



Comet Creed: "As a Comet, I pledge honesty, integrity, and service in all that I do."

Course: MKT 3100.002

Title: Professional Development

Term: Spring 2017

Class Meetings: Fridays 11-11:50 am [2.903 JSOM](#)

Contact Information

Instructor: Jamie Kernohan

Office Location: 2.712 x5852

No voicemail available

Office Hours: Fridays 12pm-1pm or by appointment

Cell Phone: 214-578-1008

Email (heads up here!):

MKT3100 Section 002 must use

jkernohan@utdallas.edu

Or

jkernohan@silverdune.com

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

There are no pre-requisites or co-requisites for this course.

Course Description

This course is required for all new students in the [Naveen Jindal School of Management](#) and is designed to equip students to be both more effective business students and self-starting business professionals. Students will work on networking skills, verbal and written communication skills, professional etiquette, and learn how to increase their human capital. Students will also work on projects geared towards career management and overall professional development as a JSOM student. The goal of this class is to make the student a more marketable and valuable professional to the global economy.

Student Learning Objectives/Outcomes:

1. Students will be introduced to multi-media career development and job-preparedness by creating a JSOM-standard resume.
2. Students will be introduced to intra-firm communication by writing an executive summary of an informative article.
3. Students will be introduced to external communication by creating a presentation of an informative article.

Required Textbooks and Materials



1) Illustrated Course Guides: Professionalism - Soft Skills for a Digital Workplace, Butterfield, 2nd Edition, 0538469781 Cengage. [Buy or Rent the e-book here!!](#)

2) Student subscription to Bloomberg BusinessWeek. You will pay \$14 for 20 digital issues of the magazine. The digital subscription of Bloomberg Business Week is available here:

<http://goo.gl/Ib43ib>

Assignments

Order of assignments	Topics	Due dates	Points
1	Career Assessment	1/20/17	50
2	Executive Summary	1/27/17	50
3	50pts - Resume	2/10/17	50
4	100pts- Reading Quizzes- Unit B	2/10/17	25
5	50pts - Goal Statement	2/17/17	50
6	100pts - JSOM ProfDev Club Presentation	2/24/17	100
7	50pts - Degree Plan Activity	3/10/17	50
8	50pts - LinkedIn Profile	3/24/17	50
9	100pts- Reading Quizzes-Unit C	3/31/17	25
10	50pts - Avoiding Plagiarism module, quiz, and reflection	4/7/17	50
11	100pts- Reading Quizzes- Unit A	4/14/17	25
12	100pts - CMC Workshop Reflection	4/14/17	100
13	200pts - Informational Interview	4/14/17	200
14	100pts- Reading Quizzes- Unit D	4/21/17	25
	850 total points possible		850
	Final	5/5/2017	

Grading Policy

All work should also demonstrate the same professional and ethical standards expected of you in the workplace, including proofreading and editing carefully all work you submit in this class.

Professionalism also means that you use appropriate source citation wherever and whenever necessary so that you avoid violations of copyright and academic honesty – even if those violations are inadvertent.

100-97% = A+ , 97-93 = A , 92-90 = A- , 89-87 = B+ , 86-83 = B , 82-80 = B- , 79-77 = C+ , 76-73 = C , 72-70 = C-

Business Communication Center



You are strongly encouraged to use the BCC located in [12.106](#)

Visit <http://bcc.utdallas.edu/> to make an appointment, find out how to check out a video camera, and learn how to strengthen your speaking and PowerPoint design.

Attendance

You get 2 free absences.

Each absence after that = 10 points off your final grade

It is your responsibility to make sure you are counted present in each class.

Course Policies

Late Work

Deadlines in the professional world are a serious matter. Missed deadlines mean lost contracts, delayed product releases, skyrocketing expenses, and, in some cases, the loss, quite literally, of millions of dollars in revenue. Missed deadlines also compromise professional reputations and careers. Work that does not meet the assignment's constraints is unprofessional and creates administrative headaches. "I had technical problems" is not a valid excuse for late work, so plan accordingly. For these reasons, late or incomplete work is not acceptable in this course EXCEPT in the most extreme and unlikely of circumstances.

