

2. CV and Cover Letter Writing (30%)

For this assignment you must choose one of the following opportunities (details are provided in separated files) and write a tailored CV and Cover Letter for that specific position. Remember, your CV should be 2 sides of A4 (no more) and your cover letter should 1 side of A4.

- Kerry Foods Business Technology Graduate Programme
- TPP Graduate Analyst
- Debenhams IT Graduate Scheme (Information Systems)
- Fujitsu IT Testing Graduate
- Elsevier Technology Graduate Scheme
- Vodafone Technology Programme
- TESCO Software Engineering Graduate Programme

Before you start writing your CV and Cover Letter, do the preparation in the following steps.

- Draw up a **specification match sheet** with detailed STAR evidence from all aspects of your life and make sure you match every element.
- **Research the company** and add in extra information to your cover letter from your research and information about the added value you can bring now you know more about the issues/problems that the company is facing.
- **Look at examples** of how to write a professionally formatted CV and cover letter.
- Write both documents showing **genuine interest and enthusiasm** in the

company and this specific opportunity

- **Cross mark it against the specification** using the marking criteria before you submit it to make sure you have provided strong and detailed evidence of a match to **every aspect of the specification**.

Please avoid making the following common mistakes with this assignment.

- Thinking you can get an A without putting the effort in!
- Not tailored towards a specific job application (too generic).
- No additional research into job, organisation and sector evidenced through clearly stating how you can contribute.
- CV too long (more than two pages) or too short (sparse information).
- Cover letter too long or too short (should be one page of A4).
- Skills listed with no evidence to back them up.
- Poor spelling/ grammar/ presentation.

Further advice on CVs.

<http://www.lancaster.ac.uk/careers/students>

<https://www.prospects.ac.uk/careers-advice/cvs-and-cover-letters/example-cvs>

<https://targetjobs.co.uk/careers-advice/applications-and-cvs>

<http://targetjobs.co.uk/careers-advice/job-hunting-tools-downloads>

<http://www.lboro.ac.uk/service/careers/advice/applying/cv-examples.html>

<http://www.careers.manchester.ac.uk/applicationsinterviews/cv/examplecvs/>

<http://www.kent.ac.uk/careers/cv/cvexamples.htm>

Further advice on cover letters

<http://www.lancaster.ac.uk/careers/students>

<https://targetjobs.co.uk/careers-advice/applications-and-cvs/271393-covering-letter-essentials-for-graduate-vacancies>

<https://www.prospects.ac.uk/careers-advice/cvs-and-cover-letters/cover-letters>

Marking scheme

The coursework counts for 30% of the module mark.

- Persuasiveness (10 marks)
 - Proven in-depth research of company and role – showing how you match the employers requirements – don't just use the company website.
 - **Detailed evidence and examples the ways in which you match every element** of the specification. (VITAL)
- Presentation and style (10 marks)
 - Style, spelling, grammar and length.
- Communication (10 marks)
 - Priority to relevant information and clear professional language.
- Overall Impact
 - How likely are you to progress in the recruitment process as a result of this application.