

ENGL 105i – Extra Credit
Writing in Business: Application Materials for Health/Medical Opportunities

Genre	Audience	Role	Purpose	Rhetorical Situation
Application materials (some kind of cover letter as well as a resume or CV)	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, an internship, a lab position, a scholarship, or admission into an academic program or other organization	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	You are applying for an upcoming opportunity of your choice such as a job, an internship, a lab position, 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.

Overview

This extra credit assignment is entirely optional and cannot hurt your course grade. It provides you an opportunity to earn extra credit in our class (replacing your lowest feeder grade of the semester) while also allowing you the opportunity to practice your skills at writing in business and receive formal feedback from me in this discipline.

Healthcare workers, researchers, public health experts, and other professionals working in fields related to health and medicine must often compose in the discipline of business writing. Examples include: grant proposals or other requests for funding; applications for internships or lab positions; proposals to present at an academic or professional conference; applications to join an advisory board or oversight committee; submissions of research for publication; applications for medical school, some other professional school, or graduate school; correspondence with colleagues or supervisors; or even just simply applying for a job.

Most of the opportunities listed above involve one of the most common genres in business writing: 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, all for the purpose of convincing your audience to select you for this specific opportunity.

For this project, you will find a real-world opportunity in which you are interested in applying. This might be an upcoming job opening; an internship or lab position; 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. (Your chosen opportunity does not have to directly relate to health and medicine. Even if you use this assignment to apply for a summer job not related to your studies, the skills you gain by completing this assignment will be transferable for when you *are* applying for future opportunities in health and medicine.)

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 depend on the specific opportunity for which you are applying.

Resume/CV (both traditional and online)

Once you've located the opportunity for which you wish to apply, read the posting carefully. Briefly summarize the application guidelines and save them; you'll have to include them when you submit your materials to me. You may find it helpful to fill out the optional "Application Analysis" (Sakai>Resources>Extra Credit – Writing in Business) as you organize your ideas and think about your application moving forward. Be sure that your resume and cover letter highlight the qualifications or requirements emphasized in the post.

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. **For the sake of clarity, the rest of this document will refer to both as just "resume."**

Begin by drafting a traditional resume. Try to tailor the content to the specific opportunity to which you are applying. Think about experiences as well as skills you've gained. At your stage in your career, you might not have a ton of experience directly relevant to the opportunity to which you are applying, and that's okay; showing you have achievements and past experience (even if not perfectly relevant) at least shows that you are a candidate with drive and past success. A traditional resume should be a single, full page (no more and no less). (A CV can be multiple pages.)

Once you've drafted a traditional resume as some kind of written document, create a website or webpage that will serve as an online version of this resume. You have a variety of programs to choose when selecting how you will publish your resume online. One option would be to create a post on [our course website](#), a post that hosts your online resume. (See me for more information; if you post your online resume to our course website, categorize your post under "Business and Medicine: Application Materials.") But you have many other options.

Alternatively, you could use <https://tarheels.live/> to create your own website or online resume. 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, such as Adobe Portfolio (available through [Adobe Creative Cloud](#)), [SquareSpace](#), [Weebly](#), [Wix](#), or [Wordpress](#). See me if you need to discuss other options or want more information about these options.

Your online resume can be as simple or comprehensive as you wish. At the very least, you need to create a single webpage that serves as your online resume, but you are welcome (but not required) to create a larger, more comprehensive e-portfolio or website consisting of multiple pages and subpages (a page for your education, a page for your professional experience, etc.). If you choose

this option, however, you should use something other than Adobe Spark, since Adobe Spark can only be used to build individual webpages. Additionally, if you choose this option to create your own site, you should probably not create your post on our course website but rather create your own, unique site instead. The design and structure are up to you, but I encourage you to make something that you can actually use moving forward in your career.

In your online resume, take advantage of the online medium to bend some of the formatting rules for a traditional resume. Consider our discussion of digital literacy and composition and the various resources posted on Sakai at Resources>Unit 1>Digital Literacy. In an online resume, you have more room to include more material than in a traditional resume. Additionally, in an online resume, you can include some content that wouldn't normally appear in a traditional resume such as images, a formal headshot, graphics, samples of your work (via uploads or links), hyperlinks, references, etc.

