

ENGL 105 – Unit 1

Professionalization: Application Materials and Interview

Communities	Genres	Author Roles	Purposes	Audiences
This will vary but might include: -Business, economics, public policy -Marketing -Human resources -Undergraduate research -Customer service or retail -Other relevant industries, fields, etc.	Application materials (some kind of cover letter as well as a resume) and an in-person job interview	Undergraduate student applying for a specific opportunity such as a job, an internship, a lab position, a scholarship, or admission into an academic program or other organization	To convince your audience to select you for this specific opportunity by illustrating your merits and qualifications as well as what you can offer if hired/selected	The hiring manager, admissions committee, or other individuals responsible for selecting recipients for your chosen opportunity
Values/Expectations				
-Clear, accessible, active, and precise language -Engaging and organized document design -Relevant merits and qualifications -Poised, confident, personal presence				

Overview

One of the most common genres in business writing is a collection of application materials, which typically includes a cover letter/letter of introduction/purpose statement as well as a resume (or in some instances, a curriculum vitae or CV). Although there is always some room for personalization, these two documents have become highly ritualized in their style, format, and tone; ultimately, however, they are intended to fill in gaps in your application, allow selection committees to see a bit of your personality, and to show off your significant merits and qualifications, all for the purpose of convincing your audience to invite you to interview for this specific opportunity. The goal of your collected application materials and your interview performance is to convince your audience to select you for this specific opportunity.

For this project, you will **find a real-world opportunity** in which you are interested in applying. This might be an upcoming job opening; an internship or lab position; a scholarship, fellowship, assistantship, or other funding opportunity; admission into a specific academic program or some other organization; selection to present at an academic conference; or some other similar opportunity. Ideally, this should be something to which you truly want to apply so that this project can help prepare you for the application process, but for the purposes of this assignment, it is acceptable to find a real opportunity even if you don't actually intend to apply. (Your chosen opportunity does not have to directly relate to your major or intended career. Even if you use this assignment to apply for a summer job not related to your studies, the skills you gain by completing this assignment will be transferable when you *are* applying for future opportunities in your intended field or discipline.)

You'll note that some aspects of the rhetorical chart above are a bit vague because many of the specific decisions regarding your audience, genre, and purpose depend on the specific opportunity for which you are applying.

Feeder 1.1 is a traditional resume (or CV, if appropriate), accompanied by an application analysis, a careful analysis of the opportunity to which you are applying, which will help you organize your thoughts and materials to increase your chance for success in applying for this specific opportunity. Feeder 1.1 is worth 5% of your final course grade.

- Thurs. Jan. 15: Brainstorm UP1 topics (application opportunities) in class (Canvas discussion post)
- Tues. Jan. 20: Application analysis rough draft due for class (Canvas discussion post)
- Thurs. Jan. 22: Resume rough draft due for class (Canvas discussion post)
- Tues. Jan. 27: Feeder 1.1 final draft due for a grade prior to class (both resume and application analysis due via Canvas>Assignments)

Feeder 1.2 is a cover letter that introduces you and explains your interest in this particular opportunity. Although the formatting and content for a successful cover letter are fairly standardized, you should still be sure to follow the specific guidelines provided by the selection committee for your specific opportunity. Feeder 1.2 is worth 5% of your final course grade.

- Thurs. Jan. 29: Cover letter rough draft due for class (Canvas discussion post)
- Tues. Feb. 3: Cover letter final draft due for a grade prior to class (Canvas>Assignments)

Unit Project 1 is the complete collection of your revised application materials, submitted at an in-person mock interview for this particular position. For the purposes of this assignment, you'll be interviewing with me, your instructor. I will adopt the role of the hiring manager, selection committee, etc. In preparation for your interview, you will use the feedback you've received to revise and polish your application materials, which you will submit in advance but will also bring to your interview in hard copy. You will all sign up for interview times in advance. Your grade will be determined based on the polished nature of your revised application materials and your performance at your interview. Unit Project 1 is worth 15% of your final course grade.

- Tues. Feb. 3: Interview preparation in class
- Thurs. Feb. 5: In-class revision workshop for application materials
- Tues. Feb. 10:
 - **All** revised application materials due prior to class time (Canvas>Assignments)
 - No class or office hours held; UP1 interviews held during class time and office hours
- Wed. Feb. 11: Additional UP1 interviews held throughout the day as needed

More detailed instructions for each feeder and your unit project, including grading rubrics, etc., will be shared with you via Canvas>Files>Unit 1 and will be discussed in class. Always remember to refer to the specific instructions and guidelines listed in this document and other accompanying assignment instructions, including grading rubrics, as well as any additional resources, samples, or models we discuss in class.

