

ENGL 105 – Unit 2
Writing in Business: Digital Application Materials

Genre	Audience	Role	Purpose	Rhetorical Situation
Digital Application Materials (a cover letter, a traditional resume, and an online resume/portfolio)	The hiring manager, admissions committee, or other individuals responsible for selecting recipients of your chosen opportunity	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 merit and qualifications as well as what you can offer if hired/selected	You are applying for an upcoming opportunity of your choice such as a job, an internship, a lab position, a scholarship, or admission into a specific academic program or other organization. Along with your application, you must submit a cover letter and some kind of resume to illustrate your merit and qualifications as well as what you can offer if hired/selected.

Overview

No matter what major or career to which you aspire, every adult will always need to engage in some form of writing that could be categorized as “business writing,” the practice of communicating as an adult with other adults in a legal or commercial enterprise. One of the most common genres of business writing involves an application for some kind of employment opportunity (a job, internship, etc.), an application for funding (for a grant, scholarship, fellowship, etc.), an application for scholarly purposes (to present or publish one’s academic findings or to apply to a graduate or professional school), an application for admission into an academic, professional, service, or honor society or organization, or even simply professional correspondence among colleagues.

Most of the opportunities listed above involve one of the most common genres in business writing: a collection of application materials, which typically includes a cover letter/letter of introduction/purpose statement as well as some kind of a resume. Although there is always some room for personalization, these 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.

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. (Even if you use this assignment to apply for a side job not related to your studies, the skills you gain by completing this

assignment will be transferable for when you are applying for future opportunities more directly related to your academic/professional aspirations.)

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.

In this unit, we will consider the different strategies, goals, advantages, and disadvantages to traditional, written compositions and digital or multimedia compositions. You will compose traditional, written application materials, but you will also translate those into digital materials, so you are empowered to market yourself both online and in-person.

Feeder 2.1 is 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 2.1 is worth 5% of your final course grade.

- Mon. July 12: Brainstorm UP2 topics (application opportunities) in class (Sakai forum post)
- Tues. July 13: Feeder 2.1 rough draft due by 9:45am (Sakai forum post)
- Wed. July 14: Feeder 2.1 final draft due for a grade by 9:45am (Sakai>Assignments)

Feeder 2.2 includes your core Application Materials: a cover letter and a resume. For almost any application, you will always be required to include some kind of resume that highlights your background and qualifications, accompanied by a cover letter or email that introduces you and explains your interest in this particular opportunity. Feeder 2.2 is worth 5% of your final course grade.

- Thurs. July 15: Feeder 2.2 rough draft due by 9:45am (Sakai forum post)
- Fri. July 16: Feeder 2.2 final draft due for a grade by 9:45am (Sakai>Assignments)

Unit Project 2 is the complete collection of your Digital Application Materials: a cover letter, a traditional resume, and an online resume. You will use the feedback you've received to revise and polish your application materials, and you will consider principles of digital literacy and multimedia composition to curate your online presence in order to market yourself and engage your audience online.

- Mon. July 19: UP2 rough draft due by 9:45am (Sakai forum post)
- Tues. July 20: UP2 final draft due for a grade by 9:45am (email me at paulblom@live.unc.edu)

For more detailed instructions for each feeder and your unit project, including grading rubrics, etc., see below. Always remember to refer to the specific instructions and guidelines listed in this document, including grading rubrics, as well as any samples or models we discuss in class.

Feeder 2.1: Application Analysis

In class on Mon. July 12, we will discuss the fundamentals of business writing, and you will have a chance to brainstorm potential opportunities with your group members. **Before you leave class that day, you should post a brief list of potential opportunities in which you are interested in applying, ideally also choosing one specific opportunity and including that in your post.**

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. See the document "Feeder 2.1 – Application Analysis" (Sakai>Resources>Unit 2) 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. For Feeder 2.1, you will fill out this worksheet ("Feeder 2.1 – Application Analysis" at Sakai>Resources>Unit 2), revise it based on peer feedback, and eventually submit it for a grade.

A rough draft of your application analysis is due Tues. July 13 by 9:45am via the appropriate Sakai forum. This rough draft should be attached to your post as its own document. We will workshop this in class that day. The file name for this document should be "[Your last name]_2.1 Rough Draft." This draft does not have to be entirely complete, but it should be as close to complete as possible for you to maximize the benefits from the workshop in class.

