

Business Communications Spring 2025

PowerPoint Project: Ch 17

Employment Communications

Due April 20th 2025

Ch 17th covers employment communications, including the principles for professional networking and using LinkedIn. It discusses how to identify your key selling points in applying for a job, how to evaluate the primary needs of the employers with positions of interest, and how to set up the message structure of your résumés and cover letters. Employment communications are changing in many ways. Some employers no longer expect cover letters. Some employers expect only digital résumés. Other employers use only online application systems. The role of LinkedIn profiles and online portfolios is growing in importance. Yet, many employers still rely on traditional paper formats. However, the strategies of effective employment communications have not changed. These basic strategies involve identifying key professional abilities and attributes, understanding how these abilities and attributes match the needs of employers, and communicating professional value to employers.

This project requires you to create a **14 Slide PowerPoint presentation minimum** with the below format using Ch. 17 from your book discussing the following learning objectives:

1. Cover PPT
2. Table of Content's
3. Introduction Slide

Content slides:

- 1) Identify your key selling points for the job application process.
- 2) Set up the message structure for résumés and cover letters.
- 3) Highlight your qualifications with effective tone, style, and design
- 4) Create chronological and functional résumés to highlight your key selling points.
- 5) Use LinkedIn as part of the job search process and to network professionally.
- 6) Develop a list of references that will improve your employment prospects.
- 7) Compose effective cover letters that highlight your key selling points.
- 8) Develop strategies for responding to common job interview questions.
- 9) Explain etiquette for following up after job interviews.
- 10) Explain etiquette for leaving an organization with grace and foresight.

4. Closing Summary Slide

Your content slides should provide 3-5 sentences in reference to the learning outcome that discusses your information in regards to your skills, qualifications and strategies for looking for employment.



*****Be creative, add pictures, videos or other design details to add to your content ensuring to be a detailed and descriptive as possible. *****

To ensure you are using appropriate writing techniques remember to:

1. Create an outline that will highlight your main points and assist you in documenting only the important information required.
2. Proofread and check for miss spelled words
3. Revise and take breaks from work so you don't over work the paper or provide unnecessary information in the PowerPoint.
4. Choose a font for the PowerPoint such as: Times New Roman is a popular serif font.

This PowerPoint should be your own thoughts and views sported by the class materials and class work. Please be sure to cite outside sources where applicable or your work can be subject to being viewed as plagiarism.

You will be deducted 10 points for the following errors:

- Fundamental errors (capitalization errors, punctuation errors etc.)
- Poor sentence structure and comprehension errors
- Information that is not concise, to the point and not clear
- Incomplete thoughts
- Not following directions