When choosing an opportunity for which to apply, consider the various resources provided by the UNC [Career Center](#):

- [UNC Career Hub](#)
- [UNC Handshake](#)
- [Job Search](#)
- [Internship Search Strategy](#)
- [Funding Opportunities](#)

Consider also these websites to help you find an employment position:

- [CareerBuilder](#)
- [GlassDoor](#)
- [Indeed](#)
- [LinkedIn](#)
- [Monster](#)
- [ZipRecruiter](#)

As you work on your resumes and cover letters, you may also find these other following resources helpful as well:

- UNC Writing Center: [Business Writing](#)
- UNC Writing Center: [Curricula Vitae \(CVs\) vs. Resumes](#)
- UNC Career Center: [Resume Guide for Students](#)
- Vault: [Sample Resumes from Various Industries](#)
- Kenan Flagler Business School: [Cover Letters, etc.](#)
- University of Central Florida: [Cover Letter Samples](#)

Feeder 1.1: Resume and Application Analysis

First, make sure you've read through the Unit 1 Assignment Prompt which gives you a clear overview of the entire project for this unit.

Once you've identified the opportunity for which you wish to apply, read the posting carefully. Before you apply for a particular opportunity, it's important to take the time to make sure you fully understand the application itself including: the position requirements, the application requirements, how and when to apply, and why you want/deserve to be selected. As you move forward, be sure that your resume (for Feeder 1.1) and cover letter (for Feeder 1.2) highlight the qualifications or requirements emphasized in the post.

See the document "Feeder 1.1 – Application Analysis Worksheet" (Canvas>Files>Unit 1) to guide your examination of the opportunity for which you wish to apply. These questions will be useful to guide you as you approach any potential future application. They will also assist me as I grade your application materials and final interview performance. For Feeder 1.1, you will begin by completing this worksheet, first as a rough draft and eventually submitting a polished draft alongside your resume.

Successful application analyses will:

- Display considerable investment in the revision process.
- Contain questions that are all answered in a complete and accurate manner.
- Exhibit the student's overall awareness of and critical engagement with this particular opportunity, including why you are interested in **and** qualified for this opportunity.

Based on the specific opportunity you've chosen, you will craft a traditional resume. (In some extenuating circumstances, it will be more appropriate to craft a curriculum vitae or CV, which is basically an academic resume. **If that's the case, talk to me first.**) For the sake of clarity, the rest of this document will refer to both as just "resume."

As you draft your resume, you might find it helpful to first draft a "master resume." Some refer to this as a "template copy" of your resume, "a document for your own personal use that records all your experiences, skills, and accomplishments, no matter how diverse they may be. This template copy of your resume should never be sent to a future employer" (*Tar Heel Writing Guide*, 2025-2026, chapter 2-4: "Writing in Business"). This master resume or "template copy" is a way to brainstorm all of your past accomplishments, qualifications, etc.

Now you are prepared to create a resume specifically tailored to the opportunity for which you are applying. Use your master resume as a starting point. Pay close attention to the details of the opportunity for which you are applying and choose relevant experiences, skills, and accomplishments to include in your resume. Your resume should also take into account the organization's general culture and values, which will tell you what kind of employees or members it appreciates.

At your stage in your career, you might not have a ton of experience directly relevant to the opportunity to which you are applying, and that's okay; showing that you have achievements and past experience (even if not perfectly relevant) at least shows that you are a candidate with drive and

past success. A traditional resume should be a single, full page (no more and no less). (A CV can be multiple pages. Again, talk to me before you plan to compose a CV for this assignment.)

Successful targeted resumes will:

- Be an appropriate length (no more than a single page).
- Include your current contact information.
- Target a specific job or other opportunity by highlighting experiences and skills relevant to that opportunity.
- Focus on your accomplishments and measurable achievements.
- Follow clear organization (i.e. chronological or a functional “skills” format).
- Be free of surface errors. (In the “real world,” misspellings and other typos get your resume “filed” in the trash.)
- Be clear and easy to read: appropriate margins and font size, no distracting fonts or graphics, and no formatting errors.
- Use best principles of document design to hold your audience’s attention and help them navigate the document.
- The style of the resume should match the job. Applying for a teaching position might call for a classic design, whereas a job that’s more “creative” (video production, graphic design, marketing, etc.) might call for bold, eye-catching design.

