**COMMUNICATION – HOMEWORK: SESSION 7**

**Business Communication: Process and Product – 9th Edition**

**Mary Ellen Guffey and Dana Loewy; Cengage Learning 2018 (ISBN: 978-1-305-95796-1)**

**Chapter Fifteen: The Job Search, Resumes, and Cover Letters in the Digital Age**

Outline the 4 steps in a successful job search.

Identify your interests and goals.

Assess your qualifications.

What interests you? Explore career opportunities.

Explain the importance of networking in the job search.

Identify the steps that will help you build your own network.

How does social media play a role in your job search?

What is meant by a personal brand? Share your brand.

Create your tagline.

Write a brief elevator speech.

Why is it important to customize your resume?

**Create a resume (attach).**

**(1) Main Heading – (2) Career Objective – (3) Summary of Qualifications – (4) Education – (5) Experience – (6) Capabilities and Skills – (7) Awards and Activities.**

**Write a Cover Message for a prospective employer (attach).**

**Chapter Sixteen: Interviewing and Following Up**

Outline the purposes of an interview for you as a candidate.

What opportunities does an interview provide from the perspective of an employer?

How can you prepare yourself adequately for an interview?

What type of success stories should you be prepared to tell?

Why is it importance to be aware of your online presence?

What are some of the top reasons employers choose not to hire a candidate?

What are some of the tips you can use to clean up your online presence?

How does nonverbal communication impact an interview? Provide examples.

What are some of the key characteristics interviewers seek in candidates?

What are some of the questions interviewers ask to get acquainted?

What are some of the questions interviewers ask to gauge your interest?

What are some of the questions interviewers ask to learn about your experience and accomplishments?

What are some of the questions interviewers ask about the future?

What are some of the challenging questions interviewers ask?

Explain statement, “In business as in life, you don’t get what you deserve, you get what you negotiate?”

Why do interviewers ask situational questions?

Explain the STAR Technique. What role does it play in interviews?

Why should you be prepared to ask some of your own questions?

How should you conclude an interview? What are the next steps?