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|  | **Course Code:**  **Course Title: Assignment:**  **Deliverables:**  **Points:**  **Deadline:** | COMM 3590  Professional & Business Communication  Job Advertisement Analysis  Word Doc [30pts]  **30pts**  **19 October 2021** |

**INSTRUCTIONS**

* Find a job ad for which you want to apply (from any online job search websites).
* Cut and paste the job ad into your paper as an appendix.
* Answer the following questions:

1. Why are you interested in joining this company? [conduct research online for extra information]
2. Based on the requirements stated in the ad, identify **2 of your strengths** as compared to other applicants.
3. Based on the requirements stated in the ad, identify **1 of your shortcomings.**
4. Based on your answers above, will you still apply for this job? Why?

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|  | **Name:**  **Section:**  **Assignment:**  **Company:**  **Date:** | Job Advertisement Analysis  19 October 2021 |

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| Questions | Answers (In paragraph) |
| Why are you interested in joining this company?  **[≤100 words]** | * Conduct research online for extra information of the organization that attracts you to join |
| Requirement  & Your strengths  **[≤100 words]** | * How does your qualification/ trait fulfil the requirement?   1. Requirement + your trait  2. Requirement + your trait |
| Requirement  & Your shortcoming  **[≤100 words]** | * The mismatch between your qualification/trait and the requirement * Your inadequacy to fulfil that criterion |
| Based on your answers above, will you still apply for this job? Why?  **[≤100 words]** | * Yes/ No * Why? * How can you improve your weakness? |

Reference List (At least 3 credible sources):Rubric:

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| **CRITERIA** | **NOVICE** | **COMPETENT** | **PROFICIENT** |  |
| **0-4** | **5-7** | **8-10** |
| Question 1 | Didn’t show interest in the organization  No extra information of the organization | Attempt to explain interest in the organization but unclear  Use some extra information of the organization | Clearly explain interest in the organization  Include extra information of the organization |  |
| **CRITERIA** | **NOVICE** | **COMPETENT** | **PROFICIENT** |  |
| **0-2** | **3** | **4-5** |
| Question 2 | Didn’t identify any/ Identified only 1 strength  Connection made between the strengths & requirement is not convincing | The strengths are not elaborated clearly  Connection made between the strengths & requirement is rather convincing | Clearly identify own strengths  Connection made between the strengths & requirement |  |
| **CRITERIA** | **NOVICE** | **COMPETENT** | **PROFICIENT** |  |
| **0-2** | **3** | **4-5** |
| Question 3 | Didn’t identify any weakness | The weakness is not elaborated clearly  Connection between the weakness & requirement is weak | Clearly identify own weakness  Portray understanding of own shortcoming in fulfilling the requirement |  |
| **CRITERIA** | **NOVICE** | **COMPETENT** | **PROFICIENT** |  |
| **0-4** | **5-7** | **8-10** |
| Question 4 | The choice made is questionable | The choice made is rather convincing, with some justifications/ supports but lacks clarity | The choice made is convincing, with proper justifications/ supports |  |
| **TOTAL:** | | | | **/30** |

Appendix: