

Job Categories	Tools and Technologies	Tools and Technologies Con't	Professional Competencies	Professional Competencies Con't	Personal Characteristics	Personal Characteristics Con't
Editor	AP, Adobe Premiere or videography	MSO, MS Office	CO, Communication-Oral	SSMF, Specific Subject Matter Familiarity	ACT, Analytic / Critical Thinking	LM, Leadership / Management (do you tell other humans what to do?)
Writer	API, Adobe Photoshop or image editing	MSE, MS Excel	CW, Communication-Written	TC, Translating Complex / Scientific Material	GW, Collaboration / Group Work	L, Learning
Social Media	AI, Adobe Illustrator or graphic design	SM, Social Media Experience	CV, Visual Communication / Design / Photography	UT, Usability & Testing	C, Creativity	M, Multitasking
Designer	AID, Adobe InDesign or publishing layout/software	SMM, Social Media Management	E, Editing	KPI, Key Performance Indicators / Business Analysis	DO, Detail Oriented	O, Organization
Marketing	AI, reference to LMM, prompt engineering, etc	AT, Email / Advertising Tech	PM, Project Management	SEO, Search Engine Optimization / Web Metrics / Analytics	F, Flexibility	PS, Problem Solving
Sales	CMS, Content Management Systems / Wordpress	POD, Podcasting or audio editing	R, Research	J, *Journalism / Interviewing	I, Independence/Initiative	TMD, Time Management / Deadlines
Hybrid	CW, Collaborative Writing software (Microsoft Teams, Google Docs, etc)	DM, Data Management	SG, Style guide / Professional Standards, AP	BI, Bilingual	IN, Interpersonal	
	CRM, Customer Relationship Management software (Salesforce)	PMT, Project Management Tools				

Here is my attempt to detail the work assigned for the project thus far.

- Originally students were directed to identify 10 jobs. This was later expanded to twenty jobs. You can find the titles of [those jobs listed in the collective spreadsheet](#). You can find the actual job ads in this [Google Drive folder](#).
 - Here is a link [to my original description of the Job Ad project](#). You will need this material to write the report (see the bottom bullet), since it includes information you will need to write your methodology section.
- After you have identified 20 jobs, you need to “code” them. This is a term from qualitative science, which means to identify and count the appearance of terms/ideas in a corpus (body, collection) of texts. In our case, that corpus is the Google Drive collection of job ads. [Here is a link to the coding scheme](#).
 - You code the ads directly in the google doc. To do this, you need to be using Google Chrome. When you double-click on a document in the Drive folder, you should have the option to “Open with” on the top of your screen. Open with Chrome.
 - Once inside the document, you can select text and then “insert comment” to mark it with a code. So, for instance, if I saw an ad that called for project management experience, I would select that text and then insert the comment PM. This might be a bit disorienting for you, since you haven’t been in class—we’ve been practicing this, “norming” our coding, so that we have a greater chance of seeing and coding the same things. We will do some of this on Thursday.
- After you have completed coding a job ad, [you then input the codes into our collective spreadsheet](#).
 - If a, they have codes you don’t, then turn the code text orange. We’ll talk about those codes in class tomorrow.
 - If b, you have some, then include your new codes as orange. We’ll talk about those codes in class tomorrow.
 - If you had the same codes, then select all the text in that row and turn it green.
 - Make sure to include your initials in the reviewer column.
 - If there are no existing codes for a job, then you simply insert your codes and include your initials in the SUBMIT column.
 - If there are codes there, then you switch into Reviewer mode. You should check to see if a) that person has included codes you did not or b) if you have codes they did not.
- By the end of this week, my goal is to have all the codes green. After we have reviewed all the codes in the collective spreadsheet, you will make a spreadsheet that tabulates the codes that appear in your 20 jobs. I know this sounds confusing, [so let me provide a sample example](#).
 - You will make a copy of that attached spreadsheet. Go to File > Make a copy.
 - Delete out all of the numbers in the sheet--those are fake numbers I used for demonstration purposes in class [\(to show how to create a graph\)](#).
 - Simply count how many times a code appears in your 20 jobs--how many of your twenty contain CW? TMD? Etc.
 - This is the data for your report.
- Most recently, I laid out the expectations for [the Job Ad Analysis report, the first major project of the semester](#). I will go over those expectations in class tomorrow.
 - Key take aways: 6-8 pages, single-spaced, block paragraphs
 - Components: Title page, Table of Contents, Introduction, Methodology (2 parts), Data (3 graphs), Discussion, Conclusion
 - Audience/Context: You have been contracted by UNC to provide high school seniors interested in studying English with an idea of how to prepare for the job market. This includes helping them identify what skills they are likely to gain via coursework, and what skills they should look to develop via extra-curricular activities (and what activities they might pursue to develop those skills).