Career Development Seminar II

**Career Marketing and Communications PlanAssignment**

Career Reflection and Application Exercise

*Unless otherwise specified, complete all of the activities listed below* ***before*** *the class 12, as specified in the course syllabus. For each item on this worksheet that requires a response, record your answer in the box or table provided for this purpose.*

* *Be sure to demonstrate your mastery of as career development concepts and best practices.*
* *Unless otherwise specified, submit this completed worksheet as a Word file in the appropriate Angel drop box before class on the date specified in the course syllabus.*
* *You will find it useful to save your copy of each completed assignment in the same folder so that you can easily refer to your thoughts later in this courseand in subsequent stages of your career.*

|  |
| --- |
| Your Name: |

**Introduction**

This assignment requires you to create a comprehensive job search strategy by planning all of the marketing and communications activities that you will implement in order to get hired in a job of choice after graduating. By completing this exercise, you are charting a long-term step-by-step road map which leads to employment in a position of choice after graduation. Your goal in creating this strategic plan is to market yourself in such a manner that prospective employers recognize you as an ideal match for the occupation you choose to pursue.

You are expected to gather, synthesize, and incorporate guidelines and ideas derived from multiple sources and exercises from both LER career development seminars to create a comprehensive and realistic career marketing and communications plan that will work for you. Relevant sources that describe guidelines for different elements in this plan include [but are **not** limited to]:

* Material covered in class
* Required readings for this assignment
* Team presentations on relevant technology tools
* Guest speakers
* Independent research
* Other sources

|  |
| --- |
| **Recommended Strategy: Complete this Plan over Several Weeks**  To create an effective plan, complete one or two sections of this assignment each week for the next several weeks. For example, you are encouraged to complete the readings and record the takeaways for this assignment during the next two weeks. Completing the plan over several weeks will lead to a higher-quality plan than if you try to complete it all at once, and a higher-quality plan is more likely to help you land a job of choice! |

You are encouraged to use your marketing and communications plan as a comprehensive, one-stop to-do list that outlines for the communications component of a thorough job search. Some of the entries required by this plan are related to other activities for this course. For example, you will find it useful to complete the section of the plan titled “enhancing your professional presence via social media” **after** completing the Social Media Assignment. In addition, as ideas for promoting yourself for full-time employment occur to you either during or after the semester, record those ideas in this plan so that you don’t lose sight of them.

Your plan should cover the period of time from the present until you secure your first professional position after graduation. Include all two-way communication activities in your plan; these activities include:

* Gaining greater insight into the world of work by **gatheringinformation** about your preferred career track, industries, prospective employers, occupations, positions, job opportunities, and other data that will help you to make informed career decisions
* Marketing yourself by **communicatinginformation** to your network and prospective employers about who you are, your professional assets, what you want to accomplish, and how you can add value as a professional
* **Applying for specific positions**

Create a realistic plan that works for you!

**Readings**

You are encouraged to skim all of the following sources in order to identify tips and guidelines for marketing yourself in the world of work. Focus on identifying those tips and guidelines that are most relevant to **you**.

