

Class 3: Personal brand building homework and in-class workshop

There is no quiz associated with this homework sheet. You do not have to submit anything. This homework sheet is designed to meet the student where they are in their walk towards internships and employment. The goal is to make as much progress as possible and to use this document as a guide beyond BUS 1010 along with engagement with the [Office of Career and Global Engagement](#) and the [Center for Career and Professional Development](#). Read the articles and complete the recommended actions. Come to class prepared to ask questions and share your progress with your fellow students and your instructor. Do as much as you can.

1. LinkedIn pre-class expectations:
 - a. Complete the LinkedIn assignment
 - b. Read this [Checklist](#)
 - c. Read this article [20 steps to a better LinkedIn profile](#)
 - d. In-class actions:
 - i. Connect with ten people. Nine people you know; one person that has a career or major that interests you
 - ii. Share and review your LinkedIn profile
 - iii. Learn how to [search LinkedIn effectively](#)
 - e. Post-class actions:
 - i. You commit to getting your LinkedIn profile reviewed by the [Office of Career and Global Engagement](#) and/or the [Center for Career and Professional Development](#).
2. Resume
 - a. [Checklist](#)
 - b. [Examples by major.](#)
 - c. Using the examples listed above is important because templates can cause your resume to be read incorrectly by Applicant Tracking Systems. It is best to create your resume from a blank document in your word processor...MS Word or Google Doc. Read the article about [Applicant Tracking Systems](#) to understand their role in the hiring process.
 - d. [How to track and maintain multiple versions of your resume.](#)
 - e. Actions:
 - i. Your resume format is like Examples by major.
 - ii. You understand role of ATS in applying for a job.
 - iii. You have location, naming convention, and plan for managing resume versions.
 - iv. You have action items to build your resume, including a plan to have your resume reviewed by the Career Center and/or the Office of Career and Global Engagement.
3. Informational Interviews
 - a. [Importance and benefits](#)
 - i. Your final assignment for BUS 1010 will be an informational interview. We recommend you make this a routine in your networking efforts. Do not make it just a BUS 1010 assignment. Make this skill a way to create opportunities.
 - b. [How to request one](#)
 - c. [Questions to ask](#)
 - d. Actions:

- i. You complete one or more informational interviews beyond your BUS 1010 assignment.
4. Networking
 - a. [Importance and benefits](#)
 - b. [“How to” guide](#)
 - c. Action:
 - i. You understand the importance of networking to optimize your career opportunities.
5. Job Shadowing
 - a. [Importance and benefits](#)
 - b. [Do’s and Don’ts](#)
 - c. Actions:
 - i. You have identified jobs (and the people) you would like to shadow.
 - ii. You schedule at least one job shadow this summer.
6. Mentoring
 - a. [Importance and benefits](#)
 - b. Clemson Upperclassman and Alumni Mentoring through [Business Network](#)
 - c. [How to](#)
 - d. Actions:
 - i. You secure at least one upperclassman mentor.
 - ii. You secured at least one mentor in a career of interest.
7. Job Boards
 - a. [BusinessJoblink](#)
 - b. LinkedIn [Job Alerts](#)
 - c. [Career Shift](#)
 - d. Actions:
 - i. You have updated your profile and job alerts in BusinessJoblink. This is a BUS 10 assignment
 - ii. You have alerts for UPIC, off-campus internships and full-time positions on at least one job board.
 - iii. You create a Job Alert on LinkedIn
 - iv. You create a job alert on Career Shift
8. Crafting a Personal Brand
 - a. [Importance and benefits](#)
 - b. [Pyramid](#)
 - c. [Social Media presence](#)
 - d. Action:
 - i. You have drafted a personal brand pyramid using the article and/or the AI prompt below.
9. Career Readiness goal setting
 - a. [Core Competencies](#)
 - b. [Goal setting](#)
 - c. Actions:
 - i. You download the Goal Setting Excel spreadsheet. (also located in the Productivity and Professionalism Module)

- ii. You review Core Competencies and set at least three goals for growth.

10. Mock Interviews

- a. Importance and benefits
- b. Types
 - i. In-person Mock Interview
 - ii. Virtual via BusinessJobLink or ClemsonJobLink
 - iii. Spark (one-way) Interview. This is the one-way interview process that Clemson uses to hire. You may face this same system in the future. Email businessengage@clemson.edu to request access for this practice interview.
- c. Actions:
 - i. You complete a virtual mock interview.
 - ii. You schedule an in-person mock interview.

11. Review the Interview Resources page

- a. Actions:
 - i. You prepare responses to common interview questions.

12. Elevator pitch

- a. Importance and benefits
- b. “How to” with examples
- c. Action:
 - i. You draft an elevator speech using articles above and/or ChatGPT prompt below.

13. AI prompt examples

- a. AI usage warning.
 - i. Large language models use your inputs to continually train the model.
 - ii. Large language models have the potential to provide erroneous information. The phenomenon is called hallucinations.
- b. Large language model guidance and options
- c. Example Prompts:
 - i. **Building your resume:** I am a college student thinking about majoring in <insert major here>. I will paste my resume. Please recommend actions to improve content of the resume over the next 3 years.
 - ii. **Comparing your resume to a job posting:** I will provide a resume and then I will provide a job posting. Provide the strengths and weaknesses of the resume as compared to the job posting.
 - iii. **Using AI for Informational Interviewing and establishing mentors:** I am a <insert class status here> majoring in <insert major here>. You are my AI mentor. I want you to guide me through setting up informational interviews to establish mentors, expand my network and to help me determine my career path.
 - iv. **Creating an elevator pitch:** I need to create an elevator pitch. I will paste my resume. Read it then ask me questions to create a 100-word elevator pitch.
 - v. **Developing a plan to build career competencies:** I will first give you a list of competencies important for employment. After I enter the competencies, I will paste the text from my resume. Analyze the resume for where those competencies are demonstrated and the recommend a list of actions to take while in college to better demonstrate those competencies.
 - 1. Paste this text after the AI prompts you:

2. Communication, Collaboration, Leadership, Adaptability, Analytical Skills, Technology, Professionalism, Self-Awareness, Integrity & Ethics, Brand
3. Then paste your resume.
- vi. **Using AI as a mentor:** You are a <insert mentor job title here>. You have X years of experience. I am a college student majoring in <insert your intended business major here> wanting to position myself for great job opportunities when I graduate. I will ask you questions. Please provide mentor-centric responses.
- vii. **Building a personal brand pyramid:** Help me build a personal brand pyramid. Stop and require my input before providing the next step. Summarize my answers at the end.
- viii. **Drafting a cover letter:** I will provide a job posting then I will provide my resume. Please write a cover letter.

14. Additional Resources

- a. <https://career.clemson.edu/events/>
- b. [WSJ careers web site](#)
- c. [WSJ newsletters](#)