Based on your workshop experience, revise and complete your Feeder 2.1 into a separate, final draft. This final draft of Feeder 2.1 is due for a grade on Wed. July 14 by 9:45am via the "Assignments" tab on Sakai. The file name for this document should be "[Your last name]_2.1 Final Draft."

Successful 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.

Grading Rubric for Feeder 2.1: Application Analysis

The final grade for Feeder 2.1 will be worth 5% of the student's final course grade.

	10	7	4	1
Question 1	Answered completely, accurately, and appropriately.	Some information is lacking or inaccurate.	The response is cursory at best and does not provide enough information for the reader to understand.	Little to no response to the question.
Question 2	Answered completely,	Some information is	The response is cursory at best and does not provide enough	Little to no response to the question.

	accurately, and appropriately.	lacking or inaccurate.	information for the reader to understand.	
Question 3	Answered completely, accurately, and appropriately.	Some information is lacking or inaccurate.	The response is cursory at best and does not provide enough information for the reader to understand.	Little to no response to the question.
Question 4	Answered completely, accurately, and appropriately.	Some information is lacking or inaccurate.	The response is cursory at best and does not provide enough information for the reader to understand.	Little to no response to the question.
Question 5	Answered completely, accurately, and appropriately.	Some information is lacking or inaccurate.	The response is cursory at best and does not provide enough information for the reader to understand.	Little to no response to the question.
Question 6	Answered completely, accurately, and appropriately.	Some information is lacking or inaccurate.	The response is cursory at best and does not provide enough information for the reader to understand.	Little to no response to the question.
Question 7	Answered completely, accurately, and appropriately.	Some information is lacking or inaccurate.	The response is cursory at best and does not provide enough information for the reader to understand.	Little to no response to the question.
Question 8	Answered completely, accurately, and appropriately.	Some information is lacking or inaccurate.	The response is cursory at best and does not provide enough information for the reader to understand.	Little to no response to the question.
Style	Application analysis features varied and sophisticated sentence structure and diction that is professional, clear, and	Application analysis uses some repetitive diction, overly simplistic language or sentence structures but mostly maintains	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

	accessible for someone unfamiliar with this opportunity.	a professional and objective tone.		highly inappropriate.
Grammar	Application analysis 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: /100				

Feeder 2.2: Application Materials (Cover Letter and Traditional, .pdf Resume)

Use the information and feedback from Feeder 2.1 to guide you as you compose the two most common elements of any application: a resume and a cover letter that introduces and contextualizes that resume. Be sure that your resume and cover letter highlight the qualifications or requirements emphasized in the post for your specific opportunity.

Begin by drafting a traditional, written resume. Try to tailor the content to the specific opportunity to which you are applying. Think about experiences as well as skills you've gained. 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 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 of written text.

Once this traditional resume is complete, export/convert it into .pdf format to ensure that your formatting remains consistent across devices, programs, and platforms. For technical assistance in converting a Word document to .pdf format, see "UP2 – How to Attach Your Resume" on Sakai at Resources>Unit 2>Digital Literacy.)

In addition to your resume, you'll need to compose some kind of cover letter or letter of introduction or purpose statement. Follow the specific guidelines provided by the selection committee for your specific opportunity. Be sure your cover letter, etc. clearly greets your specific audience (the selection committee, etc.), 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. Your cover letter for Feeder 2.2 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 via an online application portal. (In the unit project, we'll practice formatting your cover letter to send it as the text of an email.)

Remember, a typical cover letter should never be longer than a single page; nor should a typical resume. See the resources and models on Sakai at Resources>Unit 2 for examples of successful cover letters and resumes and think about our in-class discussions of various models as well.

Rough drafts of your cover letter and resume are due Thurs. July 15 by 9:45am via the appropriate Sakai forum. Submit each document as its own attachment to your post. We will workshop these drafts in class that day. The file name for these documents should be “[Your last name]_2.2 Cover Letter Rough Draft” and “[Your last name]_2.2 Resume Rough Draft.” These drafts do not have to be entirely complete, but they should be as close to complete as possible for you to maximize the benefits from the workshop in class.

