

# Career Brochure

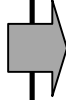
Create a Brochure over your career.

Use the Occupational Outlook Handbook website for detailed information.

<http://www.bls.gov/search/ooh.asp?ct=OOH>

Write using good spelling and correct grammar.

Use complete sentences and bullet points as appropriate.



- I. Introduction
  - A. Title of Job
  - B. Job Requirements
    1. Education
    2. Experience
    3. Strengths Needed
    4. Others:
  - C. Benefits
    1. Salary
      - a. Starting
      - b. Average
    2. Typical Hours
- II. Personal Factors Related to Career Chosen
  - A. Personal Strengths (likes)
  - B. Personal Challenges (dislikes)
- III. Related Jobs
  - A. Job Titles
  - B. Additional Requirements of the New Job

## Scoring Guide for the Brochure

Criteria	10	5	0	Weighted	Score
Title	Clearly labeled. Conveys importance of Career. Creative, Catchy and Clearly relates to the chosen career field.	Clearly labeled. Conveys importance of Career. Clearly relates to chosen career field.	Hard to Identify. Not related to your career field.	X1	
Content	All 18 characteristics are correctly reported for the chosen career.	Only 9 of the 18 characteristics are correctly reported for the chosen career.	Less than 9 traits are covered OR the career does not relate.	X7	
Neatness	Brochure/Pamphlet format is used. Neat appearance, colorful, Good spelling, and Grammar. Writing is easy to read. Overall feeling of Cohesiveness. Appropriate pictures are used.	Brochure/Pamphlet format is used. Neat appearance, colorful. Writing is easy to read. Appropriate pictures are used.	Sloppy work, thrown together	X2	