



**M:** Course Objectives / Learning Outcomes

The learner has reliably demonstrated the ability to:

1. assess self and set career goals;
2. prepare an employment portfolio;
3. prepare and apply for a job;
4. undertake a job interview;
5. evaluate his/her performance in the job application process; and
6. find a suitable practicum placement.

**N:** Course Content:

1. Prepare a self-assessment of needs, strengths, weaknesses, achievements, interests and skills.
2. Articulate short- to long-term career goals.
3. Prepare a portfolio which evidences the student's education and qualifications.
4. Profile employment opportunities that will meet the student's needs including salary/benefits, location, size, and type of opportunities.
5. Use a variety of sources to generate a list of potential employers.
6. Develop and professionally use effective marketing strategies to promote oneself in writing, in person, and on the telephone.
7. Create targeted letters of application, resumes, and thank-you letters which are attractive, accurate, and persuasive.
8. Develop a plan and tracking mechanism for contacting and following up on prospective employers.
9. Prepare and practice for successful interview performance.
10. Evaluate job offers based on established career goals, budgetary needs, and employer profile.

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