(For this assignment, you will only be drafting a traditional resume, one that you might upload directly, attach to an email, or even print out and submit in person. However, if you’re interested in creating an online version of your resume or some other similar e-portfolio, I’m happy to discuss that with you further. I plan to offer an extra credit opportunity for anyone who wishes to construct their own website or e-portfolio to market themselves and their work, due by the end of the semester. I’ll be sharing more information about that soon.)

A note on references: A traditional resume does not include references or even mention that they are “available upon request.” That goes without saying. However, in an actual application, you might also be asked to provide a separate references list, so you might want to also compile such a document on your own for future use. Never assume you can list someone as a reference; always ask their permission first, including what information you can share directly (such as emailed directly to a potential employer) and/or publicly (posted online). As a courtesy, always inform a reference when they might expect to be contacted regarding a current application.

Here's the timeline for Feeder 1.1:

- Thurs. Jan. 15: Brainstorm UP1 topics (application opportunities) in class (Canvas discussion post)
- Tues. Jan. 20: Application analysis rough draft due for class (Canvas discussion post)
- Thurs. Jan. 22: Resume rough draft due for class (Canvas discussion post)
- Tues. Jan. 27: Feeder 1.1 final draft due for a grade prior to class (Canvas>Assignments)

Remember, your final draft of Feeder 1.1 includes TWO components:

- The final draft of your resume, AND
- The final draft of your application analysis

Grading Rubric for Feeder 1.1: Resume and Application Analysis

The final grade for Feeder 1.1 will be worth 5% of the student's final course grade.

	10	7	4	1
Resume Content (worth double: 20, 14, 8, or 2)	Resume contains contact information and other relevant information such as education, professional experience, skills, etc. Information seems appropriately tailored to the specific opportunity to which the student is applying.	Some information about the student's background is offered, but some seemingly vital information is lacking or seems irrelevant or inappropriate.	Severely lacking in the inclusion of relevant information.	Drastically incomplete and/or inappropriate.
Resume Writing Style	Resume features precise wording, active verbs, and a consistency of phrasing that is, at least for the most part, focused on outcomes and achievements.	Resume uses some vague diction, simplistic language or sentence structures but mostly maintains a professional and objective tone.	Resume occasionally lapses into casual, colloquial discourse or subjective claims. Writing appears erratic, and some sentences or points are hard to follow.	Major lapses into casual discourse or little attempt to maintain objectivity. Diction is highly vague or passive, and syntax is confusing.
Resume Organization	Resume is well-organized with a logical and explicit pattern from one section to the next and within each section.	Resume is mostly well-organized, but some sections or content seem out of order or repetitive.	Resume is very confusingly organized and does not reflect an overall organizational pattern.	Resume is organized so confusingly that it impedes the student-author's purpose.
Resume Formatting & Design	Resume uses best principles of document design to engage and maintain audience's attention and guide audience through the content. Resume is an appropriate length.	Resume needs slight improvement in overall design and formatting. Some elements could be more engaging or better formatted.	Resume needs major improvements in overall design and formatting. Elements are confusingly placed or formatted.	Little to no attempt to create an engaging, appropriately formatted resume.
Resume Grammar and Mechanics	Resume is free from typographical errors as well as spelling and grammar mistakes. Any urls or links (such as in the contact info) provided in the document function correctly.	A few surface or technical errors but none so consistent that they obscure the applicant's meaning.	Repeated surface errors or technical errors.	No sign of editing or revision.
Application Analysis Content (worth double: 20, 14, 8, or 2)	All questions are answered completely, accurately, and appropriately. Student clearly communicates	Some information is lacking or inaccurate.	The responses to some questions are cursory at best; the analysis does not provide enough	Little to no response to the questions.

	their awareness of and critical engagement with this particular opportunity.		information for the reader to understand.	
Application Analysis Writing Style	Application analysis features varied and sophisticated sentence structure and diction that is professional, clear, and accessible for someone unfamiliar with this opportunity.	Application analysis uses some repetitive diction, overly simplistic language or sentence structures but mostly maintains a professional and objective tone.	Application analysis occasionally lapses into overly casual, colloquial discourse or subjective claims. Writing appears erratic, and some sentences are hard to follow.	Major lapses into casual discourse or little attempt to maintain objectivity. Diction is highly repetitive, and syntax is confusing or highly inappropriate.
Application Analysis Grammar and Mechanics	Application analysis is free from typographical errors as well as spelling and grammar mistakes. All urls or links provided in the document function correctly.	A few surface or technical errors but none so consistent that they obscure the applicant's meaning.	Repeated surface errors or technical errors.	No sign of editing or revision.
Total: /100				