* Course textbook
  + Chapter 7--Exploring Career Information
  + Chapter 9--Targeting Your Job Search
  + Chapter 10—Crafting a Winning Resume and Cover Letter
  + Chapter 11—Interviewing Strategically
  + Pages166-169—Networking: The Essential Job Search Strategy
  + Pages169-173—Interviewing for Information
  + Pages177-178—Using Social Networks such as LinkedIn, Facebook, and Twitter
  + Page 184—Suggestion #5: One-Minute Elevator Speech
  + Page 184, 186--Suggestion #6: Branding or Business Card
* Article: Savvier Job-seekers are Now Reverse Engineering Savvy Recruiters-- <http://www.linkedin.com/today/post/article/20130329002232-15454-savvier-job-seekers-are-now-reverse-engineering-savvy-recruiters?trk=mp-reader-card>
* Online Guide--Brand Thyself—<https://www.wetfeet.com/university/pennstate>—It’s best to access this site through the Penn State Career Services website. Since Penn State is a client of Wetfeet, several resources are available only the Penn State Career Services website. Specifically, go to <http://studentaffairs.psu.edu/career/>, click on **Career Information Center**, and then click on **Wetfeet Career Resource Library**. Click on **Guides**, and select **Brand Thyself**.
* Online Guide—Ace Your Interview—<https://www.wetfeet.com/university/pennstate>—It’s best to access this site through the Penn State Career Services website. Since Penn State is a client of Wetfeet, several resources are available only the Penn State Career Services website. Specifically, go to <http://studentaffairs.psu.edu/career/>, click on **Career Information Center**, and then click on **Wetfeet Career Resource Library**. Click on **Guides**, and select **Ace Your Interview**.
* Online Guide—Job Hunting A to Z--Landing the Job You Want<https://www.wetfeet.com/university/pennstate>—It’s best to access this site through the Penn State Career Services website. Since Penn State is a client of Wetfeet, several resources are available only the Penn State Career Services website. Specifically, go to <http://studentaffairs.psu.edu/career/>, click on **Career Information Center**, and then click on **Wetfeet Career Resource Library**. Click on **Guides**, and select **Job Hunting A to Z--Landing the Job You Want**.
* The following readingsrelated to **job search**:*[These are accessible in the lesson 5 folder.]*
* Article: Job Search--<http://studentaffairs.psu.edu/career/students/job_search.shtml#plan>
* Article: Overview of Job Search Methods and Tools-- <http://studentaffairs.psu.edu/career/pdf/CG/CG_Job_Search_Methods.pdf>
* Article: 10 things job-seekers must do to get a better job. Retrieved September 12, 2013, from <http://www.linkedin.com/today/post/article/20130911212503-15454-10-things-job-seekers-must-do-to-get-a-better-job>
* Article: Networking for the Job Search—accessible in Angel <http://studentaffairs.psu.edu/career/pdf/Networking.pdf>
* Article: 20/20/60 Rule for Finding a Job

[http://www.gpb.org/blogs/georgia-works/2013/06/15/202060-rule-for-finding-a-job](http://www.gpb.org/blogs/georgia-works/2013/06/15/202060-rule-for-finding-a-job%20)

**Takeaways from the Readings for this Assignment**

After reviewing the readings for this assignment, record a total of at least **fifteentakeaways from thereadings** that you will adopt or adapt in order to market yourself in the world of work. Takeaways may include key points, guidelines, examples, and/or insights that you would like to remember and apply. You are encouraged to list more than the minimum number of required takeaways.

|  |
| --- |
| Consider the guidelines related to marketing yourself in the world of work from the following sources:  The sections of the course textbook listed above  Article: Savvier Job-seekers are Now Reverse Engineering Savvy Recruiters  List at least **three** takeaways from these two sources that are related to marketing yourself in the world of work.   * Having a list of keywords at the bottom of your resume and repeated multiple times for each job will have more value than if you’re any good at the skills listed. * Although responding to a job posting is a low probability effort, having your resume in multiple databases like CareerBuilder, Indeed, Dice and LinkedIn, is important, since recruiters are constantly looking for candidates this way. * Make your job titles short and descriptive with promotions, awards, and any recognition received, easy to spot. * For internal connections, think beyond the function. For example, marketing people work with engineers, sales works with finance, quality works with operations, and IT works with everyone.   List at least **three**takeaways related to marketing yourself in the world of work that you want to remember from the Online Guide titled-Brand Thyself.   * A well-defined set of criteria for identifying the clients who want you for what you do best. * A stronger win ratio when soliciting new business, because you are playing to your strengths. * Clearer direction for how your firm should spend its limited time, money and resources.   List at least **three**takeaways related to marketing yourself in the world of work that you want to remember from the Online Guide titled Ace Your Interview.   * The reason they need to meet with you in person is to gauge your personal qualities, to see if you’ll be an asset to the workplace. Intangible attributes—resourcefulness, initiative, creativity, adaptability, drive, and integrity—will set you apart from other qualified candidates. * When looking at a job posting, it’s natural to pay more attention to the qualifications sought than the responsibilities involved in the job itself. * You have to demonstrate confidence in yourself to inspire an employer’s confidence in you. * You’re bound to want to know aspects of the job your research hasn’t revealed. Furthermore, you should be paying close attention to clues the interviewer offers and following up with questions when appropriate. * Researching the organization will help you determine whether this is the right work environment for you, which of your skills and strengths might especially benefit the organization, and what specific organiza- tional challenges you might be able to help solve.   List at least **three**takeaways related to marketing yourself in the world of work that you want to remember from the Online Guide titledJob Hunting A to Z--Landing the Job You Want.   * From an organization’s point of view, it’s easy enough to judge from your resume whether you have the requisite education and experience under your belt. * How the company values the work to be done. This is your opportunity to put the work in a broader context than the company may have. * Networking may be the only way to locate good opportunities for job seekers whose skills are not in high demand. Even those whose skills are in high demand can benefit from networking, as multiple opportunities and personal referrals will enhance your bargaining position. * One reason we recommend starting with senior managers and functional heads before writing to human resources is that the hiring managers will know of situations, needs, and future intentions that have not crystallized enough to take the form of a job requisition that human resources would know about.   List at least **three** takeaways related to job searchthat you want to remember from the readings listed above [and highlighted in yellow].   * The “hidden market” jobs are filled through internal company promotions and referrals from current employees. * The non-public, hidden and more effective market is on the left consisting primarily of internal moves and networking. In this market candidates are evaluated primarily on their past performance and future potential. * If suitable candidates aren’t found in these first two steps, managers will reluctantly prepare the official job description and make the opening public. * The one that works is based on finding people who are known and judged on their performance and potential. Not only is this approach more predictable from an assessment standpoint, it also produces the best talent. |

