SJC – Professional Career Development

In this course, learners develop techniques and strategies for marketing themselves in their chosen fields. Emphasis will be placed on learners assessing their most marketable skills, developing a network of contacts, writing cover letters, résumés and thank you letters while preparing for their employment interview and developing a professional appearance, closing and follow-up. Learners will get instruction in building self-confidence, flexibility, what is realistic and what effort is required to perform a successful job search. Learners will also learn what to expect in the first 30 days of a new position. Learners are to complete an agreement to participate in the course.

Length: 16 hours
CEUs: 1.6
Prerequisites: Basic computer literacy and computer access (Microsoft Word and PowerPoint)
Materials provided

WHO SHOULD ATTEND
The purpose of this class is to prepare for and start a job search, including all of the aspects that accompany this process (e.g., résumé, cover letter, researching, marketing, interviewing).

LEARNING OUTCOMES
- Create error-free résumés, quality cover and thank you letters
- Prepare for and comprehend what a job search really means
- Participate in quality discussions
- Define "Employability Skills"
- Describe the importance of networking and references
- Develop a job search strategy prior to the end of the course
- Explore the marketplace for jobs and companies in desired location

OUTLINE
- Course Introduction and Career Portfolio, Elevator Presentations, Journal and Job Search Strategy
- Who's Hiring? Who do You Know?
  - Class Activities: Research Trends, Salary Information, and Companies. Complete letters of recommendation, references form and page.
  - Due: Goal Setting Assignment
- Introduction to Resume Writing and Cover Letter
  - Class Activities: Identify job search tools and methods. Begin resume writing and modifications.
  - Due: Hiring Companies Assignment and Reference Form
- Gainful Employment, Using Technology and Networking Your Way to the Top
  - Class Activities: Discuss and present volunteer work assignments, pre-employment testing, and reference verifications. Research social media and tips for becoming marketable.
  - Due: Cover letter and Resume
- Selling Yourself in the Interview, Thank You Messages, and Maintaining in the Workplace
  - Class Activities: Participate in mock Interviews, watch video(s) and create thank you messages.
  - Due: Volunteer/Work Experience (Recommendation Letter), Journal, and Final Career Portfolio Project