BGN 112 Course Outline as of Fall 2021

CATALOG INFORMATION

Dept and Nbr: BGN 112 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	1.50	Lecture Scheduled	3.50	8	Lecture Scheduled	28.00
Minimum	1.50	Lab Scheduled	0	4	Lab Scheduled	0
		Contact DHR	0		Contact DHR	0
		Contact Total	3.50		Contact Total	28.00
		Non-contact DHR	0		Non-contact DHR	0

Total Out of Class Hours: 56.00 Total Student Learning Hours: 84.00

Title 5 Category:	AA Degree Applicable
Grading:	Grade or P/NP
Repeatability:	00 - Two Repeats if Grade was D, F, NC, or NP
Also Listed As:	
Formerly:	BOT 59.3

Catalog Description:
In this course students will identify, develop, and reinforce workforce skills including critical soft skills demanded by employers, and create a professional portfolio that includes 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:

Recommended Preparation:

Limits on Enrollment:

Schedule of Classes Information:
Description: In this course students will identify, develop, and reinforce workforce skills including critical soft skills demanded by employers, and create a professional portfolio that includes 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. (Grade or P/NP)
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:
Both Certificate and Major Applicable

COURSE CONTENT

Student Learning Outcomes:
At the conclusion of this course, the student should be able to:
1. Create a personal brand identity for future employment.
2. Use technology to develop a professional online presence.
3. Create a professional career portfolio.
4. Develop, practice, and apply proper interviewing skills.

Objectives:
At the conclusion of this course, the student should 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:

I. The Job Search Process
- A. Professional success
- B. Review of hard and soft skills
- C. Creation of professional portfolio
- D. Creation of professional website

II. Knowing Yourself
- A. Inventory on education and employment
- B. Experience and skills inventory
- C. Career assessments
- D. Job qualifications profile
- E. Personal branding

IV. Networking
- A. Professional support system
- B. Mentoring
- C. Social networking

V. Job Applications
- A. Employment applications
- B. Resumes
- C. Cover letters

VI. Interviews
- A. Interpersonal skills
- C. Video and telephone interviews
- D. Interview styles and questions
- E. Professional image

VII. Negotiating Offers
- A. Research salary and benefit packages
- B. Discuss compensation

VIII. Handling Rejection
- A. Assessing the job search and interview feedback
- B. Action plan for improvements

Assignment:

1. Weekly reading of 10 to 20 pages and web resources
2. Written assignments including resume, cover letter, networking database
3. Participation in group activities, such as practicing interviews
4. Professional portfolio project
5. Approximately 1-2 oral presentation(s)
6. Final exam

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 assignments	Writing 20 - 40%

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

Portfolio and interviewing skills	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.

Final exam	Exams 5 - 10%

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

1-2 oral presentation(s)	Other Category 20 - 30%

Representative Textbooks and Materials:

Instructor prepared materials