**Burnaby Central Secondary School**

**Career Life Connections 11**

**Name:**

**Student Number:**

**Assignment #3: Employment Marketing Strategies & Assignment #4: Jobs of the Future**

**Due Date for Assignments #3 & #4: Friday, March 13th**

You have learned about Employment Marketing Strategies. Reflect on 3 Employment Marketing Strategies you learned in this session and document the following (minimum of 100 words for each of the 3 items):

1. Explain the strategy/information that you learned.
2. How would you use it to apply for a job/position or to improve your personal brand?

**1.**

**2.**

**3.**

**ASSIGNMENT #4: JOBS OF THE FUTURE**

1. Research two careers that you might be interested in pursuing.

1) Login to **myBlueprint.ca** (if you have an account from CLE 10) to research the outlook for your careers **OR**

2) Go to **work.bc.ca** to research the outlook for your careers. Will your careers be growing or declining in the future?

A) CAREER #1\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ OUTLOOK : \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

List some reasons why this career is growing or declining?

CAREER #2\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ OUTLOOK : \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

List some reasons why this career is growing or declining?

B) Are there aspects of your two chosen careers that are going to become obsolete or can be altered due to changes in technology and/or other factors? Explain why or why not.

 2. Go to <https://www.hrvisionevent.com/content-hub/10-job-skills-youll-need-in-2020-and-beyond/> and read about the “Top 10 Skills for 2020”. The top three are ***complex problem-solving, critical thinking,*** and ***creativity***.

A) Keeping in mind the current advancement in technologies in our society, why do you think each of these skills are important?

**Complex problem-solving**

**Critical thinking**

**Creativity**

B) How will these skills support new technological developments? Use specific examples to explain your answer.

3. Go to <https://www.macleans.ca/work/jobs/10-jobs-of-the-future-you-need-to-know-about-right-now/> and read the article.

 A) Which of the ten “jobs of the future” appeal to you the most? Explain Why.

B) What skills do you think are most needed to succeed in this job?

4. A) What are some skills that you would like to develop the most to meet future job demands?

B) How will you develop these skills for the future?

**The assessment below will be used to mark your assignment. Ensure you have completed this assignment to the best of your ability. When you’re done, upload this assignment to myEd according to the instructions on the CLC 11 website.**

***EMPLOYMENT MARKETING STRATEGIES & FUTURE JOBS ASSESSMENT***

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **CRITERIA** | **EMERGING** | **DEVELOPING** | **PROFICIENT** | **EXTENDING** |
| **Employability Marketing Strategies & Career Research** | * Less than three strategies are described.
* Explanations of how to use each strategy to improve your personal brand are missing or lacking details.
* Some research and responses are missing
* Minimal examples are given, and reflections are narrow
 | * Three strategies are minimally described.
* Minimal explanations of how to use each strategy to improve your personal brand are included.
* Research, responses and examples are almost complete
* Some examples are given, and reflections are limited
 | * Three strategies are described and include details.
* Explanations of how to use each strategy to improve your personal brand include details.
* Research is complete
* Responses and examples are detailed
* Reflections are detailed
 | * Three strategies are fully described.
* All explanations of how to use each strategy to improve your personal brand are thorough
* Research is exemplary
* Responses and examples are detailed and thorough
* Reflections are sophisticated and authentic
 |
| **Employability** **Skills** | * Some language is not appropriate
* Several grammar and spelling errors; work requires proofreading.
 | * Language is somewhat appropriate
* Several grammar and spelling errors
 | * Language is appropriate
* Minimal grammar and spelling errors
 | * Submitted on time
* Language is sophisticated and professional
* Free of grammar and spelling errors
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