Based on your workshop experience, revise and complete the elements of your Feeder 2.2 into separate, final drafts. (Remember, the resume should be a .pdf file, not a Word document.) These final drafts of Feeder 2.2 are due for a grade on Fri. July 16 by 9:45am via the “Assignments” tab on Sakai. The file name for these documents should be “[Your last name]_2.2 Cover Letter Final Draft” and “[Your last name]_2.2 Resume Final Draft.”

I will grade based on how well your cover letter addresses the guidelines and criteria laid out by the selection committee (based on your work from Feeder 2.1) and based on the thoroughness and effectiveness of your traditional resume.

Grading Rubric for Feeder 2.2: Application Materials

The final grade for Feeder 2.2 will be worth 5% of the student’s final course grade.

	10	7	4	1
Cover Letter Content	Cover letter contains all relevant and appropriate content; it clearly greets the selection committee, addresses all of their questions or criteria, invites further discussion, and thanks them for their time, ending with a signature.	Cover letter is lacking some detail or specificity. In a few instances, more evidence is necessary to support its claims or to address the expected content.	Cover letter content is significantly lacking in some way. Minimal or no detail or attempt to address selection committee’s questions.	Cover letter completely fails to address selection committee’s questions or concerns.
Cover Letter Organization	Cover letter is organized with a logical and explicit pattern.	Cover letter is mostly well-organized, but some paragraphs or content seem out of order or repetitive.	Cover letter is very confusingly organized and does not reflect an overall organizational pattern.	Cover letter is organized so confusingly that it impedes the applicant’s purpose.

Cover Letter Style	Cover letter features varied and sophisticated sentence structure and diction and an appropriate tone throughout.	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.
Resume Content	Resume contains contact information and other relevant information such as an objective statement, education, professional experience, skills, etc.	Some information about the applicant's background is offered, but some seemingly vital information is lacking.	Resume is severely lacking in the inclusion of relevant information.	Resume is missing or is drastically incomplete.
Resume Organization	Resume is organized with a logical and explicit pattern.	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 applicant's purpose.
Resume Style	Resume features precise wording, active verbs, and a consistency of phrasing.	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.
Grammar	All documents are 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: /70

Unit Project 2: Digital Application Materials (Cover Letter; Traditional, .pdf Resume; Online Resume/e-Portfolio/Website)

After you submit your traditional, written resume and your cover letter for Feeder 2.2, you will receive a grade and feedback from me. Use that feedback to revise your cover letter and to revise your traditional, written resume for Unit Project 2. Use your new draft of your resume to create an online version of this resume. You have a variety of programs to choose from when selecting how you will publish your resume online. If you are new to composing online, the simplest and most user-friendly option is to create your online resume as a single webpage on [Adobe Spark](#). For information on how to log into and use Adobe Spark, see “How to Log into and Use Adobe Spark” (Sakai>Resources>Unit 2>Digital Literacy).

You’re welcome, however, to use whatever program you wish to create your own online resume or online portfolio, website, etc.:

- <https://tarheels.live/>, UNC’s partnership with Wordpress (see “Wordpress Quick Guide” on Sakai at Resources>Unit 2>Digital Literacy)
- [Wordpress](#) (see “Wordpress Quick Guide” on Sakai at Resources>Unit 2>Digital Literacy)
- Adobe Portfolio (available through [Adobe Creative Cloud](#))
- [SquareSpace](#)
- [Weebly](#)
- [Wix](#)

Your online resume can be as simple or comprehensive as you wish. At the very least, you need to create a single webpage that serves as your online resume, but you are welcome (but not required) to create a larger, more comprehensive e-portfolio or website consisting of multiple pages and subpages (a page for your education, a page for your professional experience, etc.). If you choose this option, however, you should use something other than Adobe Spark, since Adobe Spark can only be used to build individual webpages.

In your online resume, take advantage of the online medium to bend some of the formatting rules for a traditional resume. Consider our discussion of digital literacy and composition and the various resources posted on Sakai at Resources>Unit 2>Digital Literacy. In an online resume, you have more room to include more material than in a traditional resume. Additionally, in an online resume, you can include some content that wouldn’t normally appear in a traditional resume such as images, a formal headshot, graphics, samples of your work (via uploads or links), hyperlinks, references, etc.

