

Syllabus- Introduction to Branded Resumes, Cover Letters, and Career Biographies

2018

Professional Development Career Services, Inc.

Instructor Information

Yvette R. Terry, Instructor

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Office Hours: virtual office hours by request Mobile #: See student welcome email.

Note: We will communicate through your student email account. Office hour appointments are welcomed. Tuesdays and Thursdays, 4pm-5pm.

Classes begin Tuesday, January 9 and end Tuesday, January 30, 2018.

Note: This is a condensed course that covers the content of a full 13-week graduate course. You will be expected to spend 90 minutes-two hours per week on coursework.

Synchronous Online sessions will be held on Thursday 7:00 – 8:00 pm, EST.

Full attendance is required. We will use Zoom Video Conferencing.

- **Thursday, January 11, 2018**
- **Thursday, January 18, 2018**
- **Thursday, January 25, 2018**

Course Information

Course Title: Introduction to Branded Resumes, Cover Letters, and Career Biographies

Prerequisites: General knowledge of Resumes, Cover Letters and Career Biographies and previous professional, academic or volunteer experience.

Additional perquisites:

1. Graduate-level college writing
2. Basic computer skills, which include:
 - Operating system skills (e.g.: opening applications, file management)
 - Microsoft Word and Microsoft Power Point basic user knowledge
 - Internet Skills (e.g.: ability to navigate the Internet, search, upload/download files)

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Course

Description: This course is an overview to fundamental concepts in writing branded marketing documents. It is intended for graduate-level students and non-resume writers. Given templates, PowerPoint presentations, media, articles, a list of generic branded phrases, and basic marketing concepts, students will write sections of a basic resume, a cover letter and career biography. Students in this course will have some professional or volunteer experience and basic knowledge of resumes, cover letters and career biographies in the workforce and/or marketplace. The intended audience should have knowledge of their respective backgrounds (*professional, academic, volunteer, etc...*) and be able to draw upon those experiences, which will help make the course content more applicable to eventually develop their own marketing materials. **Note: "Branded" marketing documents have a unique promise of value that differentiate you from your competitors and specific to the needs of your target audience.**

Technical Requirements:

This course **requires** learners to have a **headset and/or webcam**. In addition, learners will post on the discussion board on the Internet.

This course requires the use Schoology web conferencing system as well as the Zoom web conferencing system. It is a good idea to go through Schoology and Zoom at the beginning of the semester to make sure you can access the service and work out any bugs before you really need to use it for work. If you experience bugs and/or firewalls during the testing phase, please contact your IT department to ensure you have full access to the course.

Required Text(s):

Required text will be uploaded under "Reading Assignments" on Schoology Learning Management System.

Course

Goals:

By fully participating in this course, learners will be able to:

1. Distinguish between traditional resumes, cover letters, and career biographies with branded designs.
2. Identify the 3 Branding competencies and provide example of each in section of marketing document.
3. Write sections of a basic branded marketing document based on student experience.

Course

Policies:

Participation – Attendance and presence are required for this class. The Discussion Board make up our "classroom" so logging in defines your presence. If you are unable to participate on the Discussion Board notify me know ahead of time through email.

Weekly sessions will start on Tuesdays and you will be expected to attend the weekly online sessions on Thursday, 7pm-8:30pm EST. In addition, you will be expected to complete the weekly assignments and activities as outlined before the next weekly session.

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Part of this course is intended to enhance public digital presence, a significant portion of the course activities will take place in public internet spaces. We will discuss personal privacy and safety concerns the first week of class.

Late Work – Please contact the instructor via email if you are unable to complete the weekly assignments and activities.

Required Assignments:

Go to Schoology “**Required Assignments**” folder for specified due dates.

Grading

Grading: Pass/Fail will be used for the grading system in this course.

Methods of Instruction

Methods: This course is an instructor-facilitated, fully-online blended synchronous and asynchronous course conducted via the **Schoology** course management system. Weekly discussion and individual activities will provide opportunities for student-to-content, student-to-student and student-to-instructor involvement. Learners will be asked to reflect on their professional, volunteer, or project experience and write sections of a basic resume, cover letter and career biography and refer to their respective experience, skills, strengths, and accomplishments.

Accommodations

Section 504 and the American with Disabilities Act of 1990 offer guidelines for curriculum modifications and adaptations for students with documented disabilities. If applicable, you may obtain adaptation recommendations from your professional development center. You are required to present and discuss these recommendations with me within a reasonable period. You are advised to retain a copy of this syllabus in your personal files for use when applying for future course provided by your organization.

Code of Student Conduct

Students are required to adhere to the organization Code of Conduct, including requirements for the **Employee Honesty Policy**, delineated in the company handbook(s).

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Other Pertinent and Important Information

Incomplete Policy: Incompletes will be assigned only in cases of illness, accident, or other catastrophic occurrences beyond a student's control. Incompletes are given under very restricted terms and only when *satisfactory work has been accomplished in majority of coursework*. A contract of completion terms is required for all incompletes with *concrete deliverables on specific due dates*.

Coursework Difficulties: Please discuss all coursework matters with me sooner than later.

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Course Schedule

Detailed course content is available in the course management system (Schoology).

Week	Dates	Topics
Week 1	January 9-16	Traditional Resumes vs. Branded
		Zoom Session: Thursday, January 11, 7pm EST
Week 2	January 16-23	Branded Cover Letters
		Zoom Session: Thursday, January 18, 7pm EST
Week 3	January 23-30	Branded Career Biographies
		Zoom Session: Thursday, January 25, 7pm EST

Bibliography