

BOT 59.3 Course Outline as of Fall 2000**CATALOG INFORMATION**

Dept and Nbr: BOT 59.3 Title: MARKETING YOUR SKILLS

Full Title: Marketing Your Skills

Last Reviewed: 2/8/2021

Units		Course Hours per Week		Nbr of Weeks	Course Hours Total	
Maximum	3.00	Lecture Scheduled	3.00	17.5	Lecture Scheduled	52.50
Minimum	3.00	Lab Scheduled	0	17.5	Lab Scheduled	0
		Contact DHR	0		Contact DHR	0
		Contact Total	3.00		Contact Total	52.50
		Non-contact DHR	2.00		Non-contact DHR	35.00

Total Out of Class Hours: 105.00

Total Student Learning Hours: 192.50

Title 5 Category: AA Degree Applicable

Grading: Grade Only

Repeatability: 00 - Two Repeats if Grade was D, F, NC, or NP

Also Listed As:

Formerly: BOT 68

Catalog Description:

Identify and market workforce skills and qualities for employment. Use technology to develop a network of contacts and portfolio of employment related documents including application, resume, and cover letters; develop and practice interviewing skills. Integration of workplace competencies and foundation skills in this course form a solid basis for the Business Office Technology Department Certificate/Degree Programs.

Prerequisites/Corequisites:

Course Completion of BGN 71 and Course Completion of CS 65.11A (or BOT 73.10A)

Recommended Preparation:**Limits on Enrollment:****Schedule of Classes Information:**

Description: Identify & market workforce skills & qualities for employment. Use technology to develop a portfolio of employment-related documents including application, resume & cover letters; practice interviewing skills. Includes use of Internet resources & employment marketing on the Internet. (Grade Only)

Prerequisites/Corequisites: Course Completion of BGN 71 and Course Completion of CS 65.11A (or BOT 73.10A)

Recommended:

Limits on Enrollment:

Transfer Credit: CSU;

Repeatability: Two Repeats if Grade was D, F, NC, or NP

ARTICULATION, MAJOR, and CERTIFICATION INFORMATION:

AS Degree:	Area	Effective:	Inactive:
CSU GE:	Transfer Area	Effective:	Inactive:
IGETC:	Transfer Area	Effective:	Inactive:
CSU Transfer:	Transferable	Effective: Fall 1994	Inactive: Fall 2013
UC Transfer:		Effective:	Inactive:

CID:

Certificate/Major Applicable:

Certificate Applicable Course

COURSE CONTENT

Outcomes and Objectives:

1. Identify and discuss personal and professional factors associated with professional success.
2. Demonstrate an understanding of how interpersonal skills affect personal and professional development.
3. Describe and discuss organizational dynamics.
4. Formulate personal, educational, and professional goals and develop a plan to accomplish those goals.
5. Examine employment opportunities for qualified professional office support staff.
6. Compare classified ads to identify current skills and competencies listed for office professionals.
7. Analyze and evaluate newspaper articles, periodicals, and trade journals for market trends and employer expectations.
8. Participate in pre-employment activities.
9. Apply effective job-seeking skills.
10. Use Internet to research employment opportunities and employer requirements.
11. Develop resumes, cover letters, and database of professional contacts using appropriate software programs.

Topics and Scope:

1. Self-analysis of personal and professional traits that lead to professional success
2. Techniques that build a positive self-image

3. Professional Image:
 - A. Basics of good health practices (exercise, nutrition, stress management)
 - B. Personal grooming
 - C. Selecting a proper business look
 - D. Proper professional etiquette
4. Interpersonal skills
 - A. Application of effective listening and nonverbal communication skills
 - B. Use of voice as an effective tool for communicating
 - C. Skills essential to successful communications with people from culturally diverse backgrounds.
 - D. Business etiquette skills in professional situations
 - E. Techniques for developing assertiveness
 - F. Leadership traits and methods for building leadership skills
5. Organizational dynamics
 - A. Organizational policies and procedures
 - B. Employee's role in the work environment such as teamwork, total quality management, corporate culture, dealing with change in the organization, office politics, power, and networking
 - C. Legal issues relating to the work environment such as sexual harassment, employer/employee rights, drug testing, substance abuse, etc.
 - D. Organizational and community resources available to assist employees in handling personal and professional goals
6. Personal, Educational, and Professional Goals
 - A. Necessity of lifelong learning
 - B. Benefits of professional affiliations and certification programs
 - C. Career paths
 - D. Membership and participation in professional organizations
 - E. Educational requirements and training
 - F. Career advancement/promotion issues
 - G. Development of a plan to reach goals
7. The employment process
 - A. Gathering data
 1. Researching career fields and job opportunities
 2. Organizing research data
 3. Analyzing research data
 - B. Personal marketing plan
 - C. Job-seeking skills
 1. Interviewing techniques, including legal vs. illegal inquiries
 2. Evaluation of the organization and position
 3. Follow-up procedures
 - D. Professional portfolio
 1. Applications
 2. Resumes
 3. Letters of reference
 4. Certificates and degrees of program completions
 5. Samples of work
 6. Networking contacts

Assignment:

Including but not limited to:

1. Weekly readings
2. Written summaries of magazine and newspaper articles
3. Writing of cover letters, resumes, and reports
4. Participation in group activities
5. Development of portfolio of employment-related documents
6. Written plans for personal, educational, and professional development

A variety of assignments and in-class activities throughout the course will include, but not be limited to, the application of the following workplace competencies and foundation skills:

- * Gather data by reading information from outside written sources such as newspapers, magazines, trade journals, etc.
- * Organize, analyze, and interpret gathered data
- * Write various types and lengths of reports on gathered data
- * Use essential time management skill of calendaring course work (reading, activities, assignments, projects) to meet deadlines and produce a quality product
- * Use active listening and effective oral communication skills
- * Based on today's workplace needs, develop an effective self-managing team to complete activities, assignments, and projects. Move from the co-dependent to the independent to the interdependent method of operation.
- * Employ activities designed to reduce stress and fatigue in today's fast-paced working environment and to prevent prevalent workplace injuries
- * Examine the interdependence of the global/world marketplace with emphasis on international trade and business
- * Use computer technology to complete activities

Methods of Evaluation/Basis of Grade:

Writing: Assessment tools that demonstrate writing skills and/or require students to select, organize and explain ideas in writing.

Written homework, Reading reports, Term papers

Writing
10 - 40%

Problem Solving: Assessment tools, other than exams, that demonstrate competence in computational or non-computational problem solving skills.

Homework problems, Field work, Exams

Problem solving
20 - 50%

Skill Demonstrations: All skill-based and physical demonstrations used for assessment purposes including skill performance exams.

Class performances

Skill Demonstrations
10 - 40%

Exams: All forms of formal testing, other than skill performance exams.

Multiple choice, True/false, Matching items, Completion

Exams
5 - 10%

Other: Includes any assessment tools that do not logically fit into the above categories.

ATTENDANCE AND CLASS PARTICIPATION

Other Category
0 - 10%

Representative Textbooks and Materials:

KNOCK 'EM DEAD--THE ULTIMATE JOB SEEKERS HANDBOOK, Martin Yate,
Bob Adams, Inc., 1997

EFFECTIVE NETWORKING, Raye-Johnson, Crisp Publications, 1990

WHAT COLOR IS YOUR PARACHUTE?, Richard Nelson Bolles, Ten Speed Press,
updated annually

GALLERY OF BEST RESUMES FOR TWO-YEAR DEGREE GRADS, D. Noble, JIST, 1996

RESUME EXPRESS, Jackson & Buckingham, Times Books, Random House, 1993