Hyperlinks are a valuable way to supplement your content and provide your audience with extra information, such as hyperlinking the name of each organization or company listed to that company’s website. You should also consider hyperlinking to any social media accounts you feel comfortable sharing with potential selection committees. **You should certainly include a link that members of the selection committee can use to email you, and you should include as much other contact information as you feel comfortable making public.**

References: A traditional resume does not include references or even mention that they are “available upon request.” That goes without saying. For your online resume/website, however, you could include professional/public (never personal/private) contact information for any of your professional, academic, and/or personal references you wish to list. Note: 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 to your online resume). As a courtesy, always inform a reference when they might expect to be contacted regarding a current application.

Once you’ve published your online resume, revisit your traditional resume document. In your contact information on your traditional resume, add the url to your online resume (and make that an active hyperlink). Proofread your document. Once this traditional resume is complete, export/convert it into .pdf format to ensure that your formatting remains consistent across devices, programs, and platforms. For technical assistance in converting a Word document to .pdf format, see “UP2 – How to Attach Your Resume” on Sakai at Resources>Unit 2>Digital Literacy.)

Now revisit your online resume. Somewhere either near the beginning or end of your online resume, you should add a note indicating that your resume is also available in a traditional format as a .pdf document for convenient saving and printing. Upload or attach your traditional .pdf resume to that note. The simplest way to do this is to finalize your traditional, written resume as a .pdf file and upload it to [Google Drive](#) (or some other similar cloud platform). Share that document for anyone to view as long as they have the correct url. Use that url on your online resume to provide access to your website visitors to this traditional version of your resume. (For technical assistance in converting a Word document to .pdf format and attaching your .pdf resume to your online resume, see “UP2 – How to Attach Your Resume” on Sakai at Resources>Unit 2>Digital Literacy.)

This means that you’ve successfully created a loop:

- Someone could visit your online resume and open your attached .pdf resume. In that .pdf resume, they could click the link (listed in your contact information) to go back to your online resume.
- Alternatively, you could email someone (or otherwise share) your .pdf resume. They could open that document, find the link for your online resume in your contact information, click that link to go to your online resume, and from there, open your .pdf resume.
- No matter how people access either version of this document, they can always access the other version. (If you use these in the future, anytime you update one, you should update the other as well.)

Remember, you also need to use the feedback you’ve received from Feeder 2.2 to revise your cover letter. Hiring managers, selection committees, etc. rarely even look at or consider a resume if it’s introduced with a weak cover letter. The text of your cover letter should, at some point, reference your online resume with a hyperlink to that online resume. (As part of your revision process, adjust the formatting so that the cover letter text is ready to be copied and pasted into an email. This is how you will eventually submit your materials to me.)

Rough drafts of your digital application materials (cover letter, .pdf resume, and online resume) are due Mon. July 19 by 9:45am via the appropriate Sakai forum. Submit your cover letter and resume as their own attachments to your post; include in your post the url for your online resume-in-progress. We will workshop these drafts in class that day. The file name

for these documents should be “[Your last name]_UP2 Cover Letter Rough Draft” and “[Your last name]_UP2 Resume Rough Draft.” These drafts do not have to be entirely complete, but they should be as close to complete as possible for you to maximize the benefits from the workshop in class. (Both should contain a link to your online resume, so your partner can provide feedback on that as well.)

Based on your workshop experience, revise and complete the elements of your Unit Project into new, final drafts. (Remember, the traditional, written resume should be a .pdf file, not a Word document.) All of your digital application materials are due Tues. July 20 by 9:45am via email.

How to Submit Your Unit Project:

By 9:45am on Tues. July 20, email me (paulblom@live.unc.edu) your application materials as though I am the hiring manager or other individual who will be reading your application. (Remember to include an appropriate subject line for the email, the kind of subject line you would include as though you were actually applying for this position.) The text of your email should be the text of your cover letter, a revised and polished version of your cover letter from Feeder 2.2. It should reference your online resume and contain a link to that online resume. Attached to your email should be the final version of your traditional, written resume as a .pdf file. The file name should be something like “Smith Resume” (a file name that would be appropriate for a resume you are sending to a stranger). When I open your .pdf resume, I should see that your contact information includes a link to your online resume. I should then be able to simply click on that link to visit your online resume (so make sure that link is active in your document).

