

Vocational English IV
(Mesleki Yabancı Dil IV)
Week 14



Engineering Faculty
Computer Engineering

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INTRODUCTION

THIS WEEK WE WILL WORK ON

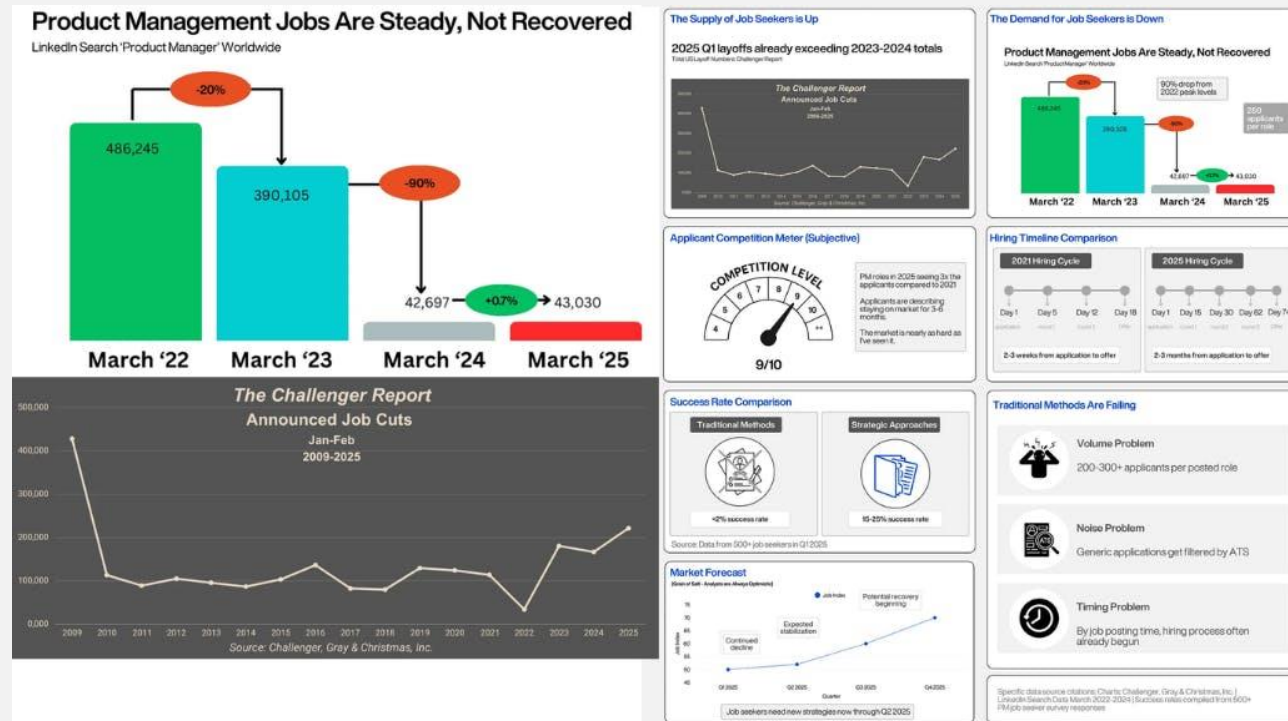
Job Market

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

THE BROKEN JOB MARKET

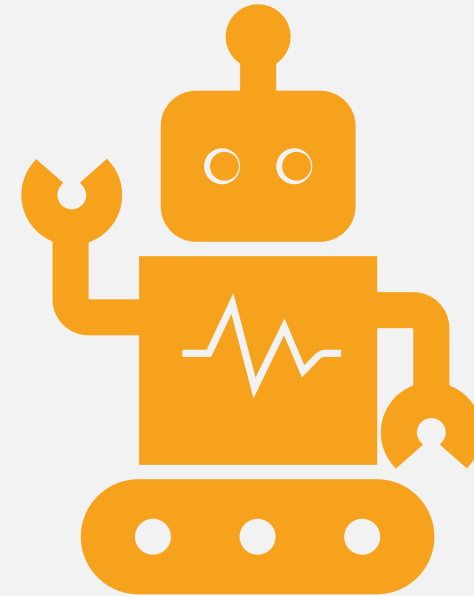
- The 2025 job market isn't just **tough**—it's **officially broken**.

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.



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

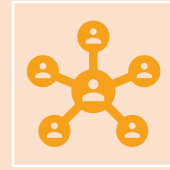
- **The Volume Problem**
Your resume is being **drowned** in a **sea of similar profiles**.
Success rate is less than 2%.
- **The **ATS** Black Hole**
Generic resumes get filtered before reaching human eyes.
- **The Timing Trap**
By the time a job is posted, the **hiring process** has already **begun**.



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>



PRESENTATION TIME!

Overall 20%

5% Introduction of self and the topic

10% Presentation content(English is favoured)

5% Presentation skills and using English

You have 5 Minutes, make it count!



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.



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