**Target Position after Graduation**

Your career marketing and communications plan should be tailored to a position of choice. Use the space below to record information about a position of choice for this exercise. Please complete all requested information to the best of your ability; it’s expected that your preferences may change before you graduate.

|  |
| --- |
| Title of your top preference for a position—Human resources entry level position  One or more preferred geographic locations—Miami, Beijing  One or more preferred industries—consulting  One or more preferred employers— |

**Career Marketing and Communications Plan**

Complete the table below to draft a comprehensive and realistic career marketing and communications plan that will work for you. Your plan should cover the period of time from the present until you secure your first professional position after graduation. To ensure your plan is comprehensive, think through the details and strive to plan specific activities for all of the following sections of this template:

Part 1--Gathering Additional Information about Options in the World of Work

Part 2—Managing Your Resume and Other Marketing Tools

Part 3—Engaging Your Network

Part 4—Conducting a Job Search

Feel free to adapt the table below to make it work for you.

* You need **not** complete all of the rows or cells in the table. For example, if you do not plan to complete any informational interviews before you graduate, enter “**not applicable**” in the first row of the table below. Of course, with more comprehensive planning, you are likely you to land a position of choice. For this reason, your score for this assignment will be based on joint consideration of the comprehensiveness and quality of your responses.
* When prompted to provide **target dates** in the table, specify the **month / year** in which you plan to complete that activity. Try to be realistic.

