

# **EFFECTIVE: SEPTEMBER 2004 CURRICULUM GUIDELINES**

Α.	Division:	INSTRUCTIONAL	Effective Date:	September 2004
В.	Department / Program Area:	LANGUAGE, LITERATURE AND PERFORMING ARTS COMMUNICATIONS	Revision	New Course X
			If Revision, Section(s)	C, J
			Revised:	
			Date of Previous Revision	1 ,
C:	PRFU 1190	D: Professional	Date of Current Revision: I Readiness I: Markets and J	<b>.</b>
С.	110 6 1170	Application		00 L. 1
	Subject & Cou		tive Title	Semester Credits
F:	Calendar Description: 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.			
G:	Allocation of Co	ontact Hours to Type of Instruction	H: Course Prerequisites:	
	/ Learning Setting			
	Primary Method Learning Setting	ds of Instructional Delivery and/or	Acceptance into proceed to a coordinator.	gram or permission of
			I: Course Corequisites:	
	Lecture/Seminar/Lab  Number of Contact Hours: (per week / semester for each descriptor)  3 hrs per week (1 hour of each descriptor)/ 18 hrs per semester		None	
			J: Course for which this	Course is a Prerequisite
			PRFU 1290	
	N. 1 CM.		K: Maximum Class Size	:
	Number of Weeks per Semester:  6		30	
	·		30	
L:	PLEASE INDICATE:			
	Non-Credi	it		
	College Cr	redit Non-Transfer		
	X College Cr	redit Transfer:	Requested X	Granted
	SEE BC TRANSFER GUIDE FOR TRANSFER DETAILS (www.bccat.bc.ca)			

## 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)
- 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.

Page 3 of 3

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) Market analysis report (oral) Cover letters (totalling) Resumes (totalling) Professionalism (as defined)	20% 10% 20% 40% 10%			
		100%			
R:	Prior Learning Assessment and Recognition: specify whether course is open for PLAR				
	Yes				
Cours	se Designer(s)	Education Council / Curriculum Committee Representative			
Dean	/ Director	Registrar			
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