

ENGL 105
Extra Credit – Writing in Business: Application Materials

Genre	Purpose	Audience	Role	Rhetorical Situation
Application materials (some kind of cover letter as well as a resume or CV)	To convince your audience to select you for this specific opportunity by illustrating your merit and qualifications as well as what you can offer if hired/selected	The hiring manager, admissions committee, or other individuals responsible for selecting recipients of your chosen opportunity	Undergraduate student applying for a specific opportunity such as a job, a scholarship, or admission into an academic program or other organization	You are applying for an upcoming opportunity of your choice such as a job, a scholarship, or admission into a specific academic program or other organization. Along with your application, you must submit a cover letter and some kind of resume or CV to illustrate your merit and qualifications as well as what you can offer if hired/selected.

Scenario

This extra credit assignment is entirely optional and cannot potentially hurt your course grade. It provides you an opportunity to earn extra credit in our class while also allowing you the opportunity to practice your skills at writing in business. One of the most common genres in business writing is a collection of application materials, which typically includes a cover letter/letter of introduction/purpose statement as well as a resume or curriculum vitae (CV). Although there is always some room for personalization, these two documents have become highly ritualized in their style, format, and tone; ultimately, however, they are intended to fill in gaps in your application, allow selection committees to see a bit of your personality, and to show off your significant merits and qualifications.

For this project, you will find a real-world opportunity in which you are interested in applying. This might be an upcoming job opening; a scholarship, fellowship, assistantship, or other funding opportunity; admission into a specific academic program or some other organization; selection to present at an academic conference; or some other similar opportunity. Ideally, this should be something to which you truly want to apply so that this project can help prepare you for the application process, but for the purposes of this assignment, it is acceptable to find a real opportunity even if you don't actually intend to apply.

You'll note that some aspects of the rhetorical chart above are a bit vague because many of the specific decisions regarding your audience, genre, and purpose rely on the specific opportunity for which you are applying.

Resume/CV (both traditional and online)

Based on the specific opportunity you've chosen, you will craft either a resume or a curriculum vitae (CV), which is basically an academic resume.

Once you've drafted a traditional resume/CV as some kind of written document, create an online version of this resume/CV. You have a variety of programs to choose when selecting how you will publish your resume/CV online. One option would be to create a post on our course website that hosts your resume/CV (see me for more information). Alternatively, you could use <http://web.unc.edu> to create your own website or online resume/CV. Another option is [Adobe Spark](#), a simple, user-friendly platform for creating individual webpages such as an online resume or CV. (See me for info about how to log in using your ONYEN, what they call an "Enterprise" or "School/Company ID.") Other programs exist as well, but these seem like the best options for you. See me if you want to discuss other options.

In your online resume/CV, take advantage of the online medium to bend some of the formatting rules for a traditional resume/CV. You have more room to include more material such as images, a headshot, graphics, embedded videos or music (if appropriate), hyperlinks, etc. You should consider hyperlinking to any social media accounts you feel comfortable sharing with potential selection committees. You should certainly include a link members of the selection committee can use to email you, and you should include as much other contact information as you feel comfortable making public. Consider also hyperlinking back to your online profile on our course website or to your other work on our course website.

For tips on creating hyperlinks, attaching documents online, etc., see "Instructions for Posting to the Course Website" (Sakai>Resources>Course Website Resources). You can also contact me for assistance.

Once you've built your online resume/CV, revisit your traditional resume/CV document. In your contact information, add the url to your online resume/CV (and make that an active hyperlink). Proofread your document. Once this traditional resume/CV is complete, export/convert it into .pdf format to ensure that your formatting remains consistent across devices, programs, and platforms.

Now revisit your online resume/CV. Somewhere either near the beginning or end of your online resume/CV, you should add a note indicating that your resume/CV is also available in traditional format as a .pdf document for convenient saving and printing. Upload or attach your traditional .pdf resume/CV to that note.

This means that you've successfully created a loop:

- Someone could visit your online resume/CV, open your attached .pdf resume/CV, and click the link in that .pdf (listed in your contact information) to go back to your online resume/CV.
- Alternatively, you could email someone (or otherwise share) your .pdf resume/CV, they could open that document, find the link for your online resume/CV in your contact information, click that link, go to your online resume/CV, and from there, open your .pdf resume/CV.

- No matter how people access either version of this document, they can always access the other version. If you use these in the future, anytime you update one, you should update the other as well.)

Cover Letter

In addition to your resume or CV, you'll need to compose some kind of cover letter or letter of introduction or purpose statement. Follow the specific guidelines provided by the selection committee for your specific opportunity. Please be sure to briefly summarize those guidelines and save them; you'll have to include them when you submit your materials to me.

