

BOT 67B Course Outline as of Fall 2004

CATALOG INFORMATION

Dept and Nbr: BOT 67B Title: EMPLY MKTG SKILS II
Full Title: Employment Marketing Skills for Office Occupations II
Last Reviewed: 1/26/2004

Units		Course Hours per Week		Nbr of Weeks	Course Hours Total	
Maximum	1.00	Lecture Scheduled	2.00	8	Lecture Scheduled	16.00
Minimum	1.00	Lab Scheduled	0	8	Lab Scheduled	0
		Contact DHR	0		Contact DHR	0
		Contact Total	2.00		Contact Total	16.00
		Non-contact DHR	0		Non-contact DHR	0

Total Out of Class Hours: 32.00

Total Student Learning Hours: 48.00

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:

Catalog Description:
Preparation of resume and employment applications; handling of pre-employment inquiries; develop interview techniques and follow-up; and identify and plan career advancement/promotion issues as related to office careers.

Prerequisites/Corequisites:

Recommended Preparation:

Limits on Enrollment:

Schedule of Classes Information:
Description: Preparation of resume & employment applications; handling of pre- employment inquiries; develop techniques & follow-up; and identify & plan career advancement/promotion issues as related to office careers. (Grade Only)
Prerequisites/Corequisites:
Recommended:
Limits on Enrollment:

Transfer Credit:

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:		Effective:	Inactive:
UC Transfer:		Effective:	Inactive:

CID:

Certificate/Major Applicable:

Certificate Applicable Course

COURSE CONTENT

Outcomes and Objectives:

1. Participate in pre-employment activities.
2. Develop interviewing skills through review of typical questions, development of answers and questions to ask, and participation in interviews.
3. Compose interview follow-up letters.
4. Formulate a marketing plan for securing employment in today's competitive market including preparing a personal inventory and resume.
5. Identify and plan career advancement/promotion.

Topics and Scope:

- A. Pre-Employment Inquiries
 1. Recognizing Legal vs. Illegal Inquiries
 2. Handling Illegal Inquiries
- B. Applications
 1. Completing the Form
 2. Making a Favorable Impression
 3. Preparing a Letter of Transmittal
- C. Resumes
 1. Developing a Resume That Works for You
 2. Avoiding Common Errors
 3. Tailoring Your Resume to the Job
 4. Identifying Resume Types
 5. Making a Good Impression
 6. Handling Special Problems
- D. Job Interviews
 1. Preparing for Different Types of Job Interviews
 2. Dressing for the Interview

3. Establishing Two-Way Communication with Interviewers
 4. Developing Verbal and Nonverbal Communication
 5. Overcoming Communication Barriers in Interviews
 6. Sending and Receiving Nonverbal Messages
 7. Sending and Receiving Verbal Cues
 8. Handling Problems and Difficult Questions
- E. Interview Follow-up
1. Sending a Thank-you Letter
 2. Keeping in Touch

Assignment:

Projects varying in length and point value.

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, PROJECTS

Writing
75 - 90%

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

None

Problem solving
0 - 0%

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

None

Skill Demonstrations
0 - 0%

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

Multiple choice, True/false, Matching items, Completion

Exams
10 - 20%

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

ATTENDANCE

Other Category
5 - 10%

Representative Textbooks and Materials:

Business Communicationl, Principles and Processes by Mary Cullinan, 1989, Holt, Rinehart & Winston, Inc.