

Vocational English II
(Mesleki Yabancı Dil II)
Week 14



Engineering Faculty
Computer Engineering

Prepared by: Dr Ercan Ezin

INTRODUCTION

THIS WEEK WE WILL WORK ON

Job Market

<https://hackernoon.com/the-2025-job-market-reality-check-why-old-school-job-search-tactics-are-dead>

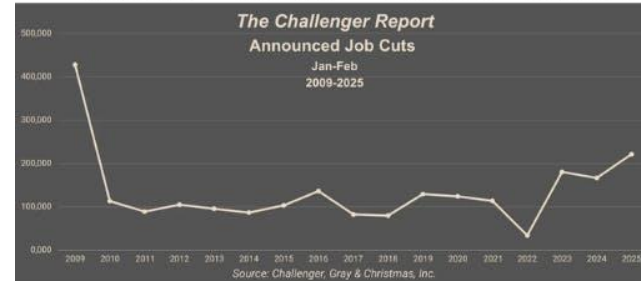
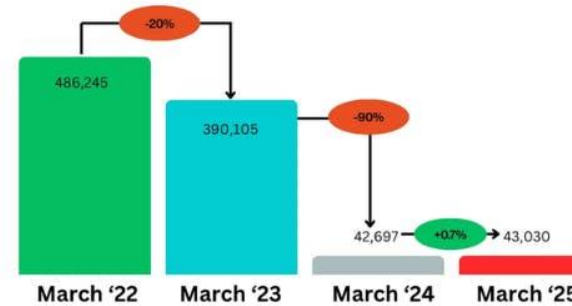
THE BROKEN JOB MARKET

- The 2025 job market isn't just **tough**—it's **officially broken**.

And if you're still relying on **old-school** application methods, you're **essentially** swimming **upstream** in a river that's flowing faster than ever.

Product Management Jobs Are Steady, Not Recovered

LinkedIn Search 'Product Manager' Worldwide



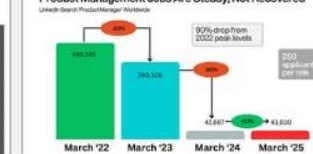
The Supply of Job Seekers is Up

2025 Q1 layoffs already exceeding 2023-2024 totals



The Demand for Job Seekers is Down

Product Management Jobs Are Steady, Not Recovered



Applicant Competition Meter (Subjective)



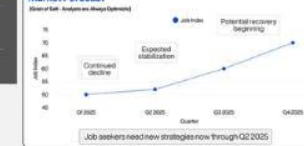
Hiring Timeline Comparison



Success Rate Comparison



Market Forecast

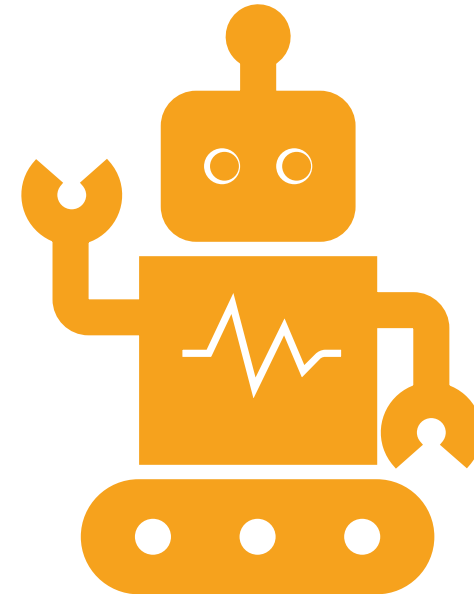


Traditional Methods Are Failing



THE NUMBERS DON'T LIE

- 2025 **Q1 layoffs** have already surpassed 2023-2024 combined
- Competition levels are **hitting** 9/10—nearly as bad as anyone has ever seen.
- Product Management positions have dropped 90% from 2022 **peak** levels 250 applicants per role on average.
- These aren't just numbers—they're a **wake-up call** that the **game has completely changed**.





THE DEATH OF "SPRAY AND PRAY"

- Do you remember when you could **apply** to 100+ companies with your resume and get **callbacks**? Those days are **gone**. Here's why old methods are now **toxic** to your job search.

