### Applying for a Job, Lesson 3: The Cover Letter

Age of Students: 14-15

Time Frame: 90 minutes

Focus: Creativity

### Objectives:

Students will understand the purpose and structure of a cover letter.

Students will be able to identify and use key elements in a cover letter.

Students will enhance creativity in expressing their qualifications and experiences.

Students will develop the ability to critically evaluate and provide feedback on cover letters.

Students will gain confidence in writing a personalized and professional cover letter.

### Outline:

|  |  |  |  |
| --- | --- | --- | --- |
| Phase | Time | Content | Activity Type |
| Introduction | 15 min | Problem-oriented entry: Presenting two very different cover letter examples (one highly creative and one very formal). Initiate a discussion on which they believe is more effective and why. Discuss common misconceptions and initial doubts about writing cover letters. | Whole class through teacher-student discussion |
| Elaboration | 40 min | Instruction and exploration of cover letter components (e.g., heading, greeting, introduction, body, closing). Small groups analyze and critique provided cover letters. Each group receives a different job advertisement and brainstorms ideas for a creative yet professional cover letter. | Group work with analysis and brainstorming |
| Application | 20 min | Students individually draft their own cover letters for their group's job advertisement, incorporating creative elements. They will focus on highlighting their unique experiences and qualifications creatively while following a professional structure. | Individual writing activity |
| Consolidation | 10 min | Peer review: Students exchange cover letters with a partner for feedback. They provide constructive criticism focusing on creativity, clarity, and professionalism. | Pair work for peer review |
| Conclusion/Outlook | 5 min | Reflection on the activity and discussing key takeaways about the importance and impact of a well-crafted cover letter. Preview of the next lesson on interview preparation. | Whole class led by the teacher |
| Homework |  | Refining their draft cover letters based on peer feedback and preparing a final version to submit in the next class. | Individual work at home |

### Assessment:

Formative Assessment

:

Discussion points and participation during the introduction phase.

Observations during group work and individual writing to guide support where needed.

Summative Assessment

:

Final Cover Letter

: Each student will submit their refined cover letter which will be evaluated based on:

Adherence to cover letter structure

Creativity in presenting qualifications

Clear and professional language

Relevance to the job advertisement

Feedback Rubric

:

Clarity: Clear articulation of relevant experiences and qualifications

Structure: Correct format and logical flow

Creativity: Unique and engaging presentation

Professionalism: Appropriate tone and language

### Differentiation Strategies:

Provide sentence starters and templates for students who may struggle with writing.

Utilize peer support and mixed-ability groupings to allow stronger writers to assist those who need more help.

Allow options for verbal brainstorming or mind-mapping for students who find it difficult to start drafting ideas in writing immediately.

Offer one-on-one support and alternative assignments (like creating a video cover letter) for students with significant learning needs.

# Understanding Cover Letters

## Slide 1: Title Slide

Title: Understanding Cover Letters

Subtitle: Exploring Creativity and Professionalism

Google Search

Image:

## Slide 2: Introduction to Cover Letters

Purpose of a Cover Letter:

A cover letter serves as an introduction to your resume.

It provides context to your achievements and experiences.

It should always be professional, but styles can vary.

## Slide 3: Example 1 - Highly Creative Cover Letter

Job Description:

Graphic Designer at a Boutique Marketing Agency

Cover Letter Text:

Dear Hiring Manager,Creativity is the backbone of my work as a graphic designer. From the moment I discovered my passion for visual storytelling, I have been committed to creating designs that not only look beautiful but also tell compelling stories. My enclosed portfolio includes projects where I’ve transformed complex ideas into visually appealing and effective marketing materials.At Creative Sparks, where innovation is the lifeblood, I believe my skills and experiences would thrive. My educational background in visual arts and my professional experiences at various marketing firms have equipped me with a diverse set of tools to contribute to your team innovatively.I look forward to discussing how my unique approach and passion for design can benefit your company.Best regards,[Your Name]

Google Search

Highlight creative elements with colors and fonts:

## Slide 4: Example 2 - Very Formal Cover Letter

Job Description:

Administrative Assistant at a Corporate Law Firm

Cover Letter Text:

Dear Mr. Smith,I am writing to express my interest in the Administrative Assistant position listed on your company’s website. With a Bachelor’s Degree in Business Administration and three years of hands-on experience in administrative roles, I am confident in my ability to contribute effectively to your team at Legal Partners Inc.In my previous role at Enterprise Solutions, I gained extensive experience managing day-to-day administrative tasks such as scheduling, document preparation, and client communication. My ability to multitask efficiently while maintaining a high standard of work and my meticulous attention to detail have been key to my success.I look forward to the possibility of discussing this exciting opportunity with you. Thank you for considering my application.Sincerely,[Your Name]

Google Search

Use a professional layout and font:

## Slide 5: Discussion Prompts

Which cover letter do you find more engaging and why?

