MKTG 2521: Career Seminar

A. COURSE DESCRIPTION

Credits: 2
Lecture Hours/Week: 2
Lab Hours/Week: *.*
OJT Hours/Week: *.*
Prerequisites: None
Corequisites: None
MnTC Goals: None

This course assists learners in preparing for their internship or job search. This course places an emphasis on the entire job search process including creating resumes, cover letters, exploring common search methods, job applications, interviewing, and new job employment concerns. Learners utilize online search sites and explore LinkedIn as tools of the job search. The overall goal is to reduce job seeking fears and secure gainful employment.

B. COURSE EFFECTIVE DATES: 01/11/2005 - Present

C. OUTLINE OF MAJOR CONTENT AREAS

1. 1. Understand the professional job search process and utilize a variety of resources.
2. 2. Create a resume, cover letter, and reference page.
3. 3. Learn how to generate a LinkedIn profile including education, work experience, affiliations, skills, and course work.
4. 4. Complete an effective job application with appropriate data.
5. 5. Develop interview techniques and participate in a professional mock interview.
6. 6. Demonstrate professional appearance and professional correspondence; explore benefit options.

D. LEARNING OUTCOMES (General)

1. The learner will exhibit understanding of the professional job search process and will prepare a resume & cover letter.
2. The learner will complete a job application and exhibit an understanding of LinkedIn as a networking tool.
3. The learner will exhibit understanding of the interview process and complete a mock interview.

E. Minnesota Transfer Curriculum Goal Area(s) and Competencies

None

F. LEARNER OUTCOMES ASSESSMENT

As noted on course syllabus

G. SPECIAL INFORMATION

None noted