



A: Division: INSTRUCTIONAL

Date: NOVEMBER, 1997

B: Faculty: LANGUAGE, LITERATURE & PERFORMING ARTS

New Course: X

Revision of Course Information Form:

C: PRFU 395

D: PROFESSIONAL READINESS I E: 3

| Subject and Course Number  | Descriptive Title  | Semester Credit |                           |           |   |  |          |
|--|--|-----------------|---------------------------|-----------|---|--|----------|
| <p><b>F: Calendar Description:</b> This course helps students to identify a potential career by examining new markets and emerging trends for professional writers. There will be seminars on how to build networks, write resumes and covering letters, and conduct oneself in a job interview. Studies also include learning primary business skills and job-hunting/freelancing strategies.</p> |  |                 |                           |           |   |  |          |
| <p>Summary of Revisions: ( date &amp; section)</p>   |  |                 |                           |           |   |  |          |
| <p><b>G: Type of instruction: Hrs per week</b></p> <p>Lecture: 1 hrs<br/> Laboratory: hrs<br/> Seminar: 3 hrs<br/> Clinical Experience: hrs<br/> Field Experience: hrs<br/> Practicum: hrs<br/> Shop: hrs<br/> Studio: hrs<br/> Student Directed Learning: hrs<br/> Other (specify) hrs<br/> Total: 4 hrs</p>  | <p><b>H: Course Prerequisites</b><br/>ACCEPTANCE TO PROGRAM OR PERMISSION OF COORDINATOR</p>   |                 |                           |           |   |  |          |
|  | <p><b>I: Course Corequisites</b><br/>NONE</p>  |                 |                           |           |   |  |          |
|  | <p><b>J: Course for which this Course is a Prerequisite</b><br/>PRFU 495</p>   |                 |                           |           |   |  |          |
|  | <p><b>K: Maximum Class Size:</b><br/>30</p>  |                 |                           |           |   |  |          |
|  | <table border="1"> <tr> <td><b>M: Transfer Credit</b></td> <td>Requested</td> <td>x</td> </tr> <tr> <td></td> <td>Granted:</td> <td></td> </tr> </table> |                 | <b>M: Transfer Credit</b> | Requested | x |  | Granted: |
| <b>M: Transfer Credit</b>  | Requested  | x               |                           |           |   |  |          |
|  | Granted:   |                 |                           |           |   |  |          |
| <p><b>L: College Credit Transfer</b> x</p> <p>College Credit Non-Transfer</p> <p>Non-Credit</p>  | <p>Specify Course Equivalents or Unassigned Credit as appropriate:</p> <p>UBC:<br/> SFU:<br/> U Vic:<br/> Other:</p>                                     |                 |                           |           |   |  |          |

*Hal Gray*  
Course Designer(s)  
*McClellan*  
Faculty Dean

*[Signature]*  
Vice-President  
*[Signature]*  
Registrar

**N. Textbooks and Materials to be Purchased by Students**

No text is required.

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**O. COURSE OBJECTIVES**

Upon completion of the course, the student will:

1. Understand current and emerging markets
2. Identify a writing niche
3. Understand the importance of networking and know how to set up a network
4. Learn several job-hunting/freelancing strategies
5. Learn the basic skills of applying for and interviewing for jobs
6. Learn the primary business skills needed to work in a salaried job or to run a small business.

**P. COURSE CONTENT****1. INTRODUCTION**

The student will:

- a) Examine writing markets (public, private, non-profit) and careers
- b) Examine new markets and emerging trends.

**2. FINDING A "JOB FIT"**

The student will:

- a) Identify core competencies for professional writers
- b) Identify professional/personal strengths and weaknesses: interpersonal skills, presentation and facilitation skills, public speaking skills, conflict resolution skills, mediation/negotiation skills, ability to meet deadlines, research/writing/editing skills, etc.
- c) Create a professional self-image
- d) Identify a writing niche.

**3. MARKET ANALYSIS**

The student will:

- a) Examine key sources of market information
- b) Identify a writing market: online communications, media relations, book publications, research, magazines, editing, CD Rom, intranet, scripting, etc.
- c) Describe a market's key indicators: types of jobs, career path, potential growth, salary offerings, freelance opportunities, needed software knowledge, hardware requirements, hook-ups to other markets, etc.
- d) Write a market analysis report.

**P. COURSE CONTENT cont'd****4. NETWORKS AND NETWORKING**

The student will:

- a) Identify network components: classmates, fellow workers, employers, industry associations, etc.
- b) Learn how to develop and maintain networks
- c) Review how to conduct an informational interview
- d) Write an industry association profile.

**5. JOB HUNTING/FREELANCING STRATEGIES**

The student will:

- a) Identify search methods: cold calling, media advertisements, placement agencies, print and online job boards, researching favoured area, networking, etc.
- b) Create his/her own job by developing entrepreneurial skills
- c) Complete a basic job search or business development plan.

**6. RESUMÉS AND COVERING LETTERS**

The student will:

- a) Learn how to write and produce a reader-focussed covering letter
- b) Learn how to write and produce a generic and a job-specific resumé
- c) Write resumé and covering letters.

**7. INTERVIEWING SKILLS**

The student will:

- a) Prepare for an interview: company research, question anticipation/preparation, practice, studying interview dynamics (e.g., room set-up, body language, dressing for the interview, "reading the signs," asking questions, portfolio presentation)
- b) Participate in a peer-evaluated interview.

**8. BUSINESS SKILLS**

The student will:

- a) Learn time and stress management skills
- b) Study and practise meeting skills
- c) Read and prepare contracts
- d) Calculate the costs of a job and write an invoice
- e) Learn how to set up an office, determine office needs/expenses, keep records
- f) Understand tax requirements/implications
- g) Understand methods of work delivery.

**Q. METHOD OF INSTRUCTION**

Class instruction will include lectures (by the instructor and industry experts), seminars, and field trips. In seminars, students will be expected to share their experiences and to review alternatives for meeting professional and personal objectives. Students will illustrate their mastery of course and program material through assignments, examinations, and participation in discussions and group work. Students are expected to be self-motivated and to exhibit the core competencies of a professional writer.

**R. EVALUATION**

Evaluation will be based on this general format:

|  |            |
|--|------------|
| Market Analysis Report                                   | 20%        |
| Industry Association Profile,<br>Written and Oral Report | 15%        |
| Job Search or Business Development Strategy              | 20%        |
| Resumés and Covering Letter                              | 15%        |
| Peer-evaluated Interview                                 | 10%        |
| Final Examination  | <u>20%</u> |
|  | 100%       |