

Cover Letter and Resume

The Management Communication faculty and the Career Development Office (CDO) conduct a joint class on resume and cover letter writing. For this class, you will write a cover letter to be turned in to your instructor, as described below. In addition, you will produce a resume, to be turned in to the CDO following directions given at that class.

Cover Letter Assignment

Find an advertisement from a publication (CDO listing, newspaper, magazine, trade journal) or the Internet for a position in which you have some interest. (As a last resort, you may write your own ad if you can't find an appropriate one, but it must be realistic.) Write a cover letter applying for that position. Be sure that the assertions you make about yourself are true, backed up by adequate concrete evidence, and clearly linked to attributes required for the job; moreover, make sure that they effectively position and differentiate you as a strong candidate for the position

Correct spelling, punctuation, and grammar are crucial to projecting a credible image of yourself. Some recruiting companies have told the CDO that they discard letters with errors, eliminating the applicants. Such errors will also affect your grade for this assignment. You are allowed and encouraged to get help in proofreading your cover letter. Non-native speakers of English are particularly encouraged to seek such help.

The cover letter assignment involves three steps:

- Write a draft of your cover letter and your resume, and bring them to class, with your advertisement.
- During class, you will provide feedback and editorial suggestions on your peers' cover letters, and receive such feedback on your own.
- After receiving feedback from your peers in class, update your cover letter draft and submit it, along with your resume and advertisement, to your instructor.

You will receive additional instructions concerning the required submission of your resume to the CDO for feedback.

Grade weight

10%

**Criteria
for grading**

Strategy: Is the letter appropriate for and targeted to the job and company described? Have you stressed what you can do for the company rather than what the company can do for you? Have you identified key selling points that differentiate and position you as a strong candidate for the job targeted? Does the letter display uniqueness and originality?

Structure: Does the introduction provide an overview of the contents of the letter and pique the interest of the reader? Is the arrangement of points effective? Have you provided concrete evidence to support your selling points? Does your last paragraph outline “next steps” as appropriate?

Document design, clarity and correctness: Have you used correct business letter format? Are your key selling points easily accessible to a rapid reader? Are the paragraphs coherent and the sentences concise? Is the letter free from spelling, punctuation, and grammar mistakes? Is the tone appropriate—confident, polite, businesslike?