



GEORGETOWN UNIVERSITY  
School of Continuing Studies  
Public Relations and Corporate Communications

## **MPPR/MPJO 560-10**

### **GEORGETOWN UNIVERSITY: MPS-Public Relations and Corporate Communications**

Wednesdays, 6:00 p.m. – 7:50 p.m. | Spring 2015

Instructor: Sunny Levitt

Downtown campus, room C217

- Office hours are by appointment.

### **COURSE OVERVIEW**

Managing your career and continuing your professional development are cornerstones to success. This class will show you how to take charge of your own career development. Whether you are aspiring to your next promotion or searching for a new job, understanding the elements of strategic career planning and professional development will guide you toward your goals. In today's global economy, implementing these strategies is essential to personal and professional well being and success. There are specific preparatory steps that will ensure your competitiveness for your next career move. Each week, we will focus on key elements of strategic career development using the previous week's readings and assignments, and by utilizing class activities that will demonstrate what you have learned.

### **COURSE OBJECTIVES**

By the end of the semester, students will:

- Understand their strengths and how to utilize them throughout their careers.
- Develop a career development strategy plan, which includes an impactful career summary (personal branding statement), an accomplishments-based resume and cover letter.
- Become adept at building and sustaining a professional network, and effectively using social media to create a professional brand by establishing a complete LinkedIn profile and personal website.
- Cultivate effective interview techniques and learn effective salary negotiations strategies.
- Harness techniques to manage their careers and apply these principles to determine next steps and future professional pursuits.

### **REQUIRED READING**

Title: StrengthsFinders 2.0 \*\* (Please buy it NEW in order to get the access code to take the assessment on-line)

Author(s): Tim Rath

ISBN-10: 9781595620156

Publisher: Gallup Press, New York

Year: 2007

Price: \$15.18



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Title: Social Networking for Career Success  
Author(s): Miriam Salpeter  
ISBN: 1576857824  
Publisher: Learning Express, New York  
Year: 2013  
Price: \$12.63

Title: How to Interview Like a Top MBA – Job Winning Strategies from Headhunters, Fortune 100 Recruiters, and Career Counselors.  
Author(s): Dr. Leanne Shel  
ISBN: 007141827X  
Publisher: McGraw-Hill, New York  
Year: 2004  
Price: \$10.98

*The instructor will also assign specific articles to read as part of the homework. Students must be prepared to discuss any of those assigned readings in class.*

#### **ATTENDANCE**

Students who miss more than two (2) classes will be administratively withdrawn from the course. If a student is administratively withdrawn from the course, a "W" will appear on his/her transcript.

Punctual attendance is critical. If you have to miss a class – family emergency, medical emergency or other act of God – you must let the instructors know in advance and work out a proposal for making up whatever work you will miss. Exceptions will be made only in extraordinary circumstances.

#### **CLASSROOM ETIQUETTE, CLASS PARTICIPATION AND OTHER GUIDELINES**

A successful class depends on the active engagement of all students. Students should turn off all cell phones, pagers or other communication devices while in class. Class discussions should be respectful and considerate of others' views and opinions. What happens in class stays in class unless you receive permission from the instructor to share something.

#### **ASSIGNMENTS**

- Participation & Weekly Readings: Attend and fully participate in each class session. Complete weekly readings on time and prior to the applicable class discussion. Each week's learning will integrate the content from the reading, and active participation in classroom discussion is expected of every student.
- Journaling: Reflect, review, ruminate on the questions/topics of the week and write in your journal about what was meaningful to you and your learning. Periodically, your reflections will be discussed in class.
- Personal Branding Statement: Develop, write, practice and perform your personal branding statement throughout the semester.
- Resume & LinkedIn Profile: Complete an accomplishments-based resume for a target employer/industry. Build an effective LinkedIn Profile page.



- **Interview Techniques:** Complete interview questions, an informational interview, and show mastery by participating in mock interview sessions.
- **Guest Speakers:** Listening and questioning other professionals in the field who are successfully managing their careers will expand students' real-world understanding and will enhance how students can apply this experiential knowledge in their own careers. Guest speakers will hail from a variety of industries.
- **Career Portfolio:** Provide a portfolio of your work during the semester, which includes your resume, cover letter, personal branding statement, personal website, and a summary of your reflections and learning.