Feeder 1.1 Application Analysis Worksheet

Directions: You will find it useful to answer the following questions for this project (and when approaching other future applications). This worksheet is designed to help you organize your ideas before you move forward. (It will also assist me as I grade your other application materials and your final interview performance.)

Remember that this is only one portion of Feeder 1.1. In addition to completing and submitting this worksheet, you must also submit a traditional resume (or CV).

Complete the following worksheet using complete sentences; don't overlook the second page of the document. There are six questions total, but each question contains multiple smaller questions, etc. Please make sure your answers are easy to identify, clearly numbered, etc.

1. Tell me about this opportunity:
 - a. What kind of opportunity are you applying for? A job or internship? A funding opportunity like a grant, a scholarship, a fellowship, etc.? Admission into some professional, academic, or honorary society, program, or other organization? An opportunity to present or publish your work? Something else? **Briefly explain.**
 - b. What is the name of (and url for) the company, organization, or other entity to which you are applying?
 - c. What is the specific position title for which you are applying? Include the specific url for where one can see detailed information about applying for this particular opportunity, ideally the url for this particular posting.
2. How do you apply?
 - a. What is the deadline for an application for this particular opportunity? How/where should you submit this application? (Via email? An online application portal? Via mail?) List the appropriate details such as a url, an email address, mailing address, etc.
 - b. Briefly list the required elements of this application. (Online application form? Cover letter? Purpose statement or personal statement? Resume? Test scores? Transcript? Writing sample? Other elements?) What all are you going to have to compile/include to apply?
 - c. What are the names and/or titles of the people who will review your application? You might know specific names/titles, or it might be as simple as "Hiring Committee," "Hiring Manager," "Human Resources Committee," "Selection Committee," etc. Provide any and all details you can find.

3. **In a paragraph**, state the requirements and/or qualifications for this position. (What qualifications are needed for an applicant to be considered? Also, what will be expected of you—your duties, obligations, etc.—if you are selected?)
4. **In a paragraph**, why do you want to pursue this particular opportunity at this specific organization? Look at the website for this organization; again, why do you want to work for/with **this specific** organization? And why do you want **this specific** position? What can you gain from this opportunity? How will this help you with your long-term goals? (Your answer should be more than just money or an impressive line/credential on your resume.)
5. **In a paragraph**, why should the selection committee, etc. choose you? Why are you an ideal candidate for this opportunity?
6. How do we move forward?
 - a. **Briefly** describe your comfort level with this application: what areas do you feel confident about **and** what areas do you feel insecure/worried about, and why? (How can I help you? What areas do we really need to address the most?)
 - b. **Look carefully at the posting for this opportunity. List at least five keywords related to this opportunity.** These might be keywords or tags included in the posting for this opportunity or other keywords/key phrases that you will need to emphasize in your application materials. **For each, very briefly explain why this keyword or key phrase will be important to emphasize.**

Feeder 1.2: Cover Letter

First, make sure you've read through the Unit 1 Assignment Prompt which gives you a clear overview of the entire project for this unit.

You've chosen a specific opportunity to which you want to apply, you've carefully analyzed that opportunity, and you've crafted a resume specifically tailored to that opportunity. Now it's time to complete your application materials by writing a cover letter. This is sometimes referred to as a letter of introduction, purpose statement, or personal statement, although each of these have slightly different expectations, formats, etc.

Keep in mind the original posting to which you are responding as well as the analysis of that posting that you completed as part of Feeder 1.1. As you move forward, be sure that your cover letter highlights the qualifications or requirements emphasized in the post.

To be clear, a cover letter should do more than simply restate what's apparent in your resume. While you can use it to direct attention to a few major accomplishments listed in your resume, you should also use this as an opportunity to highlight other qualifications not apparent in your resume and/or to fill in any gaps your resume seems to have.

Your cover letter should introduce you and explain your interest in this particular opportunity. Although the formatting and content for a successful cover letter are fairly standardized, you should still be sure to follow the specific guidelines provided by the selection committee for your specific opportunity. Answer their questions and address their concerns.

