduce self and wait to be seated until asked by interviewer
- Confidence in self—know your goals and how you will achieve them
- No chewing gum!!!!



Follow-Up Letter

- Used to send upon completion of applying for a job and participating in an interview.
- Let's the prospective employer know that you are interested and reminds them of your qualifications.
- Sincere gesture (thank you note)
- Keeps your name in their thought process of determining the candidate for the opening



Status—Call

- Yes, it will actually show you are very interested
- Call with a sincere and humble manner
 - o "I was calling to check about the status of the job opening I had recently applied for and had an interview with the marketing department last week... Thank you so much for the update."

Career Assignment 1

- Create a Word Document with a title:
 - o "Your name's Goals"
 - October 2010
- Type a list of 5 short term goals (less than 1 year)
- Type a list of 5 long term goals (up to 5 years from now)
- Save to your student file/marketing folder
- Send a copy via Class Jump to your instructor

Career Assignment 2

- Create a brochure in MS Publisher
- The brochure must include information for studentreaders on "Career Preparation"
 - Use the materials discussed in class
 - Be creative and use graphical representations
 - Include at least one area of appropriate dress ideas (and may include a "What NOT to wear" section)