



# CURRICULUM GUIDELINES

**A:** Division: **INSTRUCTIONAL**

Date: **April 2, 2001**

**B:** Department/  
Program Area: **LANGUAGE, LITERATURE AND  
PERFORMING ARTS  
PRINT FUTURES**

New Course

Revision

If Revision, Section(s) Revised:

Date Last Revised:

**C: PRFU 190      D: Professional Readiness I: Markets and Job Applications      E: 1**

Subject & Course No.	Descriptive Title	Semester Credits
<p><b>F: Calendar Description:</b></p> <p>This course is the first of four professional readiness courses intended to help students develop a career as a professional writer. The course provides an introduction to writing markets and hands-on practice in cover letter and resume development.</p>		
<p><b>G: Allocation of Contact Hours to Types of Instruction/Learning Settings</b></p> <p>Primary Methods of Instructional Delivery and/or Learning Settings: Lecture/Seminar/Lab</p> <p>Number of Contact Hours: (per week / semester for each descriptor): 3 hours per week (1 hour of each descriptor) / 18 hours per semester</p> <p>Number of Weeks per Semester: 6 weeks</p>	<p><b>H: Course Prerequisites:</b></p> <p>Acceptance into program or permission of coordinator</p>	
	<p><b>I: Course Corequisites:</b></p> <p>None</p>	
	<p><b>J: Course for which this Course is a Prerequisite:</b></p> <p>PRFU 290</p>	
	<p><b>K: Maximum Class Size:</b></p> <p>30</p>	
<p><b>L: PLEASE INDICATE:</b></p> <p><input type="checkbox"/> Non-Credit</p> <p><input type="checkbox"/> College Credit Non-Transfer</p> <p><input checked="" type="checkbox"/> College Credit Transfer:      Requested <input checked="" type="checkbox"/>      Granted <input type="checkbox"/></p> <p>SEE BC TRANSFER GUIDE FOR TRANSFER DETAILS (<a href="http://www.bccat.bc.ca">www.bccat.bc.ca</a>)</p>		

**M: Course Objectives/Learning Outcomes**

Students will:

1. identify current and emerging markets for writers
2. learn basic market analysis skills for writers
3. write effective cover letters for writing jobs
4. write effective resumes (print and e-mail versions)

**N: Course Content****1. Overview**

Students will:

- a. review current writing markets (public, private, nonprofit) and the range of careers
- b. identify new writing markets and emerging trends
- c. explore the concept of work versus jobs

**2. Market Analysis**

Students will:

- a. learn how to use selected print and on-line sources of writing market information
- b. identify key sectors for writers (on-line communications, media relations, book publications, research, magazines, editing, Intranet, multimedia, corporate communications, and so on)
- c. identify key indicators for a writing market (types of jobs, typical career paths, potential growth, salary range, freelance opportunities, technical knowledge required, hardware and software required, and so on)
- d. summarize and present information for a key sector

**3. Job Applications**

Students will:

- a. learn about features of effective resumes for writers
- b. identify professional/personal strengths and weaknesses, and transferable skills
- c. draft cover letters in response to specific job advertisements
- d. write and revise resumes based on instructor and peer feedback

**O: Methods of Instruction**

The course will be delivered by lecture, seminar, and lab. In the seminar, students will be expected to share their findings, experiences, and writing. In the lab, students will be introduced to and learn how to use on-line writing-market resources.

**P: Textbooks and Materials to be Purchased by Students**

Texts may include:

*Electronic Resumes and Online Networking: How to Use the Internet to Do a Better Job Search, Including a Complete Up-to-Date Resource Guide.* 2nd edition. Franklin Lakes, N.J.: Career Press, 2000.  
Parker, Yana. *Damn Good Resume Writing Guide.* 3rd edition. Berkeley, CA: Ten Speed Press, 1996.

**Q: Means of Assessment**

Students will demonstrate their mastery of course material through assignments and participation in discussion, group work, and interviews. At least one individual interview with the instructor will be required.

Students are expected to be self-motivated and to demonstrate professionalism, which includes active participation, good attendance, punctuality, effective collaboration, ability to meet deadlines, presentation skills, and accurate self-evaluation.

Evaluation will be based on this general format:

Market analysis report (written)	20%
Market analysis report (oral)	10%
Cover letters (totalling)	20%
Resumes (totalling)	40%
Professionalism (as defined)	10%

100%

**R:** Prior Learning Assessment and Recognition: specify whether course is open for PLAR

Yes.

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Course Designer(s)

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Education Council/Curriculum Committee Representative

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Dean/Director

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Registrar