

Due Week 10 and worth 180 points

Completing this assignment will help you name and identify the skills and abilities that will move your career forward.

Find a specific job opening posted online within the last 9 months. You will develop a Job Application Cover Letter (as though you were applying to that position) that highlights and emphasizes why you are the most suitable candidate for this position. For the purposes of this assignment, you can present yourself as a recent graduate if needed.

Complete the cover letter on page 1 of the submission and then include a link to the job posting on page 2 (a copy and paste of the link is acceptable and the link must work). To compose the letter, use the general writing guidelines on pp. 266-267 in the text for structural and content guidance. **Note:** An example can be found on p. 263, Figure 13.8.

The message should take the form of a business letter; however, you will submit your assignment to the online course shell.

The job letter / application message must adhere to the following requirements:

1. Content

1. Highlight relevant background and job history information specific to the opening.
2. Emphasize significant qualifications and exclude nonessential ideas.

2. Format

1. Follow proper letter formatting techniques per business letter format.
2. Use an appropriate and professional greeting and closing.

3. Style

1. Use professional language.
2. Paragraphs effectively developed and efficient. **Note:** Six (6) or seven (7) lines when possible.

4. Mechanics

1. Make sure there are no grammar or spelling errors.
2. Eliminate wordiness and unclear sentence construction.

This course requires use of **Strayer Writing Standards (SWS)**. The format is different than other Strayer University courses. Please take a moment to review the SWS documentation for details.

The specific course learning outcomes associated with this assignment are:

1. Plan, create, and evaluate professional documents.
2. Write clearly, coherently, and persuasively using proper grammar, mechanics, and formatting appropriate to the situation.
3. Deliver professional information to various audiences using appropriate tone, style, and format.
4. Develop presentation skills for use in the professional environment.

To download the assignment instructions provided above and assignment rubric, click [here](#).

* My MAJOR: Bachelor of Business Administration
Concentration: Human Resource Management

FIGURE 13.8 EXAMPLE OF AN APPLICATION LETTER

Karen Cunningham
455 Ash Lane, Apt. 3
Birmingham, AL 67003
(504) 345-9876
kcunningham@gmail.com

Larry Canton, Hiring Manager
Dayton Ltd.
120 Main Street
Birmingham, AL 67012

March 12, 2017

Dear Mr. Canton:

I am interested in your position of Marketing Assistant, which was posted on your corporate website. The combination of my natural ability, technical expertise, and work experience all make me an ideal candidate for this role.

As a recent graduate of Alabama State University with an emphasis in Marketing, I am intimately familiar with developments in social media promotion and data mining applications. I would also bring value to a company like yours through my experience in the private sector in various internship positions and my positive “can do” attitude.

For the past six months, I have interned in the Marketing Department of Ajax Corp., where I participated in the development of a marketing program for a new computer-networking product. As part of that team, I also wrote promotional materials for the company website and sent a weekly email newsletter to current customers.

I consider myself to be a productive worker with a solid work ethic who exerts optimal effort to ensure that all tasks given to me are completed on time and to the highest standards. My personal strengths include, but are not limited to the following:

- Being a motivated self-starter who takes the initiative, and can work with minimal supervision.
- Being committed to providing a superior service to any company for which I work.
- Being computer literate with extensive software knowledge and proficiency covering a wide variety of applications.

Greater details of my accomplishments and achievements can be found in my attached resume. I am available for interview at any time and can start work at short notice. Thank you for the time you have taken to consider my application, and I eagerly look forward to hearing from you.

Yours sincerely,
Karen Cunningham

- Addresses letter to specific person, using correct name and job title.
- Identifies how applicant learned of the position, the specific position sought, and background.
- Discusses how education relates to job requirements.
- Introduces résumé for additional information.
- Encourages employer to take action without sounding pushy or apologetic.

Format Pointers

Formats as formal business letter because the message is accompanying a print résumé.

An abbreviated email message including an online résumé in ASCII or RTF format would be appropriate for electronic submission.

Uses the same high-quality, standard size and neutral colored paper as was used for the résumé.

Includes the writer's address and contact information.

The following sentences are possible closing sentences that refer to an invitation to interview. They are not intended as model sentences that should appear in your message. Because finding the right job is so important, you will be well rewarded for the time and thought you invest in original wording.

- **“When a date and time can be arranged, I would like to talk with you.”** The statement does not indicate who will do the arranging, and the meeting place and the subject of the conversation are understood.
- **“I would appreciate an opportunity to discuss the marketing assistant’s job with you.”** The indirect reference to action is not forceful. However, if the applicant has impressive qualifications, the reader will want an interview and will not need to be pushed.
- **“I look forward to talking with you about how my skills and experiences can benefit Beck Restaurant Group.”** The statement asks for the interview and re-emphasizes the applicant’s strong qualifications.

