**Writing Exercise 1:**

**Job Ad Analysis, Company Research, and Cover Letter Paragraphs**

**Analyzing a job ad is important because:**

1. It helps you to identify the company's core needs;
2. It allows you to identify the keywords you will need to integrate into your cover letter and resume.

**Researching a prospective employer is important because:**

1. It helps you target your resume and cover letter for that company and position;
2. It helps you prepare for an interview: you can anticipate some questions the interviewer might have, and you can identify questions you’d like to ask about the position and the company;
3. It demonstrates your interest, enthusiasm, and respect for the position and the employer.

**Writing a structured cover letter is important because:**

1. It allows the connection between your experience, accomplishments, and the job requirements to be easily and quickly understood;
2. It compels the reader to turn to your resume.

**This exercise is an extension of the work we did in class (job ad analysis and company research) during week 3. Type your answers into this document and upload it to Blackboard when you are finished. Follow the prompts under Writing Exercise 1. Remember that your work will be scanned by SafeAssign anti-plagiarism software.**

1. **Job ad analysis (in-class)**

On the left, list the skills, concepts, and keywords from your job ad. On the right, brainstorm about your experience and expertise that qualifies you for the particular requirement listed on the left. For example, on the left you might have “excellent communication skills” and on the right you could list “A+ in EAC397,” and “Work experience in PR department at Dell.”

* You might not have a corresponding experience for all the job ad requirements
* You don’t need to list every work experience you’ve had – just the ones relevant to the ad
* You can include more than one example of your experience for each qualification required

|  |  |
| --- | --- |
| **Skills, concepts, keywords from job ad** | **Evidence of your qualifications** |
| IT service | The working experience in IT service company |
| Latest technology | Studying up-to-date technology in Seneca College |
| Innovation | Participating in Business Process Innovation project |
| Hiring fresh graduates | Graduating in the end of 2017 |
| Programming and Software development industry | Being in Computer Programming Developer course |
| Passion for coding | Completing in all coding assignment and project in college and professional projects |
| Java | Using Java language for nearly 10 years |
| Database | Using Oracle database for nearly 10 years |
| consulting | Future goal |
|  |  |

\* Note: You should add rows to this table if you need more space for additional keywords.

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| 1. **Considering the left column, what does the essential need of this company seem to be?**   This company requires 2 essential needs; one is they needs the IT technology skills; the second is the passion of developing programming. |
| 1. **Considering the right column, where do you need more evidence of your qualifications?**   The more evidence of the working experience in IT field should be provided. |

1. **Company research**

**SOURCES FOR COMPANY INFORMATION:**

* The company website – for basic facts about the company and what it does
* Google – can yield information about the company’s place in its industry sector and competitors
* LinkedIn – for information about current employees and executives; also offers some company profiles
* Facebook and Twitter – liking or following the company can help identify its latest promotions, but can also offers clues about corporate news and structure
* Seneca Libraries – access to news and current events databases will allow you to search for recent and historical company news
* [www.glassdoor.ca](http://www.glassdoor.ca/index.htm) - provides information on salaries and likely interview questions for a range of Canadian companies
* Your network – do you know anyone who knows anyone who works for the company? Try to find out anything you can about their experiences working there.
* Telephone the company and ask for more information, or where to find more information – explain that you are interested in the position (or that you are a student with a company research assignment) but have a few questions about the company (these should only be the questions you haven’t already found answers for; do not annoy your prospective employer by interviewing him/her!). Be careful not to be interviewed while you’re on the phone – you have not applied yet (if you need to, make up any excuse to get off the phone: another call, an appointment – but be polite) and your candidacy should not be considered until you do apply!

**GUIDELINES:**

**STEP 1:** Spend 15-20 minutes “power-researching” and making brief notes in response to the questions that follow about the industry, the prospective employer, and the position.

* For each answer to each question, identify your source by pasting in the URL for the site where you found the information.
* If you cannot easily find an answer, skip the question and go on to the next.

**STEP 2:** Go back to the questions you did not find answers for; do some additional research, try alternative information sources.

* If you still cannot find the answer to a question, list at least 3 sources you looked at to try to find it.

*NOTE: Do not spend hours researching a question you cannot find an answer for – look at 3 to 5 of the most likely sites, then move on!*

**THE QUESTIONS:**

**The industry**

1. What industry does the company belong to? How does this industry earn its profits?

* This company is in IT industry. This industry earns its revenue through consulting the innovation of the business process and providing IT solutions.

1. What are the trends in this industry?

* The trends in this industry are use up-to-date IT technology such as the latest computer languages.

**The prospective employer**

1. What are the company’s products/services? Who are its customers?

* This company’s service is to provide deep IT technology expertise, help customers optimize business process.
* The main customers of this company are the enterprises who have desires to raise the sales revenue by innovating their business process via maximizing usage of the latest technologies.

1. What are the company’s values – these are often stated in a mission or values statement, but what other values might be implied?

* This company’s values are to help customers optimize business process and increase the revenue through providing IT technical expertise.

1. What direction has the company taken in the last 2-5 years? Where might it be headed in the future? What can you find out about its strategic goals, special projects, or new developments?

* This company extended into the products space focusing on delivering solutions for Laboratory Information Management Systems in 2014 and announces empanelment with a large Global Consulting Firm focusing on Contract and Full-Time staffing in Canada in 2016.

1. What is the company’s history? How has it evolved, diversified, or specialized over its lifespan?

* This company’s history is not long, but it is extending its business area from developing IT solutions to consulting the company’s business innovation.

1. If you are applying to a specific division or department of the company, how does that division/department work within the larger organization? What is it responsible for? Similarly, if the company is a subsidiary of a larger corporation, what role does the company play within the larger corporation’s business(es)?

