

Course Syllabus for MKT 3100 – 551 Spring 2013

Course Information

MKT 3100-051 Professional Development, Fridays, 5:30 – 7:20 p.m.

Professor Contact Information

Julie Bingham Haworth, 972-883-5940, Haworth@utdallas.edu, JSOM 3.814, Office Hours: Mon./Wed. 1 – 2:30 p.m.

Course Pre-requisites, Co-requisites, and/or Other Restrictions

None

Course Description

This course is required for all students majoring in Marketing in the Naveen Jindal School of Management. This course is designed to enhance the student's experience in the Naveen Jindal School of Management. Students will work on networking skills, verbal and written communication skills, business etiquette training, and learn how to increase their human capital. Students will also work on projects geared towards career management and overall professional development as a business major. The goal of this class is to make the student a more marketable and valuable professional to the global economy. Students will learn and attend class using hybrid system of online training and on campus training.

Welcome to MKT 3100 Professional Development in Marketing! This course plays two important roles in your UTD experience. First, the course will introduce you to the field of Marketing with a particular emphasis on helping you begin developing the skills and attitudes that will enable you to enter the job market from a position of strength. You will learn that the Marketing field values not only models, formulas, and theories, but also writing, speaking, and teamwork. You will learn about the different career tracks within our field and get a chance to discover your own aptitude for success in each one. You will take from this course a clearer understanding of what it takes to be a strong Marketing student and how you can best position yourself for a Marketing career.

The second purpose of this course is to introduce you to the Jindal School of Management and our nationally-recognized approach to undergraduate business education. In this course you will learn that our standards – both for you and for ourselves - are high. You will learn that the Jindal community values your attitude and commitment to hard work as much as we value your intellect. You will find that we won't let you take a 'drive thru' approach to your education. We

will push you to try new things and to embrace the opportunities you have as a college student to stretch, fail, and learn. The message you will take from this class is that, even though your UTD journey is going to be challenging, everyone who works in the Jindal building is here to support you and wants to help you get where you want to go. Are you ready to take the first step?

Student Learning Objectives/Outcomes

1. Students will demonstrate a basic proficiency in written and oral professional communications.
2. Students will develop a commitment to ethical business decision making.
3. Students will develop an ability to create a career plan.
4. Students will demonstrate proper professional dress and behavior.

Required Textbooks and Materials

Illustrated Course Guides : Professionalism - Soft Skills for a Digital Workplace, Butterfield, 1st Edition, 0538469781 Cengage.
E-Book version is available.

Assignments & Academic Calendar

Week	Topic	Reading	Assignment Due
1 1/18	Syllabus and Class Introduction	NONE	NONE
2 1/25	Degree Plan and Career Center Advising – Meet in Computer Lab 1.211 from 1 – 2:50 p.m. No class Friday evening	NONE	NONE
3 2/1	Presenting Yourself Professionally	Unit A (Pages 1-24)	Unit A Quiz in class Professional Development Writing Activity Due in Hard copy form
4 2/8	Developing a Professional Work Ethic - online class only (don't come to class) Look for instructions on ELearning	Unit B (Pages 25-48)	Unit B Quiz in class
5 2/15	Developing Your Interpersonal Skills	Unit C (Pages 49-72)	Unit C Quiz in class Videotaped elevator Speech presented in class

6 2/22	Winning at Office Politics	Unit D (Pages 73-96)	Unit D Quiz in class Informational Interview Write-up Due in Hard Copy form
7 3/1	Planning and Managing Your Career	Unit E (Pages 97-120)	Unit E Quiz Passport Due in class

Grading Policy

Grade Component	Weight
Professional Development Writing Activity	20%
Recorded 30-Second Elevator Speech	20%
Informational Interview and Write-Up	20%
Passport Activity (Career Works sign-up)	5%
Passport Activity (Career Center event)	5%
Passport Activity Attending UTD Event of Your Choice	5%
Passport Activity Approved Event of Your Choice	5%
Unit A Quiz	4%
Unit B Quiz	4%
Unit C Quiz	4%
Unit D Quiz	4%
Unit E Quiz	4%
Total	100%

Grade Distribution

Percentage	Letter Grade
90-100	A
80-89	B
70-79	C
60-69	D
Below 60 is failing	

Course & Instructor Policies

Class attendance is mandatory. Each student is allowed one absence. Each additional class absence will result in a 5 point reduction from your course grade.

Each student will be issued a Professional Development Passport that must be validated when attending career and student organization events.

Professional Development Writing Activity

Congratulations!! You have made it to the second round of interviews at the company you REALLY want to work for. You feel good about getting this far but aren't sure what happens next...