### GRADING

This course is a NG (non-graded) course and will be part of your academic record. **Students who miss more than two (2) classes or more than one (1) assignment will be administratively withdrawn from the course.** If a student is administratively withdrawn from the course, a "W" will appear on his/her transcript. If circumstances preclude you from attending a class or arriving on time, it is your responsibility to notify me via e-mail *prior to the start of class*.

*The instructors will provide a warning by mid-semester to any student who appears to be on track for a poor final grade.*

### UNIVERSITY RESOURCES

Georgetown offers a variety of support systems for students that can be accessed on main campus or at the downtown location:

- MPS Writing Resource Program  
202-687-4246  
<http://writingcenter.georgetown.edu/>
- Academic Resource Center  
202-687-8354 | [arc@georgetown.edu](mailto:arc@georgetown.edu)  
<http://ldss.georgetown.edu/>
- Counseling and Psychiatric Services  
202-687-6985  
<http://caps.georgetown.edu/>

### STUDENTS WITH DISABILITIES POLICY

Students with documented disabilities have the right to specific accommodations that do not fundamentally alter the nature of the course. Students with disabilities should contact the Academic Resource Center (202-687-8354; [arc@georgetown.edu](mailto:arc@georgetown.edu); <http://ldss.georgetown.edu/index.cfm>) before the start of classes to allow time to review the documentation and make recommendations for appropriate accommodations. If accommodations are recommended, you will be given a letter from ARC to share with your professors. You are personally responsible for completing this process officially and in a timely manner. Neither accommodations nor exceptions to policies can be permitted to students who have not completed this process in advance.



### **GEORGETOWN HONOR SYSTEM**

All students are expected to maintain the highest standards of academic and personal integrity in pursuit of their education at Georgetown. Academic dishonesty in any form is a serious offense, and students found in violation are subject to academic penalties that include, but are not limited to, failure of the course, termination from the program, and revocation of degrees already conferred. All students are held to the Honor Code. The Honor Code pledge follows:

*In the pursuit of the high ideals and rigorous standards of academic life, I commit myself to respect and uphold the Georgetown University Honor System: To be honest in any academic endeavor, and To conduct myself honorably, as a responsible member of the Georgetown community, as we live and work together.*

### **PLAGIARISM**

Stealing someone else's work is a terminal offense in journalism, and it will wreck your career in academia, too. Students are expected to work with integrity and honesty in all their assignments. The Georgetown University Honor System defines plagiarism as "the act of passing off as one's own the

ideas or writings of another." More guidance is available through the Gervase Programs at <http://gervaseprograms.georgetown.edu/honor/system/53377.html>. If you have any doubts about plagiarism, paraphrasing and the need to credit, check out <http://www.plagiarism.org>.

### **SYLLABUS MODIFICATION**

The syllabus may change to accommodate discussion of emerging topics. Also, the schedules of guest speakers may require some shifting of the agenda. The instructors will make every effort to provide as much advance notice as possible for any alterations.



**COURSE SCHEDULE**

DATE/TOPIC	READING DUE	ASSIGNMENT DUE	IN-CLASS ACTIVITIES
<b>WEEK 1: Wednesday,            January 14, 2015</b>			Introductions  Overview of Course/Syllabus Review  Career Planning & Management Cycle  What is your vision for your future? Who do you want to be in the world? What do you value?
<b>WEEK 2: Wednesday,            January 21, 2015</b>  Personal Branding Statement	<i>Social Networking for Career Success</i> (pages 71-80)  Read article(s) as assigned	Take the StrengthsFinder* Assessment (Bring results to class)  Reflect, write in your journal on the topic/question for the week	Discussion: Results of StrengthsFinders  Exercise: Crafting Your Personal Branding Statement
<b>WEEK 3: Wednesday,            January 28, 2015</b>  Research: Important Factors in your Career Planning & Management	<i>How to Interview like a Top MBA</i> (chapter 2)  <i>Read article(s) as assigned</i>	Final Personal Branding Statement. (Bring it to class)  Reflect, write in your journal on the topic/question for the week	Group Critique/Practice: Personal Branding Statements  Discussion: Research's vital role throughout your career
<b>WEEK 4: Wednesday,            February 4, 2015</b>  Writing a Results Based Resume & Cover Letter  ** Ensure that you bring your laptop & resume to class**	<i>How to Interview like a Top MBA</i> (Chapter 3)  Read Cover Letter Construct on Blackboard  Read article(s)	Review <a href="#">webinar</a> Password=DPC Resume  Bring your current resume to class  Reflect, write in your journal on the	Discussion: Effectively writing your resume to capture who you are and what you do well  Revision of your resume in class



