

# Career Notes



**MARKETING**



Describe a “resume”

# 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



What are a few rules to follow when  
preparing a resume?

# 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—**must** have Perfect copy!!!!
- Brag in a humble manner 😊
- Keep it to one page!



What is the difference between a letter of application (cover letter) and a letter of inquiry?

# 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.





What are the 4 parts of a letter of application (cover letter)?

# 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



What are a few ways to be prepared for an interview?

# 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 utensil 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)



How can one present themselves well in an 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!!!!



**What is the purpose of a Follow-Up Letter?**

# 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





Is it appropriate to call and check the status of the opening after an interview????

# Status—Call



- Yes, it will actually show you are very interested
- Call with a sincere and humble manner
  - “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:
  - “*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 student-readers 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)