Be sure your cover letter, etc. clearly greets the selection committee, addresses all of their questions or criteria (typically explaining your specific interest in this opportunity and your qualifications/prior relevant experience), invites further discussion, and thanks them for their time, ending with a signature.

For the purposes of this assignment, your cover letter should, at some point, specifically invite readers to view your e-portfolio from this class and should include a hyperlink to your work on our course website. There is a way to provide a single hyperlink that will take viewers to a list of all of the posts you've added to our course website. If you're unsure how to do that, come see me.

How to Submit

By 11:59pm on Mon. Nov. 16, email me your application materials. In the text of your email, clearly but briefly explain the opportunity to which you are applying, its deadline, your audience, and any submission guidelines they have provided. Attached to this email should be the final draft of your cover letter as well as a .pdf version of your resume or CV. When I open your resume or CV, I should see that your contact information includes a link to your online resume/CV. I should then be able to simply click on that link to visit your online resume/CV (so make sure that link is active in your document).

I will grade based on how well your cover letter addresses the guidelines and criteria laid out by the selection committee and based on the thoroughness and effectiveness of your traditional resume/CV and its online counterpart.

Grading Rubric for Extra Credit Assignment in Business: Application Materials

Again, since this is extra credit, it cannot possibly harm your grade. However, I encourage you to take this opportunity to enhance your grade but, more importantly, to learn and practice the skills involved in business writing and especially when applying for various opportunities. These are skills every single one of us will continue to use for the rest of our lives.

Once I assign a grade to this project, I will replace your lowest feeder grade of the semester with this grade but only if that helps your overall course average. Either way, you will receive written feedback from me on this project. Additionally, if this is an opportunity in which you are truly interested, I'd be happy to meet with in person to discuss more feedback as well.

For more information, see also Chapter 1-4: "Writing in Business" in the *Tar Heel Writing Guide* as well as the various handouts on Sakai at Resources>Business Writing.

For more specifics regarding grading, see the grading rubric below:

	10	7	4	1
Selection Committee Criteria	Student has clearly indicated (via email) the opportunity to which they are applying, its deadline, their audience, and any submission guidelines they have been provided.	Some information about this opportunity is lacking.	Student's communication is severely lacking, making it difficult to grade/evaluate the rest of this assignment.	Little to no attempt to communicate info about the specific opportunity to which the student is applying.
Resume/CV Content	Both iterations (traditional and online) contain contact information and other relevant information such as education, professional experience, skills, etc.	Some information about the student's background is offered, but some seemingly vital information is lacking.	One or both iterations are severely lacking in the inclusion of relevant information.	One or both iterations are missing or drastically incomplete.
Resume/CV Organization & Formatting	Both iterations are organized with a logical and explicit pattern.	Resume/CV is mostly well-organized, but some sections or content seem out of order or repetitive.	Resume/CV is very confusingly organized and does not reflect an overall organizational pattern.	Resume/CV is organized so confusingly that it impedes the student-author's purpose.
Resume/CV Style	Resume/CV features precise wording, active verbs, and a consistency of phrasing.	Resume/CV uses some vague diction, simplistic language or sentence structures but mostly maintains a professional and objective tone.	Resume/CV occasionally lapses into casual, colloquial discourse or subjective claims. Writing appears erratic, and some sentences or points are hard to follow.	Major lapses into casual discourse or little attempt to maintain objectivity. Diction is highly vague or passive, and syntax is confusing.
Cover Letter Content	Cover letter contains all relevant and appropriate content; it clearly greets the	Cover letter is lacking some detail or specificity. In a	Cover letter content is significantly lacking in some	Cover letter completely fails to address selection

	selection committee, addresses all of their questions or criteria, invites further discussion, and thanks them for their time, ending with a signature.	few instances, more evidence is necessary to support its claims or to address the expected content.	way. Minimal or no detail or attempt to address selection committee's questions.	committee's questions or concerns.
Cover Letter Organization	Cover letter is organized with a logical and explicit pattern.	Cover letter is mostly well-organized, but some paragraphs or content seem out of order or repetitive.	Cover letter is very confusingly organized and does not reflect an overall organizational pattern.	Cover letter is organized so confusingly that it impedes the student-author's purpose.
Cover Letter Style	Cover letter features varied and sophisticated sentence structure and diction and an appropriate tone throughout.	Cover letter uses some repetitive diction, simplistic language or sentence structures but mostly maintains a professional and objective tone.	Cover letter occasionally lapses into casual, colloquial discourse or subjective claims. Writing appears erratic, and some sentences are hard to follow.	Major lapses into casual discourse or little attempt to maintain objectivity. Diction is highly repetitive, and syntax is confusing.
Grammar	All documents are free from typographical errors as well as spelling and grammar mistakes.	A few surface errors but none so consistent that they obscure the student-author's meaning.	Repeated surface errors.	No sign of editing or revision.
Total: /80				