

**BOT 59.3 Course Outline as of Spring 2011****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	6	Lab Scheduled	0
		Contact DHR	0		Contact DHR	0
		Contact Total	3.00		Contact Total	52.50
		Non-contact DHR	0		Non-contact DHR	0

Total Out of Class Hours: 105.00

Total Student Learning Hours: 157.50

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:**

In this course students will learn to identify workforce skills and qualities for employment, and create a written and electronic portfolio to include personal branding, resumes, cover letters, personal summaries and samples of work. The class also covers using social networking sites for employment marketing. Students will develop and practice interviewing skills.

**Prerequisites/Corequisites:**

Course Completion of BGN 110 ( or BOT 56B)

**Recommended Preparation:**

Course Completion of CS 65.11 ( or CIS 74.11 or CIS 82.22)

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

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Prerequisites/Corequisites: Course Completion of BGN 110 ( or BOT 56B)  
Recommended: Course Completion of CS 65.11 ( or CIS 74.11 or CIS 82.22)  
Limits on Enrollment:  
Transfer Credit: CSU;  
Repeatability: Two Repeats if Grade was D, F, NC, or NP

### **ARTICULATION, MAJOR, and CERTIFICATION INFORMATION:**

<b>AS Degree:</b>	<b>Area</b>	Effective:	Inactive:
<b>CSU GE:</b>	<b>Transfer Area</b>	Effective:	Inactive:
<b>IGETC:</b>	<b>Transfer Area</b>	Effective:	Inactive:
<b>CSU Transfer:</b>	Transferable	Effective: Fall 1994	Inactive: Fall 2013
<b>UC Transfer:</b>		Effective:	Inactive:

### **CID:**

### **Certificate/Major Applicable:**

Certificate Applicable Course

### **COURSE CONTENT**

#### **Outcomes and Objectives:**

Upon completion of this course, students will be able to:

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. Examine employment opportunities.
4. Compare employer-employee relationships and expectations.
5. Use the Internet to research employment opportunities and employer requirements.
6. Use spreadsheet or database software to create a job search network list.
7. Develop social networking skills.
8. Create resumes, cover letters, and database of professional contacts using appropriate software programs.
9. Create a written and electronic portfolio.
10. Critique a job interview.
11. Establish guidelines for negotiating a compensation package.
12. Determine how to deal effectively with rejection.
13. Develop strategies for evaluating on-the-job performance.
14. Research tips on job success, promotions, and making a job change.

#### **Topics and Scope:**

1. The job search process
  - a. Professional success
  - b. Review of interpersonal skills
  - c. Creation of written and electronic portfolios
2. Employer-employee relationships
  - a. Expectations

- b. Workplace skills and competency profiles
- c. Career competencies inventory
- 3. Knowing yourself
  - a. Inventory on education and employment
  - b. Experience and skills inventory
  - c. Other self-assessments
  - d. Job qualifications profile
  - e. Personal branding
- 4. A winning network
  - a. Personal support system
  - b. Job search network
  - c. Social networking
- 5. Pre-employment documents
  - a. Employment applications
  - b. Resumes
  - c. Cover letters
- 6. Interviews
  - a. Interpersonal skills
  - b. Personal commercial
  - c. Telephone interviews
  - d. Interview styles and questions
  - e. Professional attire and etiquette
- 7. Negotiating offers
  - a. Research salary and benefit packages
  - b. Discuss compensation
- 8. Handling rejection
  - a. Assessing the job search and interview
  - b. Action plan for improvements
- 9. Post-employment activities
  - a. Tips on job success
  - b. Job performance evaluations
  - c. Professional organizations and occupational networks
  - d. Continuing education
  - e. Planning for promotions
  - f. Making a job change

**Assignment:**

Including but not limited to:

- 1. Weekly readings of 10 to 20 textbook pages and web resources
- 2. 3 to 5 textbook chapter assignments
- 3. Writing of cover letters and resumes
- 4. Participation in group activities
- 5. Development of portfolio of employment-related documents
- 6. 3 to 5 written reports
- 7. Job search network list
- 8. 3 to 5 quizzes
- 9. Final oral presentation

**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.

Reports, letters, resume

Writing  
20 - 40%

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

Textbook chapter assignments; portfolio

Problem solving  
30 - 50%

**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  
5 - 10%

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

Attendance and participation; final oral presentation

Other Category  
20 - 30%

**Representative Textbooks and Materials:**

Your Career: How to Make It Happen, by Levitt and Harwood, 7th ed., South-Western, 2010.