I will grade based on how well your cover letter addresses the guidelines and criteria laid out by the selection committee (based on your work from Feeder 2.1) and based on the thoroughness and effectiveness of your traditional resume and its online counterpart.

Grading Rubric for Unit Project 2: Digital Application Materials

The final grade for UP2 will be worth 15% of the student’s final course grade.

	10	7	4	1
Cover Letter Content	Cover letter contains all relevant and appropriate content; it clearly greets the selection committee, addresses all of their questions or criteria, invites further discussion, and thanks them for their time, ending with a signature. Cover letter also includes a link to applicant’s	Cover letter is lacking some detail or specificity. In a few instances, more evidence is necessary to support its claims or to address the expected content.	Cover letter content is significantly lacking in some way. Minimal or no detail or attempt to address selection committee’s questions.	Cover letter completely fails to address selection committee’s questions or concerns.

	online resume. Traditional resume is attached to cover letter email.			
Cover Letter Organization	Cover letter is organized with a logical and explicit pattern.	Cover letter is mostly well-organized, but some paragraphs or content seem out of order or repetitive.	Cover letter is very confusingly organized and does not reflect an overall organizational pattern.	Cover letter is organized so confusingly that it impedes the applicant's purpose.
Cover Letter Style	Cover letter features varied and sophisticated sentence structure and diction and an appropriate tone throughout.	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.
Traditional Resume Content	Traditional resume contains contact information and other relevant information such as an objective statement, education, professional experience, skills, etc. as well as a link to applicant's online resume.	Some information about the applicant's background is offered, but some seemingly vital information is lacking.	Traditional resume is severely lacking in the inclusion of relevant information.	Traditional resume is missing or is drastically incomplete.
Traditional Resume Organization	Traditional resume is organized with a logical and explicit pattern.	Traditional resume is mostly well-organized, but some sections or content seem out of order or repetitive.	Traditional resume is very confusingly organized and does not reflect an overall organizational pattern.	Traditional resume is organized so confusingly that it impedes the applicant's purpose.

Traditional Resume Style	Traditional resume features precise wording, active verbs, and a consistency of phrasing.	Traditional resume uses some vague diction, simplistic language or sentence structures but mostly maintains a professional and objective tone.	Traditional 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.
Online Resume Content	Online resume contains contact information and other relevant information such as an objective statement, education, professional experience, skills, etc. as well access to applicant's traditional resume.	Some information about the applicant's background is offered, but some seemingly vital information is lacking.	Online resume is severely lacking in the inclusion of relevant information.	Online resume is missing or is drastically incomplete.
Online Resume Organization	Online resume is organized with a logical and explicit pattern.	Online resume is mostly well-organized, but some sections or content seem out of order or repetitive.	Online resume is very confusingly organized and does not reflect an overall organizational pattern.	Online resume is organized so confusingly that it impedes the applicant's purpose.
Online Resume Style	Online resume features precise wording, active verbs, and a consistency of phrasing. Online resume takes advantage of its digital/online features (hyperlinks, attachments, media, and layout), creating a more effective, interactive	Online resume uses some vague diction, simplistic language or sentence structures but mostly maintains a professional and objective tone. Online resume misses minor opportunities in the advantages of	Online resume occasionally lapses into casual, colloquial discourse or subjective claims. Writing appears erratic, and some sentences or points are hard to follow. Online resume misses major opportunities in	Major lapses into casual discourse or little attempt to maintain objectivity. Diction is highly vague or passive, and syntax is confusing. Online resume completely fails to leverage its

	composition than a traditional, static document.	digital composition.	the advantages of digital composition.	existence as a digital composition.
Grammar and Technical Functionality	All documents are free from typographical errors as well as spelling and grammar mistakes. All hyperlinks, webpages, etc. function appropriately and consistently.	A few surface errors or minor technical glitches or inconsistencies but none so consistent that they obscure the applicant's meaning.	Repeated surface errors. Repeated technical glitches, inconsistencies, or lapses in the functionality of the online resume or other similar technical components.	No sign of editing or revision. Major technical glitches or inconsistencies that significantly impede the purpose of various digital and/or online documents.
Total:	/100			