WILMINGTON UNIVERSITY
COLLEGE OF BUSINESS
BASIC COURSE INFORMATION

COURSE NUMBER: BMK 460
COURSE TITLE: Current Topics in Marketing: Job Search Strategies

I. LEARNING OUTCOMES AND GOALS:

GOAL A:
Assess career-related, personal strengths and weaknesses (e.g., conduct a personal marketing SWOT analysis).

Learning Outcomes: Each student will:
A-1 Gather personal information in order to make better decisions about life and career choices
A-2 Put all self-knowledge onto one piece of paper
A-3 Use a graphic to organize the information
A-4 Prioritize that information.
A-5 Participate in one or more vocational, personality or other types of self-assessment tests

GOAL B:
Identify and describe traits to finding a job that has meaning and purpose (e.g., think “Product, Price, and Place,” in marketing mix terms).

Learning Outcomes: Each student will:
B-1 Ascertain and prioritize life values.
B-2 Understand what knowledge or expertise already personally exists and could be used in life and work.
B-3 Create an inventory of transferable skills most enjoyable to use.
B-4 Identify the kind of people most enjoyable to work with or serve.
B-5 Describe favorite types of working conditions.
B-6 Determine what level to work at, and what salary would be satisfactory.
B-7 Decide where to live if given a choice.

GOAL C:
Plan an effective job search strategy (e.g., develop a personal-marketing plan).

Learning Outcomes: The student will:
C-1 Recognize the best way and worst ways to hunt for a job.
C-2 Discover how to deal with “handicaps.”
C-3 Identify at least 10 prospective employers.
GOAL D:
Learn how to market oneself (e.g., think “Promotion” and “Positioning” in terms of the marketing mix).

Learning Outcomes: The student will:
D-1 Create an effective, attractive and one-page resume with cover letter.
D-2 Learn how to prepare for a job interview.
D-3 Research questions and answers that may be asked during an interview.
D-4 Find out how to “dress for success.”
D-5 Learn how to negotiate salary and total compensation.
D-6 Practice how to interview.
D-7 Consider follow-up activities to “close the sale.”

II. RATIONALE:

Times are hard in the job market. Companies are cutting their work forces, businesses are folding, and the unemployment level is reaching new highs almost daily. The job-hunt process has been characterized as one long process of scary, rejection. To be successful in finding a job, students need more than the academic higher education they have achieved. They also need as much realistic and practical help as possible to overcome the many obstacles that stand in the way between their graduation and a new career. They need to learn how to market themselves.