Individual Extra Credit

Other than extra credit opportunities offered to the entire class, I do not curve individual items, nor do I offer "extra credit" work or "special consideration" to allow individual students a chance to raise their grade. If a personal situation arises during the semester that may affect your classroom performance, please talk to me sooner rather than later. If you wait until the end of the semester, I won't be able to help you. I can work with you more easily if you speak to me when the situation arises.

Classroom Citizenship

In keeping with this course's professional communication mandate, students are expected to use every opportunity in the course to practice communicating in a civil and professional manner.

Classroom and Equipment Use Policies

No laptops may be used in the classroom unless you have cleared it with me first.

Additional policies can be found here: <http://coursebook.utdallas.edu/syllabus-policies>

These descriptions and timelines are subject to change at the discretion of the Professor.

1/8/2017

3100 Professional Development
MKT 3100.002
Syllabus



MKT 3100 Professional Development			
Week	Date	TOPIC	Reading / Assignment Due
1	1/13/2017	Introductions and Course Overview	Review Career Assessment Assignment
			Review CMC Workshop Reflection Assignment
	Date	TOPIC	Reading / Assignment Due
2	1/20/2017	Planning and Managing Your Career	Unit E reading
			Career Assessment Due
			Review Informational Interview Assignment
			Review Executive Summary Assignment
			Review Bloomberg Presentation Assignment
	Date	TOPIC	Reading / Assignment Due
3	1/27/2017	Sarah Henry- Undergraduate Student Services- Internships and Study Abroad Program	Executive Summary due
		Study Abroad Deadline- 2/15/2017	Unit E reading due discuss in class
			Unit B reading
	Date	TOPIC	Reading / Assignment Due
4	2/3/2017	Networking	Telling your story activity (in class)
			Elevator Questions reading
			How to Tell Your Story of Self
			Review Resume Assignment
			Review Avoiding Plagiarism assignment
	Date	TOPIC	Reading / Assignment Due
5	2/10/2017	Developing a Professional Work Ethic	Unit B reading - QUIZ
			Resume Due
			Review Goal Statement Assignment
	Date	TOPIC	Reading / Assignment Due
6	2/17/2017	Navigating your Degree Program	Goal Statement Due
		Brief description of Fast Track in MKT	Review LinkedIn Assignment
			Review Degree Plan activity
	Date	TOPIC	Reading / Assignment Due
7	2/24/2017	JSOM ProfDev Club Meeting #1	Group1 Preso
		Recorded presentation published on YouTube	Group2 Preso
			Group3 Preso

	Date	TOPIC	Reading / Assignment Due
8	3/3/2017	JSOM Advising Session- Presentation	Mandatory attendance
		Meet in 1.302	
	Date	TOPIC	Reading / Assignment Due
9	3/10/2017	Developing Interpersonal Skills	Unit C Reading
			Degree Plan Activity Due
	Date	TOPIC	Reading / Assignment Due
10	3/17/2017	No Class Spring Break	
	Date	TOPIC	Reading / Assignment Due
11	3/24/2017	JSOM ProfDev Club Meeting #2	Group4 Preso
		Recorded presentation published on YouTube	Group5 Preso
			Group6 Preso
			LinkedIn Profile due
	Date	TOPIC	Reading / Assignment Due
12	3/31/2017	Professional etiquette/Interpersonal Skills	Unit C reading - QUIZ
			Bring hard copy of LinkedIn reflection to class
			Group7 Preso
			Group8 Preso
			Group9 Preso
	Date	TOPIC	Reading / Assignment Due
13	4/7/2017	Presenting Yourself Professionally	Unit A reading
			Group10 Preso
			Group11 Preso
			Group12 Preso
			Avoiding Plagiarism assignment due
	Date	TOPIC	Reading / Assignment Due
14	4/14/2017	Winning at Office Politics	Unit A Quiz
			Informational Interview Assignment Due
			Unit D reading
			CMC Workshop Reflection Due
	Date	TOPIC	Reading / Assignment Due
15	4/21/2017	Professional Development	Unit D reading - QUIZ
		Guest Speaker	
	Date	TOPIC	Reading / Assignment Due
16	4/28/2017	Review for final	
	Date	TOPIC	Reading / Assignment Due
17	5/5/2017	Final	