	assigned	topic/question for the week	
<b>WEEK 5: Wednesday, February 11, 2015</b>  Group Resume Critique	Read article(s) as assigned	Due: 1st draft of Resume, Cover letter due by 5PM and posted on Blackboard. **Bring seven (7) copies of your resume with you to class)  Business Cards (Bring at least seven (7) cards with you to class)  Reflect, write in your journal on the topic/question for the week	Group Exercise: Reading/critiquing resumes and providing feedback
<b>WEEK 6: Wednesday, February 18, 2015</b>  <b>GUEST SPEAKER: LinkedIn</b>  Creating your own Website/Discussion of your Career Portfolio	<i>Social Networking for Career Success</i> (Chapters 2-14)  Read articles & Bio of Guest Speaker	Bring 3-5 questions for the guest speaker & your curiosity  Final Resume & Cover letter Due by 5PM (posted on Blackboard)	Exercise: Update your LinkedIn profile
<b>WEEK 7: Wednesday, February 25, 2015</b>  Networking & Building Relationships	<i>Social Networking for Career Success</i> (Forward, Chapter 1)  Articles posted on Blackboard	Updated LinkedIn Profile  Reflect, write in your journal on the topic/question for the week	Discussion: Networking, Networking, Networking! The three main ingredients of having a fulfilling life and career
<b>WEEK 8: Wednesday, March 4, 2015</b>  Interviewing Tips & Techniques. Types of	<i>How to Interview like a Top MBA</i> , (Chapters 4-7, 9)  Read article(s) posted	Reflect, write in your journal on the topic/question for the week	Interview Practice Questions – Exercise  Discussion of Informational Interview Assignment



Interview Questions.	on Blackboard		
<b>WEEK 9: Wednesday, March 18, 2015</b>  Building Your Confidence in Negotiating Salary/Compensation	Read article(s) as assigned	Interview Questions from Exercise  Reflect, write in your journal on the topic/question for the week	Negotiating Exercise  Review of Interview Questions
<b>WEEK 10: Wednesday, March 25, 2015</b>  <b>**SCS CAREER PANEL**</b>	Read panel bios	Research panelists  Write/bring questions for panelists	
<b>WEEK 11: Wednesday, April 1, 2015</b>  Leadership Lessons	Read articles as assigned	Reflect, write in your journal on the topic/question for the week	Discussion: Leadership dimensions
<b>WEEK 12: Wednesday, April 8, 2015</b>  <b>**GUEST LECTURE** Cindy Hallberlin, CEO Good360</b>	Read bio of guest	Write/bring your list of questions  Summary of your Informational Interview due	
<b>WEEK 13: Wednesday, April 15, 2015</b>  Interview Practicum		Arrive to class as if you are going on an actual interview: (Interview Attire required, copies of resume, questions for organization)  Reflect, write in your journal on the topic/question for the week	Interview practice sessions
<b>WEEK 14: Wednesday, April 22, 2015</b>  Succeeding On the Job	Read assigned articles	Bring your Final Career Portfolio to class	Discussion: You're hired! Now what do you do.



<p><b>WEEK 15: Wednesday, May 6, 2015</b></p> <p>Summary of Career Management &amp; Wrap-up</p>			<p>Questions &amp; Answers regarding Career Management</p> <p>Discussion: What will you do next? Declaration of your next steps</p>
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