

**BGN 112 Course Outline as of Spring 2017****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	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 59.3

**Catalog Description:**

In this course students will continue to identify, develop, and reinforce workforce skills including critical soft skills demanded by employers, 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:****Recommended Preparation:**

Course Completion of CS 60.11A and Course Completion of CS 61.11A

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

Description: In this course students will continue to identify, develop, and reinforce workforce skills including critical soft skills demanded by employers, 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. (Grade Only)

Prerequisites/Corequisites:

Recommended: Course Completion of CS 60.11A and Course Completion of CS 61.11A

Limits on Enrollment:

Transfer Credit:

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:
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<b>CSU Transfer:</b>	Effective:	Inactive:
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<b>UC Transfer:</b>	Effective:	Inactive:
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**CID:**

**Certificate/Major Applicable:**

Certificate Applicable Course

## **COURSE CONTENT**

**Student Learning Outcomes:**

At the conclusion of this course, the student should be able to:

1. Identify workforce skills and qualities for employment.
2. Use social networking techniques.
3. Use technology to develop a network of contacts and a written and electronic portfolio of employment related documents.
4. Develop, practice, and apply proper interviewing skills.

**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 pages and web resources
2. 3 to 5 written assignments
3. Writing of cover letters and resumes in Word
4. Participation in group activities

5. Development of portfolio of employment-related documents in Excel and Word
6. 3 to 5 written reports in Word
7. Job search network list in Excel
8. 3 to 5 quizzes
9. Final oral presentation visuals

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

Written Assignments; portfolio	Problem solving 30 - 50%
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**Skill Demonstrations:** All skill-based and physical demonstrations used for assessment purposes including skill performance exams.

None	Skill Demonstrations 0 - 0%
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**Exams:** All forms of formal testing, other than skill performance exams.

Multiple choice, true/false, matching items, completion	Exams 5 - 10%
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**Other:** Includes any assessment tools that do not logically fit into the above categories.

Participation; final oral presentation	Other Category 20 - 30%
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**Representative Textbooks and Materials:**

Instructor developed materials, Career Center resources, and web-based materials.