Which cover letter do you think would be more effective for the job described?

What are the strengths and weaknesses of each cover letter?

## Slide 6: Common Misconceptions

A cover letter should be a summary of your resume.

Creativity has no place in a cover letter.

Cover letters are not important.

## Slide 7: Initial Doubts

What if I don't have much experience?

How do I make my cover letter stand out?

What if I make a mistake?

## Slide 8: Key Takeaways

Both creativity and professionalism are important.

Tailor your cover letter to the job and company.

Be clear, concise, and confident.

## Slide 9: Conclusion

Preview of the next lesson: Interview Preparation.

Encourage students to think about how they can apply what they've learned to their own cover letters.

# Understanding and Crafting a Cover Letter

## Key Components and Creative Approaches

### Slide 1: Title Slide

Title:

Subtitle:

Visual:

Understanding and Crafting a Cover Letter Key Components and Creative Approaches An image of a cover letter (Google image search: "cover letter example")

### Slide 2: Introduction to Cover Letters

Text:

"A cover letter is a document sent with your resume to provide additional information on your skills and experience."

Visual:

An infographic showing the purpose of a cover letter (Google image search: "cover letter infographic")

### Slide 3: Key Components of a Cover Letter

Text:

"1. Heading

Greeting

Introduction

Body

Closing"

Visual:

A diagram labeling each part of a cover letter (Google image search: "parts of a cover letter")

### Slide 4: Heading

Text:

"Includes your contact information and the date."

Example:

"John Doe 123 Main St. City, State, ZIP (123) 456-7890 john.doe@example.com [Date]"

Visual:

A sample heading (Google image search: "cover letter heading example")

### Slide 5: Greeting

Text:

"Address the letter to a specific person if possible."

Example:

"Dear Mr. Smith,"

Visual:

An image of a formal greeting (Google image search: "dear mr. smith")

### Slide 6: Introduction

Text:

"Introduce yourself and state the position you are applying for."

Example:

"I am writing to express my interest in the Marketing Assistant position at XYZ Company."

Visual:

A sample introduction (Google image search: "cover letter introduction example")

### Slide 7: Body

Text:

"Highlight your relevant skills and experiences."

Example:

"With over two years of experience in marketing, I have developed strong skills in social media management and content creation."

Visual:

A sample body paragraph (Google image search: "cover letter body example")

### Slide 8: Closing

Text:

"Summarize your qualifications and express enthusiasm for the position."

Example:

"I am excited about the opportunity to contribute to XYZ Company and look forward to discussing my application further."

Visual:

A sample closing (Google image search: "cover letter closing example")

### Slide 9: Creative vs. Formal Cover Letters

Text:

"Creative: Unique and engaging presentation Formal: Professional and straightforward"

Visual:

Side-by-side comparison of a creative and a formal cover letter (Google image search: "creative vs formal cover letter")

### Slide 10: Tips for Brainstorming Ideas

Text:

"1. Think about your unique experiences

Use storytelling techniques

Highlight your passion for the industry"

Visual:

A lightbulb icon to represent ideas (Google image search: "lightbulb icon")

### Slide 11: Group Activity Instructions

Text:

"In small groups, analyze the provided cover letters and identify their strengths and weaknesses. Then, brainstorm ideas for a creative yet professional cover letter for the given job advertisement."

Visual:

An image of students working in groups (Google image search: "students working in groups")

### Slide 12: Discussion Prompts

Text:

"1. What makes a cover letter effective?

How can you balance creativity and professionalism?

What unique experiences can you highlight in your cover letter?"

Visual:

A question mark icon to represent discussion (Google image search: "question mark icon")

### Slide 13: Conclusion

Text:

"Remember, a well-crafted cover letter can set you apart from other candidates. Use the key components and tips discussed today to create a compelling cover letter."

Visual:

An image of a successful job applicant (Google image search: "successful job applicant")

Steps to Implement:

Research and Gather Information:

Search Google for detailed information on each component of a cover letter.

Find examples of both creative and formal cover letters (search: "creative cover letter example" and "formal cover letter example").

Look for tips on brainstorming and writing creative cover letters (search: "brainstorming cover letter ideas").

Design the Presentation:

Use PowerPoint or Google Slides to make visually engaging slides using text, images, and infographics.

Ensure each slide is clear and not overcrowded with information.

Add Examples and Visuals:

Use visuals like diagrams, infographics, and icons to make the content engaging.

Incorporate Discussion Prompts:

Add prompts for group discussion and analysis to encourage student participation.

Review and Finalize:

Review for clarity and completeness.

Adjust to ensure content is age-appropriate and engaging for 14-15-year-old students.