

**3-week course**

# APPLICATION BOOTCAMP

**JOB HUNTING IS LIKE ADVERTISING.**

In this 3-week online course, you'll create your own authentic application campaign – guided by advertising experts, designers, and HR professionals. You'll analyse your strengths and target audience, develop a campaign idea, and design all key elements yourself: CV, letter of motivation, key visual, website, video or social media profile. No software tutorials – just strategic input and creative coaching. **The result:** a standout application that fits the Swiss job market.

**YOU WORK IN THREE PHASES** ✎

- ✓ **CONCEPT**  
Product analysis, market analysis, main message, idea
- ✓ **REALISATION:**  
Copywriting, design, web, social media, video
- ✓ **FINALISATION:**  
Test application, presentation, interview training, test interview

**OUR METHOD:**

Learning by doing. Individual coaching and team workshops combined with microlearning and independent learning. Each participant enjoys 20 minutes of personal coaching daily. This approach ensures effective results through personal support and collaborative learning.

Helping you to help yourself: We provide you with the tools and instruments; you implement everything yourself. This allows you to adjust your campaign as needed.

Coached by industry experts: Practical experience and theoretical knowledge.

**IMPLEMENTATION AND DURATION:**

**Implementation exclusively online.** 3 weeks of 5 days. Workshops and coaching take place from 9.00 a.m. to 12.00 p.m. In the afternoon, the participants work independently on their projects.

**RESULT** ⓘ

- ✓ **COVER WITH KEY VISUAL, MOTIVATION LETTER, RESUME WITH PERSONAL BRANDING AND MAIN MESSAGE.**
- ✓ **ADDITIONAL MEDIUM OF YOUR CHOICE E.G. WEBSITE, SOCIAL MEDIA PRESENCE, VIDEO.**
- ✓ **BECOMING FAMILIAR WITH THE SWISS LABOR MARKET AND ITS RULES.**
- ✓ **OUTSTANDING APPLICATION, MORE SELF CONFIDENCE IN THE JOB INTERVIEW.**

**REQUIREMENTS:**

- Good knowledge of computer and graphic programs (Affinity, Adobe, Canvas).
- Motivation to participate in a three-week intensive course.
- English language skills B1.
- Good resilience. The course is intensive and demanding.
- Computer with webcam and internet access.

**REGISTRATION ONLINE ONLY:**

<https://ba-database.ch/registration>

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# MORE INFORMATION

## TARGET GROUP

- Job and contract seekers who want to attract attention with an application or presentation.
- Marketing and communication specialists, advertisers, graphic designers, photographers and others from the communication industry.
- People with strong implementation skills who need conceptual support.
- English-speaking foreign professionals and executives who have worked in international companies and wish to integrate sustainably into Switzerland, becoming familiar with the Swiss labor market and its rules.

## LEARNING GOALS

1. The participants are familiar with the work steps conception, realisation, and finalisation and can apply them independently.
2. The participants know their target group and how they can be reached.
3. The participants have an outstanding application campaign. This includes the standard application dossier plus at least one further measure.
4. The participants can adapt the application documents themselves at any time.

## DEGREE/CERTIFICATE

Course confirmation.\*

\* The bewerbeagentur is eduQua certified.

## IMPLEMENTATION

**The course is conducted exclusively online.**

A computer with a webcam and internet access is required.

## NUMBER OF PARTICIPANTS

The course is normally held with a minimum of 4 and a maximum of 12 participants. However, it can also take place with as few as 2 participants – in this case, an additional fee of 800 CHF per person applies.

## COURSE FEES

3900 CHF (from 2 participants: +800 CHF p.p). Job seekers registered with a regional employment office (RAV/OPR) can submit an individual course request. Talk to your advisor.

## PROVIDER

**bewerbeagentur**  
Applications that stand out

## Application Bootcamp

[www.applicationbootcamp.ch](http://www.applicationbootcamp.ch)

[info@bewerbeagentur.ch](mailto:info@bewerbeagentur.ch)

043 811 73 20 (Mo–Do, 09:00 -12:00 Uhr)