<BING!>

You have a new email message from the company! You click the Subject line and see the following message:

Congratulations again on getting to the second interview! You have made it farther than hundreds of applicants so you should feel good about this accomplishment.

Before your second interview, we need to see how strong a writer you are. Clear Communication is a core value of our company and your performance on this assessment will help us determine whether you have what it takes to earn a job offer.

Here is what we want: Find a recent newspaper or magazine article about a topic or issue that you think is important and relevant to the job you have applied for. Write a 350-word executive summary of this article. What are the take-aways of the article? Most importantly, why do you feel the topic/issue is important? What can we learn from the article?

Obviously, your sentences need to be crisp, your grammar perfect, and your organization clear and reader-friendly. You probably have a high GPA but you need more than that to be effective in most companies these days! Will your writing inspire confidence and lead us to take you seriously as a competent professional? SHOW US.

<Info about how to submit the assignment>

What Does It Mean To Be A Marketing Professional?

Purpose:

This activity will enable you to talk to ACTUAL marketing professionals in the field and get a sense of what they do on a day-to-day basis. This exposure will provide a nice practical foundation for your courses and help you to get a real-life snapshot of the topics you want to study at UTD and work in after you graduate.

Steps:

1. Find a local professional who is working in the marketing field. Pick people who are doing the job you think you want to do after you graduate. LinkedIn will help!
2. Once you have identified your interviewees, create 4 questions that you would like them to respond to. These questions should help you get a sense of the background of each interviewee, what their professional journey has been like, and what advice they would give to someone who wanted to work in the field of marketing.
3. Contact the interviewee and set up a face-to-face meeting, phone chat, or email exchange. Obviously, meeting with someone face-to-face will enable you to get the richest experience, but phone chats or email exchanges will work as well. REMEMBER: This person doesn't know you and you are contacting them out of the blue. This means that you will need to take care to reach out to them in the most professional and courteous way. Your instructor and/or the BizCom lab can help you design your message so that it makes a positive first impression.
4. Do the interview. Remember that the point of this activity is to hear their story so use your questions as a guide to conversation. If you have planned your questions well, a natural conversation will evolve. RECORD THE CONVERSATION AND/OR TAKE NOTES because you will need to describe the conversation later. (You must get their permission if you want to record the conversation.)
5. Write a 2.5-page (single-spaced) summary of your interview experiences and reflections. What professional wisdom did they share? What advice did they give? How has your thinking about this field changed after doing this activity? Somewhere in this document, you must include the name, employer, and contact info of your interviewee. They will be contacted to verify that you communicated with them.
6. Submit a hard-copy of your document in class on marketing.

HEADS UP: You may have an interviewee not call you back. You may have a hard time finding anyone who is in your specific job field. You may get lost on your way to the interview. These things happen but they must not stop you from submitting a complete assignment on time. This activity will take a lot of work and planning on your part. Consider it an introduction to the quality and maturity we require of all UTD-level work.

Professional Development Speaking and Feedback Activity

Your task: to create an “Elevator Pitch” or “Elevator Speech” for yourself. These are quick, energetic summaries of who you are and what you have to offer a prospective employer. They are called “elevator pitches” because they typically last the length of an elevator ride – around 2 minutes at most.

1. Imagine you somehow end up in an elevator with the person in charge of hiring for your dream company. You’ve got 2 minutes to sell yourself and your skills to this person. Write an elevator pitch and practice it until you feel good about it. See the links below for help getting started.
2. Once you are confident, video record yourself presenting it to an audience of *at least 2 people*. You do not have to memorize it, but it is better if you do. (Would you really want to read from flash cards if you actually had the opportunity to convince someone to give you a chance at your dream job?). Remember to make eye contact with your audience and speak clearly and with enthusiasm.
3. Upload the video to youtube.com. You may need to make an account first.
4. You will run the video in class.

Useful websites:

http://www.businessweek.com/careers/content/jun2007/ca20070618_134959.htm

<http://www.alumni.hbs.edu/careers/pitch/>

<http://bschool.pepperdine.edu/career/content/elevatorspeech.pdf>

<http://www.creativekeys.net/powerfulpresentations/article1024.html>

Off-campus Instruction and Course Activities

Below is a description of any travel and/or risk-related activity associated with this course.

UT Dallas Syllabus Policies and Procedures

The information contained in the following link constitutes the University's policies and procedures segment of the course syllabus.

Please go to <http://go.utdallas.edu/syllabus-policies> for these policies.

Penalty for scholastic dishonesty: The penalty for instances of academic dishonesty will be a minimum of a grade of zero for the assignment. All allegations of scholastic dishonesty will be submitted to Judicial Affairs for review.

The descriptions and timelines contained in this syllabus are subject to change at the discretion of the Professor.

