



Overview

Submit all of the following:

1. An actual job posting from a company in your area of interest. Submit this posting in PDF format if possible.
2. A cover letter applying for the posting you found.
3. A resume.

Cover Letter

In 3-4 paragraphs, write a letter of application for the job posting you found. The cover letter is your first—and maybe only—chance to make a good impression. Using the information found in the job ad, target your letter specifically to that company and that position. See the class website for examples.

Formatting:

Margins: 1" or 1.25"

Full-block style (all paragraphs and lines begin flush left, except letterhead)

Blank line between each paragraph

Font: Times New Roman 12pt (except for your name in the letterhead)

You may choose to design a professional-looking letterhead, but don't spend all your time on letterhead format. It's the least important part of the cover letter.

Structure:

Your name and address (letterhead)

Date

Name, title, and address of recipient

Salutation

Introductory paragraph

Body of letter

Conclusion (asking for an interview)

Complimentary close ("Sincerely," followed by 3 blank lines)

Signature and typed name

Grading Criteria:

- 1) Information you chose to provide about yourself (and whether it matches the job ad)
- 2) Employer-oriented tone (What's in it for them?)
- 3) Whether you asked for what you wanted
- 4) Appearance and format
- 5) Grammar, punctuation, spelling

Resume

Create a resume you can use in your career. Follow generally-accepted resume guidelines and format, as outlined in the separate handout, “Resume Guidelines.”

A resume is a marketing document. Most of the time, the purpose of a resume is to get you an interview. When creating your resume, think about the hiring manager who will be reading it. What can you include to make yourself more attractive to employers? What resume mistakes will cause them to discard your resume before giving you a chance? Look at organization, appearance, and content to determine whether the document you have created represents you at your best, while also addressing the concerns of employers in your field.

Formatting:

You may use a different font besides 12pt Times New Roman for the body of the resume, but do not use more than two styles of fonts—one for headings, and one for text. Never use a font smaller than 10pt. Use parallel grammatical construction for lists and bulleted items.

NOTE: Do not use the resume templates found in Microsoft Word. Some of these templates use bad design principles. They will also insert codes into your document that make changes nearly impossible to make.

Structure:

Your resume should contain the following information:

- Name and contact information
- Headline (2-3 word summary of your target)
- Professional summary (2-3 line summary of who you really are)
- Education (course of study, school, location, date)
- Work experience (job title, employer, location, date, plus accomplishment-oriented job responsibilities)

Your resume may also contain some of the following sections:

- Accomplishments
- Skills
- Training
- Certifications
- Community Involvement
- Anything else that helps sell you

To avoid visual clutter, keep it to 5-7 sections.

Grading Criteria:

- 1) Whether you included the necessary information
- 2) Accomplishment-oriented, not just factual
- 3) Consistency of message—did you sell yourself well?
- 4) Appearance and format
- 5) Punctuation, grammar, spelling