

**Common Course Outline**  
**SDEV 104**  
**Maximize Career Success with Social Media and Internet Resources**  
**1 Credit**

**The Community College of Baltimore County**

**Description**

**SDEV 104 - 1 Credit – Maximize Career Success with Social Media and Internet Resources** examines the impact of social media on job search and advancement including current practice for locating job vacancies using company websites and search engines, improving likelihood of gaining interviews by eliminating inappropriate online content and building a positive web presence. Students prepare online job applications; create online resumes and e-portfolios; and examine the way recruiters use social media sites like Facebook and LinkedIn to solicit candidates and offers online alternatives to market skills.

**1 credit**

**Prerequisite: RDNG 051 and ENGL 051**

**Overall Course Objectives**

Upon completion of this course students will be able to:

1. identify ways to assure the privacy of their social media accounts including Facebook, LinkedIn and Twitter;
2. research online social platforms and identify the ways that these platforms could advance career goals;
3. learn about professional associations, their blogs, websites and job banks which describe the latest trends and certification standards for their field;
4. utilize job search engines that cater to particular career clusters not found on the bigger search engines;
5. locate major employers, umbrella associations, county and state-wide lists of employers prior to applying or interviewing; and
6. prepare applications, resumes and cover letters for online submission.

**Major Topics**

- I. Maximizing web presence
  - a. Eliminating potentially damaging content
  - b. Monitoring privacy settings
  - c. Adding content relevant to job search
  - d. Understanding social networking do's and don'ts
- II. Building an effective network for job search and career advancement
  - a. Learning how to build an online social network
  - b. Sustaining and invigorating your online network

- c. Identifying ways to tap resources that foster job skills, joining relevant groups, leading discussions, following others, sharing information
  - d. Navigating the social network to tap the hidden job market
- III. Locating alternate sources of career information
  - a. Bypassing huge job search engines to find professional associations, umbrella groups, and relevant blogs
  - b. Discovering niche job boards and free-lance sites which cater to particular career fields
- IV. Assessing the potential for income streams using online markets making good decisions about branding and delivery
  - a. Expanding awareness of online entrepreneurship
  - b. Studying how many people are creating secondary income streams
- V. Defining the differences between online tools and their potential for advancing career goals
  - a. Identifying the strengths and limits of media including Tumblr, Instagram, Twitter, Blogs, YouTube and Pinterest
  - b. Understanding how Etsy, Amazon, Craigslist, Ebay and other online markets can take products and services to consumers
- VI. Preparing applications, resumes and cover letters for online submission.
  - a. Understanding how to format a resume to maximize selection including the fundamentals of Applicant Tracking Software, use of keywords and tags
  - b. Understanding how to copy a cover letter into an electronic message and attach the resume in a text or portable document file format

### **Course Requirements**

Students are required to utilize appropriate academic resources.

Grading/exams: Grading procedures will be determined by the individual faculty member but will include *at least* 5 projects from the list below. Students will share their projects with the rest of the class either in person or online.

Projects:

1. Adjust Facebook settings to allow for appropriate access while protecting privacy
2. Create a LinkedIn profile with photograph, resume, keywords, tags, groups, and follows to network with people in their areas of interest and to be visible to recruiters
3. Subscribe to Twitter and other social media feeds to learn more about aspects of their career
4. Identify search engines, niche sites, professional development associations or umbrella groups relevant to career goals
5. Choose communication methods appropriate to the setting: knowing when to use email, traditional mail, telephone, cell phone, text message, tweet, Facebook chat or LinkedIn direct message
6. Consider the usefulness of blogs, Tumblr logs, Instagrams, Snapfish, Picasa, Flickr, Twit pic, Twitvid, YouTube and other sites where their work could be featured
7. Assess the potential for income streams using online markets such as eBay, Amazon, Craigslist, Etsy, Pinterest along with or instead of job searches which may stall with prevailing market forces

8. Compare marketing and delivery sites that permit sale, delivery and tracking of items that could be sold from any internet connection as a means of generating income
9. Learn about interactive media such as online readers: StumbleUpon, Digg, or Yahoo
10. Review online sites that post classic interview formats with the goal of readiness for these including other questions that might be illegal or designed to induce stress
11. Submit one page reflection statement on what was learned from classmates' presentations that is relevant to their own career success
12. Organize an E-Portfolio with links to (1) a personalized and updated social media platform of their choice, (2) tips on finding vacancies, networking, posting resumes, preparing job interviews or (3) an overview of best ways to reach consumers of a product or service including information about billing and delivery

**Grading/exams:** Each project will be worth 18% of the total grade (5 X 18 = 90%). Attendance and participation will be worth 10% of the grade.

**Written Assignments:** At least one of the projects will be a 3-5 page paper to satisfy the college's writing requirement.

Date: 03/21/12