Hiring managers, selection committees, etc. rarely even look at or consider a resume if it's introduced with a weak cover letter. Be sure your cover letter, etc. clearly greets the selection committee, addresses all of their questions or criteria (typically explaining your specific interest in this opportunity and your qualifications/prior relevant experience), invites further discussion, and thanks them for their time, ending with a signature and relevant contact information.

Your cover letter should be designed in the traditional format, as though you were printing it out and submitting it via postal mail or as though it was a document to be uploaded as an attachment to an online application form. Do NOT format it as though you are sending a cover email. (We will, however, briefly consider the differences in formatting between those two modes of communication in this context.)

Your cover letter should also take into account the organization's general culture and values, which will tell you what kind of employees or members it appreciates.

At your stage in your career, you might not have a ton of experience directly relevant to the opportunity to which you are applying, and that's okay; showing that you have achievements and past experience (even if not perfectly relevant) at least shows that you are a candidate with drive and past success. This is where a cover letter can significantly help you; it's your chance to fill in any gaps in your resume, to preemptively answer any questions selection committees might have when they look at your resume. It's also your chance to highlight how your experiences that don't seem to align with this opportunity actually make you uniquely qualified for this opportunity, explicitly connecting your skills and experiences with their needs.

A typical cover letter (like a typical, traditional resume) should never be longer than a single page. Consider the various models we discuss in class.

Successful cover letters will:

- Be addressed to the appropriate individuals (by name if possible, but at least by title).
- Indicate why you are writing, the position you are applying for, how you found out about it, and why you are interested.
- Demonstrate your awareness of the position requirements and the organization's needs and wants by highlighting relevant experiences and qualifications.
- Follow the "6 Cs" of business communication: clear, concise, courteous, correct, consistent, and complete.
- Be kept to one page.
- Be free of surface errors. (By "free of surface errors," I mean the letter must be perfect.)

Here's the timeline for Feeder 1.2:

- Thurs. Jan. 29: Cover letter rough draft due for class (Canvas discussion post)
- Tues. Feb. 3: Cover letter final draft due for a grade prior to class (Canvas>Assignments)

Grading Rubric for Feeder 1.2: Cover Letter

The final grade for Feeder 1.2 will be worth 5% of the student's final course grade.

	10	7	4	1
Introduction	Letter is addressed to the appropriate individuals. Opening paragraph clearly greets the hiring manager/selection committee/etc. and clearly explains the purpose of the letter, including the opportunity for which the student is applying, how they found out about it, and why they are interested in this opportunity at this specific organization.	Opening paragraph lacks some detail or specificity. In a few instances, more information is necessary to support its claims or to address the expected content.	Opening paragraph is significantly lacking in some way. Minimal or no detail or attempt to explain the purpose of the letter.	Opening paragraph completely fails to explain the purpose of the letter.
Body (worth double: 20, 14, 8, or 2)	Body paragraph(s) addresses all of the questions or criteria requested in the original application posting. Student demonstrates their awareness of the opportunity's requirements and the organization's needs and	Body of letter lacks some detail or specificity. In a few instances, more information is necessary to support its claims or to address the expected content.	Body of letter is significantly lacking in some way. Minimal or no detail or attempt to address selection committee's questions.	Body of letter completely fails to address selection committee's questions or concerns.