|  |  |  |
| --- | --- | --- |
| **Marketing and**  **Communications**  **Activities** | **Description of**  **Specific Things You Will Do** | **Notes that You Want to Remember**  **for Implementing Each Activity** |
|
| **Part 1--Gathering Additional Information about Options in the World of Work** | | |
| Informational interviews to learn more about:   * Career tracks * Occupations * Industries * Positions * Prospective employers * Job opportunities   *[Feel free to list more than three interviews by copying and pasting the bullets in the middle column.]* | List informational interviews that you will complete to gather more information about workplace options.  Interview #1   * Topic[s] to be discussed-- * Name, title, and organization of interviewee— * Target date--   Interview #2   * Topic[s] to be discussed-- * Name, title, and organization of interviewee— * Target date--   Interview #3   * Topic[s] to be discussed-- * Name, title, and organization of interviewee— * Target date-- | Not applicable |
| Research to learn more about:   * Career tracks * Occupations * Industries * Positions * Prospective employers * Job opportunities   *[Feel free to list more than three areas of research by copying and pasting the bullets in the middle column.]* | Summarize additional research you will complete to learn more about workplace options. Specify the:   * The area[s] you will research [career tracks, occupations, industries, positions, employers, etc.] * The specific sources you will review that you will review to gather information [websites, newsletters, organizations, etc.] * The frequency for reviewing each source [once, quarterly, monthly, weekly, daily, etc.]   First area of research--   * Titles / URL[s] for source[s] you will review— * Frequency— * Target date[s]--   Second area of research--   * Titles / URL[s] for source[s] you will review— * Frequency— * Target date[s]--   Third area of research--   * Titles / URL[s] for source[s] you will review— * Frequency— * Target date[s]-- |  |
| **Part 2—Managing Your Resume and Other Marketing Tools** | | |
| Future improvements in your resume and cover letter   * Content * Format and style | Summarize specific improvements you plan to make in the content, format, and/or style of your resume and cover letter.  Resume enhancements   * More clearly and easy understanding * Specific job skill or leadership for applying specific job position * Simplify the job duty of each work experience   Cover letter enhancements   * Grammar check * Add more experience could reflect personality and leadership * [Open](http://career-advice.monster.com/resumes-cover-letters/cover-letter-tips/new-beginnings-for-cover-letter/article.aspx) with a strong lead sentence. * Don't open with "To Whom It May Concern" -- get a name |  |
| Summarize plans for asking others to provide feedback and suggest additionalfuture improvements.  Person #1   * Who will you ask?   Career Service center   * When?   April 13, 2016  Person #2   * Who will you ask?   Ex-employer   * When? | I have make an appointment for the mock interview in the Career Service Center, I will send my resume for the person who will have interview with me, then I will get some suggest additional future improvement of him/her. |
| **Distribution planfor your resume**—Large general databases / online job boards; examples include:   * CareerBuilder   <http://www.careerbuilder.com/>   * Indeed   <http://www.indeed.com/>   * LinkedIn   <http://www.linkedin.com/>   * The Monster Board   <http://www.monster.com/> | List all large **generaldatabases / online job boards**where you will post your resume.  Database / online job board #1   * URL--http://www.careerbuilder.com/jobseeker/jobs/jobdetails.aspx?APath=2.21.0.0.0&job\_did=J3J0MQ6K8STWCR859SF&showNewJDP=yes&IPath=JRKVGV0B * Target date for posting your resume—April 20, 2016   Database / online job board #2   * URL--http://www.careerbuilder.com/jobseeker/jobs/jobdetails.aspx?APath=2.21.0.0.0&job\_did=J3K57B6L2M19SNLQKKT&showNewJDP=yes&IPath=JRKVGV0D * Target date for posting your resume--April 20, 2016   Database / online job board #3   * URL-- * Target date for posting your resume--   Database / online job board #4   * URL-- * Target date for posting your resume-- |  |
| **Distribution planfor your resume**—Focused databases / online job boards; examples include:   * Industry groups * Professional associationsand/or discipline-specific online job boards for your field [Penn State LER listserv, Society for Human Resource Management (SHRM), Society for Training and Development (ASTD), etc.] * Local / regional-specific online job boards [Chambers of Commerce, civil service agencies, etc.] * Executive search firms [headhunters] | List all **focuseddatabases / online job boards** where you will post your resume.  Database / online job board #1   * URL-- * Target date for posting your resume--   Database / online job board #2   * URL-- * Target date for posting your resume--   Database / online job board #3   * URL-- * Target date for posting your resume--   Database / online job board #4   * URL-- * Target date for posting your resume-- |  |
| **Distribution planfor your resume**--Prospective employers | List **prospective employers** to whom you will proactively distribute your credentials even though a vacancy is **not** posted.  Employer #1—  Target date—  Employer #2—  Target date—  Employer #3—  Target date— |  |
| **Distribution planfor your resume**—Other individuals and groups | List **otherindividuals and groups** to whom you will proactively distribute your credentials.  Individual / group #1—  Target date—  Individual / group #2—  Target date—  Individual / group #3—  Target date— |  |
| Templates for correspondence with prospective employers   * Cover letters tailored to types of positions that you will pursue * Thank you for informational interview * Thank you for Skype / phone interview * Thank you for face-to-face interview * Other | List specific templates for correspondence that you will use during your job search.  Cover letter tailored to a position #1   * Specify position-- * Target date for drafting this document—   Cover letter tailored to position #2   * Specify position-- * Target date for drafting this document—   Thank you for informational interview   * Target date for drafting this document—   Thank you for Skype / phone interview   * Target date for drafting this document—   Thank you for face-to-face interview   * Target date for drafting this document—   Other: Please specify--   * Target date for drafting this document— |  |
| Compiling a portfolio of work samples  ***See instructions at the end of this document for creating a portfolio and bringing it toclass #14 of this course.*** | List specific work samples that you will include in a **paper** portfolio for use during interviews [or an **electronic** portfolio that can be sent to prospective employers].  Work sample #1   * Title of document— * Professional assets illustrated by this work sample: Please specify—   Work sample #2   * Title of document— * Professional assets illustrated by this work sample: Please specify—   Work sample #3   * Title of document— * Professional assets illustrated by this work sample: Please specify— |  |