WHY TRADITIONAL APPLICATIONS FAIL

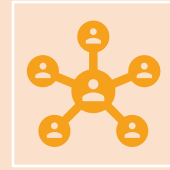
- **The Volume Problem**
Your resume is being **drowned** in a **sea of similar profiles**.
Success rate is less than 2%.
- **The **ATS** Black Hole**
Generic resumes get filtered before reaching human eyes.
- **The Timing Trap**
By the time a job is posted, the **hiring process** has already **begun**.



THE STRATEGIC ADVANTAGE



Strategic tactics are achieving 15–25% success rates—a 10x better **outcome**.



Network-First Strategy
Warm **referrals**, strategic networking, and **mentorship** connections.



Value-Forward Communication
Lead with “**here’s what I can solve for you.**”



Market Timing Intelligence
Know when you’re most needed.

PRODUCT MANAGEMENT: THE CAUTIONARY TALE



90% fall in PM roles (2022–2025) is a **canary in the coal mine**.



Market Saturation



AI Disruption



Budget Constraints

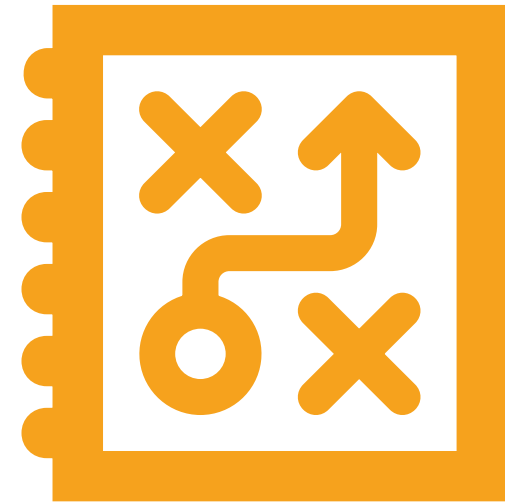
The Lesson:

Generic title-based applications are dead.

Demonstrate one-of-a-kind value that can't be easily replicated.

THE 2025 JOB SEARCH SURVIVAL GUIDE

- **Phase 1: Strategic Positioning**
Find **growing** companies, identify **pain points**, customize solutions.
Phase 2: Network Activation
Engage with insiders and content organically.
Phase 3: Value-First Outreach
Lead with **insights**, not asks. **Propose** solutions.



THE BOTTOM LINE

- The 2025 job market isn't going to get simpler.
But aggressive job seekers have a clear edge.

Action Plan:

- Stop **mass-applying**
- **Target** 5 companies
- Build a **contribution** portfolio
- Use **warm intros**
- **Craft** a personal **narrative**
- **Remember:** Average is a death sentence.
Be strategic, be valuable, and be different.