	wants by highlighting relevant experiences and qualifications. Letter does more than simply restate content of resume.			
Conclusion	Closing paragraph sums up/reiterates main points: student's interest in this opportunity and major qualifications. It invites further discussion, thanks the reader for their time, and ends with a signature and contact info.	Closing paragraph lacks some detail or specificity. In a few instances, more information is necessary to support its claims or to address the expected content.	Closing paragraph is significantly lacking in some way. Minimal or no detail or attempt to appropriately conclude the letter.	Closing paragraph completely fails to appropriately conclude the letter.
Paragraph Structure	Paragraphs contain an analytical topic sentence that makes one central claim and then provides evidence to support this claim. Each paragraph flows well.	Paragraphs are mostly well structured with a few slip-ups; some paragraphs either do not contain adequate flow or are missing a topic or ending sentence.	A few paragraphs attempt to do too much or do not advance one specific claim. Paragraphs do not contain logical flow of information.	Paragraphs are highly unorganized and very difficult to follow; paragraphs do not advance any claim at all.
Organization & Formatting	Cover letter is organized with a logical and explicit pattern. Cover letter is no more than a single page and is formatted in a professional and attractive manner.	Cover letter is mostly well-organized, but some paragraphs or content seem out of order or repetitive. Design/formatting is a bit distracting or disorganized.	Cover letter is very confusingly organized and does not reflect an overall organizational pattern. Significant problems with overall design/formatting.	Cover letter is organized and/or formatted so confusingly that it impedes the student-author's purpose.
Writing Style	Cover letter features varied and sophisticated sentence structure and diction and an appropriate tone throughout, embracing the "6 Cs" of business communication.	Cover letter uses some repetitive diction, simplistic language or sentence structures but mostly maintains a professional and objective tone.	Cover letter occasionally lapses into casual, colloquial discourse or subjective claims. Writing appears erratic, and some sentences are hard to follow.	Major lapses into casual discourse or little attempt to maintain objectivity. Diction is highly repetitive, and syntax is confusing.
Grammar and Mechanics	Cover letter is free from typographical errors as well as spelling and grammar mistakes.	A few surface errors but none so consistent that they obscure the applicant's meaning.	Repeated surface errors.	No sign of editing or revision.
Total:	/80			

UP1: Revised Materials and Interview

First, make sure you've read through the Unit 1 Assignment Prompt which gives you a clear overview of the entire project for this unit.

Use the feedback you've received from me to revise, polish, and finalize your resume from Feeder 1.1, which should be tailored to fit the specific opportunity to which you are applying. Do the same with your cover letter from Feeder 1.2.

You will submit these revised drafts via Canvas>Assignments by class time on Tues. Feb.

10. On Canvas, when you submit, include a comment regarding your decision about whether you want this content (your resume and cover letter) to be private (not published to our course website), whether you want it published to our course website anonymously, or whether you want it published with your name (first name and last initial attached). (Granted, it's kind of impossible to publish your resume anonymously, so I suppose for this project, you either want the content kept private or published with your name.)

Again, as you revise your resume and cover letter, consider my feedback and be sure that your resume and cover letter highlight the qualifications or requirements emphasized in the original post for this opportunity. Your revised resume and cover letter will be evaluated on how well they match the qualifications and requirements for this opportunity and how well you integrate the feedback I've provided you.

In a real-world scenario, you would submit your various application materials in advance, hoping they would lead to an interview. **Congratulations! You've been selected to move onto the next stage of the selection process, an interview for the specific opportunity to which you are applying.** The purpose of an interview is to assess your personality, see if you have done your research about the organization that you intend to join, explain how you will be a valuable member of the organization you intend to join, and evaluate your ability to communicate information clearly and effectively.

These interviews will take place on Tues. Feb. 10 (and Wed. Feb. 11 as needed) in my office, [Greenlaw Hall](#), Room 509. Each interview will be 10-15 minutes long.

On Tues. Feb. 10, I will not hold class or office hours. Instead, students will sign up in advance for a timeslot during which to conduct their mock interviews with me. I will play the role of the hiring manager, head of the selection committee, etc. I will use your application analysis (from Feeder 1.1) to guide me as I evaluate your final, revised drafts of your resume and cover letter and as I evaluate your performance in the interview. (I will also use your application analysis to guide me in designing some of the interview questions themselves.)

Even though you've already submitted your materials in advance, it's best practice to bring a hard copy (a printed) version of your resume with you to your interview. This makes you seem professional and well-prepared and also makes it easy for your interviewer to reference your resume during the interview itself. **So in addition to having submitted your revised resume and cover letter via Canvas, you are expected to bring a hard copy of your revised resume to your interview. You are also expected to dress appropriately for this interview, most likely business-casual attire.**

Remember, at the time of your interview, from the moment we see each other, we should both be “in character”: we have never met before; I am not your instructor; I am playing the role of the person interviewing you for this specific opportunity. **All elements of our interaction will be considered as part of the evaluation process, just as it is in a real-world scenario.**

Successful job candidates will:

- Have revised and submitted polished drafts of their resume and cover letter via Canvas>Assignments prior to class on Tues. Feb. 10.
- Show up on time, ideally a few minutes early, and fully prepared.
- Dress appropriately for the interview (business-casual).
- Bring a hard copy of their revised, polished resume to the interview, presented upon request.
- Have researched the company’s or organization’s history and mission/values.
- Know the requirements and duties involved in the opportunity for which they are applying.
- Convey particular strengths that will qualify them for this opportunity.
- Mitigate weaknesses or represent them as strengths for the interviewer.
- Represent concrete experiences that show their maturity.
- Have prepared two or three questions to ask the interviewer.
- Practice interviewing before the interview, so that voice and nerves are steady.
- Be poised, professional, and courteous for the interview.
- Thank the interviewer for their time/consideration and look forward to hearing from them.