Hyperlinks are a valuable way to supplement your content and provide your audience with extra information, such as hyperlinking the name of each organization or company listed to that company's website. You should also consider hyperlinking to any social media accounts you feel comfortable sharing with potential selection committees. **You should certainly include a link that 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.**

For tips on creating hyperlinks, attaching documents online, etc., see "Instructions for Posting to the Course Website" (Sakai>Resources>Course Website Resources), although those instructions are aimed primarily at using Wordpress or our course website. You can also contact me for assistance. When designing any kind of online portfolio, see also Sakai>Resources>e-Portfolio Resources. See also the various guides, examples, and resources at Sakai>Resources>Unit 1>Digital Literacy, as well as the following chapters in the *Tar Heel Writing Guide*: Ch. 2-5: "Digital Literacy" and Ch. 2-6: "Preparing an ePortfolio."

References: A traditional resume does not include references or even mention that they are "available upon request." That goes without saying. For your online resume/website, however, you could include professional/public (never personal/private) contact information for any of your professional, academic, and/or personal references you wish to list. Note: Never assume you can list someone as a reference; always ask their permission first, including what information you can share directly (such as emailed directly to a potential employer) and/or publicly (posted to your online resume). As a courtesy, always inform a reference when they might expect to be contacted regarding a current application.

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

Now revisit your online resume. Somewhere either near the beginning or end of your online resume, you should add a note indicating that your resume is also available in traditional format as a .pdf document for convenient saving and printing. Upload or attach your traditional .pdf resume to that note. There are many ways to do this, and they depend on the program on which you're working. One of the simplest ways to do this is to finalize your traditional, written resume as a .pdf file and

upload it to [Google Drive](#) (or some other similar cloud platform). Share that document for anyone to view as long as they have the correct url. Use that url on your online resume to provide access to your website visitors to this traditional version of your resume. Again, for technical assistance with this process, contact me.

This means that you've successfully created a loop:

- Someone could visit your online resume and open your attached .pdf resume. In that .pdf resume, they could click the link (listed in your contact information) to go back to your online resume.
- Alternatively, you could email someone (or otherwise share) your .pdf resume. They could open that document, find the link for your online resume in your contact information, click that link to go to your online resume, and from there, open your .pdf resume.
- 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, but see also the sample I've posted (Sakai>Resources>Extra Credit – Writing in Business). A typical cover letter (like a typical, traditional resume) should never be longer than a single page.

Hiring managers, selection committees, etc. rarely even look at or consider a resume if it's introduced with a weak cover letter. 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. Your cover letter should be designed in the traditional format, as though you were printing it out and submitting it via postal mail or as though it was a document to be uploaded as an attachment to an online resume (not as though you were writing it as an email, although you should pay attention to the sample so you're prepared to format it that was in the future as well).

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, contact me. You should also include a link to your online resume.

How to Submit

By 11:59pm on Mon. April 25, email me (paulblom@live.unc.edu) 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, including the requirements for the position, desired qualifications or experience, etc. 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).

Remember, if you used [our course website](#) to host your online resume, categorize your post under “Business and Medicine: Application Materials.” You don’t need to tag your post or include a Featured Image. If you only want to share your post with members of the UNC community, require ONYEN authentication to access your post; if you only want to share your post with members of our classroom community, password-protect your post (using the class password); if you only want to share your post with me, publish your post as “Private.” (Refer to “Instructions for Posting to the Course Website at Sakai>Resources>Course Website Resources for how to post content to our course website.)

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 in the health or medical fields. No matter your major or intended career path, 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 you virtually or 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>Extra Credit – Writing in Business, including examples of successful cover letters and resumes.

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	Some information about the student’s background is	One or both iterations are severely lacking in	One or both iterations are missing or

	information and other relevant information such as education, professional experience, skills, etc.	offered, but some seemingly vital information is lacking.	the inclusion of relevant information.	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 selection committee, addresses all of their questions or criteria, invites further discussion, and thanks them for their time, ending with a signature.	Cover letter is lacking some detail or specificity. In a few instances, more evidence is necessary to support its claims or to address the expected content.	Cover letter content is significantly lacking in some way. Minimal or no detail or attempt to address selection committee's questions.	Cover letter completely fails to address selection 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	Cover letter occasionally lapses into casual, colloquial discourse or subjective claims. Writing appears	Major lapses into casual discourse or little attempt to maintain objectivity. Diction is highly

		maintains a professional and objective tone.	erratic, and some sentences are hard to follow.	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.
Technical Functionality	All hyperlinks, webpages, etc. function appropriately and consistently.	A few minor technical glitches or inconsistencies but none so consistent that they obscure the student-author's meaning.	Repeated technical glitches, inconsistencies, or lapses in the functionality of the online resume or other similar technical components.	Major technical glitches or inconsistencies that significantly impeded the purpose of various digital and/or online documents.
Total:	/90			