| **Part 3—Engaging Your Network** | | |
| Enhancing your professional presence via social media   * LinkedIn * Facebook * Twitter * Other social networking sites * Web-based resume * Personal web page * Voice mail message * Typical [live] greeting when you answer the phone | List specific improvements you will make for each media option. Refer to your entries from the worksheet for the Social Media Assignment (lesson 7) as the basis for your improvements.  LinkedIn   * What will you improve? * When?   Facebook   * What will you improve? * When?   Twitter   * What will you improve? * When?   Former / other social networking sites: Please specify the site--   * What will you improve? * When?   Web-based resume   * What will you improve? * When?   Personal web page   * What will you improve? * When?   Voice mail message   * What will you improve? * When?   Typical [live] greeting when you answer the phone   * What will you improve? * When? |  |
| Networking events and opportunities   * Conferences * Professional association meetings * Workshops and training * Other professional events * Social / recreational events | List **professional** networking opportunities that you will pursue to strengthen your network for industries, positions, and/or employers of interest.  Professional networking event / opportunity #1   * What event? * When?   Professional networking event / opportunity #2   * What event? * When?   Professional networking event / opportunity #3   * What event? * When? |  |
| Leveraging your elevator speech,your two-minute story about yourself, and/or other aspects of your professional brand | List additional possible opportunities to **proactively** communicate your 45-second elevator speech, your two-minute story about yourself, or other aspects of your professional brand to individuals and/or groups.  Opportunity #1   * What event? * When?   Opportunity #2   * What event? * When?   Opportunity #3   * What event? * When? |  |
| Managing references | List specific individuals you will ask to serve as references. [Include target dates for initiating each invitation.]  Reference #1   * Name, title, and organization— * Which of your professional assets can this person talk about? * When will you ask them to serve as a reference?   Reference #2   * Name, title, and organization— * Which of your professional assets can this person talk about? * When will you ask them to serve as a reference?   Reference #3   * Name, title, and organization— * Which of your professional assets can this person talk about? * When will you ask them to serve as a reference? |  |
| **Part 4—Conducting a Job Search** | | |
| **Job search for vacancies**--Large general databases / online job boards; examples include:   * CareerBuilder   <http://www.careerbuilder.com/>   * Indeed   <http://www.indeed.com/>   * LinkedIn   <http://www.linkedin.com/>   * The Monster Board   <http://www.monster.com/>   * Nittany Lion Career Network (NLCN)   <http://studentaffairs.psu.edu/career/students/NLCN.shtml> | List all **generaldatabases / online job boards** where you will search for vacancies. Indicate the frequency for reviewing each source [daily, weekly, monthly, etc.].  Database / online job board #1   * URL-- * Target date for searching for vacancies--   Database / online job board #2   * URL-- * Target date for searching for vacancies--   Database / online job board #3   * URL-- * Target date for searching for vacancies--   Database / online job board #3   * URL-- * Target date for searching for vacancies--   Database / online job board #4   * URL-- * Target date for searching for vacancies-- |  |
| **Job search for vacancies**--Focused databases / online job boards; examples include:   * Industry groups * Professional associationsand/or discipline-specific online job boards for your field [Penn State LER listserv, Society for Human Resource Management (SHRM), Society for Training and Development (ASTD), etc.] * Local / regional-specific online job boards [Chambers of Commerce, civil service agencies, etc.] | List all **focuseddatabases / online job boards** where you will search for vacancies. Indicate the frequency for reviewing each source [daily, weekly, monthly, etc.].  Database / online job board #1   * URL-- * Target date for searching for vacancies--   Database / online job board #2   * URL-- * Target date for searching for vacancies--   Database / online job board #3   * URL-- * Target date for searching for vacancies--   Database / online job board #3   * URL-- * Target date for searching for vacancies--   Database / online job board #4   * URL-- * Target date for searching for vacancies-- |  |
| **Job search for vacancies**--Prospective employers | List **prospective employers** where you will search for vacancies. Indicate the frequency for reviewing each source [daily, weekly, monthly, etc.].  Employer #1—  Target date for searching for vacancies--  Employer #2—  Target date for searching for vacancies--  Employer #3—  Target date for searching for vacancies-- |  |
| **Job search for vacancies**--Other sources; examples include:   * Other individuals / groups in your network [the hidden job market] * Employment agencies [local / county based agencies, industry-based agencies * Executive search firms [headhunters]   *[Feel free to copy and paste the template for sources in the middle column as appropriate to list additional sources.]* | List specific **other sources** that you will regularly review to identify job opportunities. Indicate the frequency for reviewing each source [daily, weekly, monthly, etc.].  Source #1   * Person, group, organization, or URL-- * Frequency for reviewing this source--   Source #2   * Person, group, organization, or URL-- * Frequency for reviewing this source--   Source #3   * Person, group, organization, or URL-- * Frequency for reviewing this source--   Source #4   * Person, group, organization, or URL-- * Frequency for reviewing this source--   Source #5   * Person, group, organization, or URL-- * Frequency for reviewing this source--   Source #6   * Person, group, organization, or URL-- * Frequency for reviewing this source-- |  |
|  |
|  |
| **Job search for vacancies**—Steps and best practices you will follow | Outline **additional specific steps** you will follow as part of your job search strategy to identify specific positions that you will apply for. [You need **not** repeat information that you listed above.]  Job search step #1   * What will you do? * When?   Job search step #2   * What will you do? * When?   Job search step #3   * What will you do? * When?   Job search step #4   * What will you do? * When?   List guidelines and best practices you willfollowas you implement your job search strategy.   * Contact professional organizations in my field * Visit target company and organization web sites * Join professional associations * Participate career fairs |  |
| Other *[Please specify.]­*-- |  |  |
|  |  |
|  |  |