* Division/department in the larger organization shares and supports the main organization’s big picture, and a subsidiary of a larger corporation should work for large company’s goal.

1. What is the company’s reputation/industry standing? Who are the company’s main competitors? Where does your prospective employer stand with respect to these competitors in terms of financial success, and success of its products/services?

* This company has the exceptional position in medical IT technology. Its competitors are potentially big size IT companies who have IT service infrastructures such as Microsoft, Google, and Oracle. This company is extending its business ground toward the global market.

1. How many people does the company employ? In what departments/divisions is it growing? Have there been recent layoffs?

* This company is not big size company, but they need to hire many developers and system operators for covering the development and operations of their IT service products. There is no fact to layoffs recently in this company.

**The position**

1. Who is on the hiring committee? Who is likely to be interviewing you? What can you find out about them, their history with the company, and their current roles?

* President, Vice President, and Chief operating officer (COO) are a responsibility of hiring. COO will be interviewing the applicants.

1. What is the salary?

* The salary will be in industry average.

1. What benefits are offered to employees?

* The most benefit is to get job experience and skills in IT industry.

1. What training and professional development opportunities are available to employees?

* That employees can make the high-quality experience to develop and operate the up-to-date technology solutions is the biggest opportunity provided.

1. Where is the position located? Where is it in relation to the company headquarters?

* The company headquarters are in Mississauga in Canada, and the branches are in USA and India.

**REFLECTION:**

Now that you know more about the prospective employer, respond to the following questions:

1. As a result of your research, do you have new or different ideas about the company’s core needs? Why is this company hiring? What is it really looking for?

* Yes, I had different ideas in that the business area of the company is medical technology. They need to develop, customize and operate its IT products; that is why they need to hire employees who have IT background.

1. What information from your research can you include in your cover letter to show that you understand the company’s mission, values, and clientele?

* From the research about this company, I can include my IT technical skills and specific experience that the employers require as well as my passion for coding in my cover letter.

1. What experience do you have that might be relevant, given your new understanding of the company’s values, history, and position in the market? Include this experience in your résumé.

* I have the working experience to develop IT solutions with the programming language that this company needs. Also, I am studying up-to-date IT technology which the market requires. So, I will include those points in my resume.

1. **Cover Letters**

Using the keywords you isolated in the first part of this exercise and the company research you conducted in the second part, compose the background and details sections of your cover letter.

* **Background**: *What background information or context does the reader need to make sense of the message?* Outline your accomplishments and connect them to the job ad's requirements. Create accomplishment sentences to demonstrate how you are qualified.
* **Details***: What facts and details does the reader need to understand the situation and/or the action required?* Demonstrate awareness of and interest in the company you are applying to work for. Indicate how you would be a good fit for this company, and how this company would be a good fit for you.

Compose each section below. Each section can be more than one paragraph if needed, but your writing must be clear and concise. Remember that a cover letter should not be too long or it will not be read. Equally, a cover letter that is too brief will not compel the reader to consult your resume. Proofread your work: applications that contain even one error will likely end up in the recycling.

Background Paragraph(s):

I worked as a Java programming developer in Korea for about 10 years and could improve the developing skill of Java applications and the understanding ability of a database system through several projects. In 2004, I participated in the performance innovation (PI) project of one of the biggest steel makers in the world, POSCO, which uses Java component-based development (CBD) architecture. This project has contributed to improving the business processes of the customer's company by efficiently managing steel production activities from the planning stage to shipment. After that, I was recognized for my IT technical skills and sense of responsibility and was selected as a maintenance team member, providing IT service to customers until 2015.

Details Paragraph(s):

Infinity, a Stamford Technology Company, is extending its business area as the leading IT service provider in the medical field. I am prepared to help your enterprise innovate its business processes with IT solutions because I developed and operated IT solutions in POSCO for about 10 years. Also, Infinity's aim to become a global consulting company is very close to my future goal. Moreover, I studied up-to-date technologies such as NodeJS and AngularJS in the Computer Programming Developer course at Seneca College and have a passion for coding programming language.

**Rubric: Job ad, company research, and cover letter paragraphs**

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|  | Exceeds Expectations | Meets Expectations | Does Not Meet Expectations |
| Job ad analysis | Job ad is appropriate; keywords and phrases are selected from the entire ad; effort has been made to find evidence of experience; reflection question answers are thoughtful. | Job ad is appropriate; keywords and phrases are selected from a portion of the ad; some effort has been made to find evidence of experience; reflection questions are answered. | Job ad is not appropriate; only a few keywords and phrases are selected; no effort has been made to find evidence of experience; reflection question answers are incomplete/too brief. |
| Company research | Questions are answered with detail; research is thorough. | Many questions have been left unanswered; research is not detailed. | Most questions are not answered; research is missing. |
| Cover letter: background | Clearly and persuasively demonstrates qualifications for the position, using keywords from posting and skills/examples of experience. | May not be fully effective in demonstrating qualifications for the position, may omit keywords from posting and skills/examples of experience. | Does not demonstrate qualifications for the position, omits keywords from posting and skills/examples of experience. |
| Cover letter: details | Clearly and persuasively identifies why you are interested in this job/company. Demonstrates knowledge of the company. | Mentions why you are interested in this job/company. Some knowledge of the company is apparent. | Does not mention why you are interested in this job/company. Does not demonstrate knowledge of the company. |
| Mechanics | Spelling and grammar is flawless throughout. Tone is professional. | Some spelling or grammatical errors. Tone is somewhat professional. | Significant spelling or grammatical errors. Tone is not professional. |