

Name _____ Date _____

Marketing Essentials
Chapter 38 Finding and Applying for a Job

eMarketing Worksheet Activity: Internet Employment Agencies (Online Job Searching)

Directions Work alone or in small groups to complete this three-part worksheet on searching and applying for a job.

A. Online Job Search

1. Conduct an Internet search to locate Internet employment agencies. Write a list of the ones you found. Include government Web sites that offer assistance too.

2. Explore an Internet Employment Agency to see what information and services it offers. Write a list of your findings.

Name _____ Date _____

B. Using an Online Employment Agency

1. Assume you are looking for a job right now. The job could be a full-time job, a part-time job, or a seasonal job in any area in which you think you might qualify. Which online employment agency would you select? Provide rationale for your selection.

2. Explain the helpful information on that Web site would you use if you were applying for a job listed on that site?

Name _____ Date _____

C. Apply for the Job

1. Conduct research on the company selected, as well as on the position for which you are applying. What information would be helpful? List five questions for which you would be seeking data on the company and/or position. Once your research is completed, write the answers to those questions and cite your sources.

2. Write a cover letter and résumé for the job you selected. (Use separate sheets of paper to prepare these one-page documents. You can use the lines below to take notes.)

Name _____ Date _____

3. Prepare answers to the following request for information you could be asked to provide during an interview with that company.

- Tell me a little bit about yourself.

- What is your favorite subject in school?

- Why do you want to work for this company?

- What are your qualifications for this position?

- I have ten applicants for this position; tell me why I should hire you.