KEY TAKEAWAYS

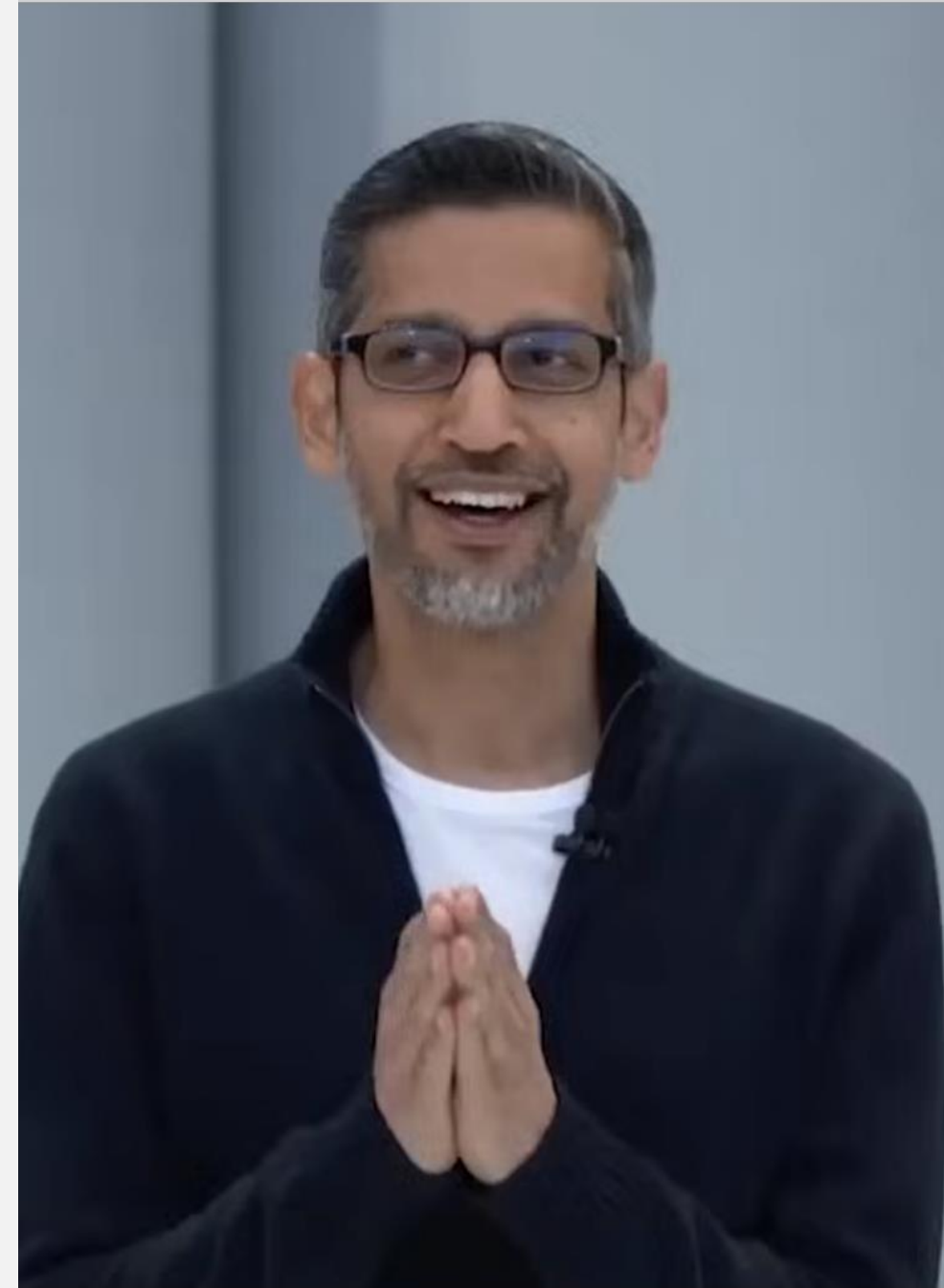
- Traditional job applications have a <2% success rate
- Strategic approaches carry 15-25% success rates
- Network-first > resume-first
Value demonstration > credential listing 🕒
Timing and targeting > volume and hoping



LISTENING ACTIVITY

Google I/O 2025: Everything Revealed in 15 Minutes

<https://www.youtube.com/watch?v=VHI200c5ngE>



WORDS OF THE WEEK

1. **Layoff:** When a company lets employees go because of financial or organizational reasons, not because of performance.
2. **Applicant:** A person who applies for a job or a position.
3. **Competition:** The situation where many people try to get the same job or opportunity.
4. **Resume:** A document that shows your work experience, education, and skills.
5. **ATS (Applicant Tracking System):** Software that scans and filters resumes before a human sees them.
6. **Generic:** Something not specific or customized; too general.
7. **Strategy:** A planned way to achieve a specific goal.
8. **Referral:** A recommendation from someone, usually from inside the company.
9. **Mentorship:** A relationship where a more experienced person helps guide someone with less experience.
10. **Insight:** A deep understanding of a problem or situation.
11. **Tactic:** A specific action or method to reach a goal.
12. **Market Saturation:** When there are too many similar products or professionals in a market.
13. **Disruption:** A major change that affects how things work, often caused by new technology.
14. **Budget Constraint:** A limit on how much money a company can spend.
15. **Strategic Positioning:** Placing yourself in a job market or company in a smart and planned way to increase your chances.
16. **Networking:** Connecting with people to share information and find opportunities.
17. **Outreach:** Actively contacting people or companies to build relationships or offer help.
18. **Pain Point:** A specific problem or need that a company or customer wants to fix.
19. **Portfolio:** A collection of work or projects that shows your abilities and results.
20. **Narrative:** A personal story or explanation that shows who you are and why you're a good fit.



EOF*

*End of Fun/File