

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

 Course Designer(s)

 Education Council / Curriculum Committee Representative

 Dean / Director

 Registrar