Here’s the timeline for Unit Project 1:

- Tues. Feb. 3: Interview preparation in class
- Thurs. Feb. 5: In-class revision workshop for application materials
- Tues. Feb. 10:
 - **All** revised application materials due prior to class time (Canvas>Assignments)
 - No class or office hours held; UP1 interviews held during class time and office hours
- Wed. Feb. 11: Additional UP1 interviews held throughout the day as needed

Remember, your final draft of Unit Project 1 includes MULTIPLE components:

- Revised, polished drafts of your resume AND cover letter submitted via Canvas>Assignments prior to class time on Tues. Feb. 10.
- Your performance at the mock interview scheduled with me, which includes bringing a hard copy of your revised resume with you to the interview.

FYI: I will most likely audio-record these interviews to assist me in providing you with formal, written feedback. I will not share the content of these recordings with anyone else. I will also be taking notes during the interview; please do not let that distract you.

Grading Rubric for Unit Project 1: Revised Materials and Interview

The final grade for Unit Project 1 will be worth 15% of the student's final course grade.

	<u>10</u> Excellent! You're offered the position!	<u>7</u> Average: you got a call back, but your fate is still up in the air.	<u>3</u> Interviewing skills need significant improvement: you don't get the position.
First Impressions	You arrive on time, dressed professionally (business-casual) with a hard copy of your resume. You greet your interviewer with courtesy and confidence. You're an enthusiastic and engaged conversationalist.	Non-professional attire; you're engaged but unenthusiastic. Hard copy of resume is folded, crumpled, stained, etc.	Completely inappropriate attire; no hard copy of resume; arriving late or in disarray. No sense of interest in the opportunity.
Interview Content (worth double: 20 14, or 6)	You know all about the organization and position for which you're applying; you're confident and able to speak to how your skills relate to this position/opportunity.	You're knowledgeable about the position but not the organization; confidence is middling; you state your skills but do not connect them to the position/opportunity.	You're not knowledgeable about the position or the organization. You're nervous when answering questions about yourself. No mention of skills.
Interview Skills	Steady voice; appropriate eye contact; you're speaking at an appropriate speed and with intention (i.e., not talking too fast or using "um" or other filler words).	You make eye contact once or twice but frequently look down; use "um" or stalling sounds/filler words a few times; you speak too slowly or quickly.	Staring at the floor or ceiling when you speak; mumbling; not speaking in a professional manner. Or you are discourteous and/or disinterested.
Closing Impressions	You've articulated your interest in the position/opportunity; you ask good questions about the opportunity and thank the interviewer.	You seem kind of interested in the position/opportunity; no questions for the interviewer; you thank the interviewer.	No interest in the position/opportunity; no questions for the interviewer; you fail to thank the interviewer.
Revised Resume	Revised resume is clearly tailored to this specific opportunity. It has strong and carefully crafted content, is well organized, and is designed/formatted effectively. It integrates your instructor's feedback/revision suggestions, as needed.	Some minor lingering errors or problems in terms of content, organization, style, or design. You have not integrated all of your instructor's suggestions for revision.	Major lingering errors in terms of content, organization, style, or design. Little to no effort at revision since Feeder 1.1.
Revised Cover Letter	Revised cover letter is clearly tailored to this specific opportunity. It has strong and carefully crafted content, is well organized, and is designed/formatted effectively. It integrates your instructor's feedback/revision suggestions, as needed.	Some minor lingering errors or problems in terms of content, organization, style, or design. You have not integrated all of your instructor's suggestions for revision.	Major lingering errors in terms of content, organization, style, or design. Little to no effort at revision since Feeder 1.2.

Grammar and Mechanics (for Resume and Cover Letter)	Revised resume and cover letter are both free from typographical errors as well as spelling and grammar mistakes. Any urls or links (such as in the contact info) provided in the documents function correctly.	A few surface or technical errors but none so consistent that they obscure the applicant's meaning.	Repeated surface errors or technical errors.
Total: /<u>80</u>			