**Preparation for FutureClasses**

You are encouraged to initiate discussions with other classmates about your preliminary ideas this assignment during the next several lessons. You may initiate these informal conversations before, after, or between classes. Toward that end, you might find it useful to bring a working draft of your continuing work on this assignment to the next few classes so that you can refer to it.

Future course activities related to this assignment include.

* Class #6--Be prepared to ask the course instructor questions about this assignment.
* Class #11--Be prepared to exchange information about your preliminary career marketing and communications plan with classmates so that you can benefit from their ideas and feedback before finalizing your individualized career marketing and communications plan.

Class #14—Bring two work samples to class, and be prepared to walk an interviewer through your portfolio in about 5 minutes.For guidance on creating your portfolio, see:

* WetFeetOnline Guide:Job Hunting A to Z--Landing the Job You Want—Log into WetFeet [<https://www.wetfeet.com/>]; click on **Guides**, and select **Job Hunting A to Z--Landing the Job You Want**; see page 54.
* WetFeetOnline Guide:Ace Your Interview-- Log into WetFeet [<https://www.wetfeet.com/>]; click on **Guides**, and select **Ace Your Interview;** see page 21.

In general, you are encouraged to initiate conversations and exchange preliminary plans and other information with your classmates about this assignment so that you are able to benefit from your their perspectives of your work before it is completed.

**\* \* \* \* \***

***Submit this completed assignment in the appropriate Angel drop box before class #12.***