When a date and time can be arranged, I would like to talk with you.

13-5b General Writing Guidelines

An excellent application message might be the most difficult message you ever attempt to write. It’s natural to feel uncomfortable writing about yourself; however, your confidence will increase as you study the wealth of model documents available through your career services center and other sources. The writing principles you’ve been introduced to in this chapter should help you write a thoughtful, original message that impresses the interviewer. Instead of standard verbiage included in dozens of models, your self-marketing connects *your* experiences to your future with a specific company and reflects *your* personality and values. The following writing techniques will help distinguish your application message from the competition:

- **Substitute fresh, original expressions that reflect contemporary language.** Overly casual expressions and overused statements will give your message a dull, unimaginative tone. Obvious ideas such as “This is an application,” “I read your ad,” and “I am writing to apply for” are sufficiently understood without making direct statements. With the

application message *and* résumé in hand, a reader learns nothing from “I am enclosing my résumé for your review.” Observe caution in choosing overused words such as *applicant*, *application*, *opening*, *position*, *vacancy*, and *interview*.

- **Avoid overuse of I and writer-focused statements.** Because the message is designed to sell your services, some use of *I* is natural and expected; but restrict the number of times *I* is used, especially as the first word in a paragraph. Focus on providing specific evidence that you can meet the company’s needs. The employer is not interested in reading about your need to earn more income, to be closer to your work, to have more pleasant surroundings, or to gain greater advancement opportunities.
- **Avoid unconvincing generalizations that could sound boastful.** Self-confidence is commendable, but overconfidence (or worse still, just plain bragging) is objectionable. Overly strong adjectives, self-judgmental terms, and unsupported generalizations damage your credibility. Instead of labeling your performance as “superior” or “excellent,” or describing yourself as “an efficient, technically skilled team player,” give supporting facts that show the interviewer you can deliver on what you’re selling.



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- **Tailor the message to the employer's need.** To impress the interviewer that your message is not a generic one sent to everyone, provide requested information, and communicate an understanding of the particular company, job requirements, and field.
- **Provide requested information.** Job listings often request certain information: "Must provide own transportation and be willing to travel. Give educational background, work experience, and salary expected." Discuss these points in your application message. Preferably, the question of salary is left until the interview, allowing you to focus your message on your contributions to the company—not what you want from the company (money). Discussion of salary isn't meaningful until after a mutually successful interview; however, if an ad requests a statement about it, the message should address it. You may give a minimum figure or range, indicate willingness to accept a figure that is customary for work of that type, or indicate a preference for discussing salary at the interview.
- **Communicate knowledge of the company, job requirements, and language of the field.** Your statements about a company's rapid expansion or competitive advantage show you really are interested in the company, read widely, do more than you are required to do, and gather information before making decisions. However, phrase these statements carefully to avoid the perception of insincere flattery. For example, referring to the employer as "*the* leader in the field," "*the* best in the business," or "a great company" could appear as an attempt to get a favorable decision as a reward for making a complimentary statement. To reflect your understanding of the job requirements, use indirect statements that are informative and tactful. Direct statements such as "The requirements of this job are . . ." presents information the employer presumes you already know; "An auditor should be able to . . ." and "Sales personnel should avoid . . ." sound like a lecture and could be perceived as

To compete with the high volumes of junk mail, daily messages, and fear of computer viruses, you must provide a motive for an interviewer to open an unexpected message from an unknown person.

condescending. Discussing experiences related to a specific job requirement or your preference for work that requires this skill reveals your understanding without a direct statement. Including terminology commonly used by the profession allows you to communicate clearly in terms the reader understands; it also saves space and implies your background in the field.

- **Focus on strengths and portray a positive attitude.** Concentrate on the positive aspects of your education or experience that have prepared you for the particular job. Apologizing for a shortcoming or admitting failure only weakens your case and raises questions about your self-esteem.

Do not discuss your current employer's shortcomings. Regardless of how negatively you perceive your present employer, that perception has little to do with your prospective employer's needs. Also, if you speak negatively of your present employer, you could be perceived as someone who would do the same to the next employer.

13-5c Finishing Touches

The importance of professional formatting and careful proofreading of job application messages is generally understood.

Still, employers frequently voice concern with the sloppiness and unprofessional appearance and content of electronic submissions. To survive the skeptical eye of an interviewer scanning for ways to reject an applicant, allow yourself time to produce a professional-looking document regardless of the presentation or delivery option you've chosen.

In regard to preparing an application message for email submission, career experts recommend formatting it as a business letter with the complete address of the company exactly as presented in a letter sent by mail and a formal closing such as "Sincerely." To help people reach you, include a full signature block with your mailing and email addresses, and phone number(s). The recipient can easily contact you without opening your attachments. Although seemingly unnecessary, the email address is useful when a recipient forwards your email to someone else who might want to reply to