

BOT 59.3 Course Outline as of Fall 2010**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	5	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:

Identify and market workforce skills and qualities for employment. Use technology to develop a network of contacts and a written and electronic portfolio of employment related documents including application, resume, cover letters and samples of work. Develop and practice interviewing skills. Develop or complete career portfolio.

Prerequisites/Corequisites:

Course Completion of CS 65.11A or CS 65.11; OR Course Completion of CS 60.11A and CS 61.11A; OR Course Completion of CS 60.11A and CS 61.11

Recommended Preparation:

Course Completion of BOT 56A and BOT 56B

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

Description: Identify and market workforce skills and qualities for employment. Use technology to develop a network of contacts and a written and electronic portfolio of employment related documents including application, resume, cover letters and samples of work. Develop and practice interviewing skills. Develop or complete career portfolio. (Grade Only)

Prerequisites/Corequisites: Course Completion of CS 65.11A or CS 65.11; OR Course Completion of CS 60.11A and CS 61.11A; OR Course Completion of CS 60.11A and CS 61.11
 Recommended: Course Completion of BOT 56A and BOT 56B
 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:

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. Gather and organize samples of work.
8. Develop 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
4. A winning network
 - a. Personal support system
 - b. Job search network
5. Pre-employment documents
 - a. Employment applications
 - b. Resumes
 - c. Cover letters
6. Interviews
 - a. Interpersonal skills
 - b. 60-second 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.

Written homework, reports, letters, resume

Writing
20 - 40%

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

Homework 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.