



GEORGETOWN UNIVERSITY
School of Continuing Studies
Public Relations and Corporate Communications

MPPR/MPMC 560-40

GEORGETOWN UNIVERSITY: MPS-Public Relations and Corporate Communications

Thursdays – 8:30 p.m. – 10:30 p.m. | Summer 2016

Room: C217

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Downtown campus, room

- Office hours are by appointment.

COURSE OVERVIEW

Managing your career and continuing your professional development are cornerstones to success. 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 are 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.
- 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: 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 instructors 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Students who miss more than two (2) classes will be administratively withdrawn from the course.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.

If you are late more than 20 minutes without notifying the instructor, it will be considered an absence.

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. Presenting and discussing your aspirations and goals is expected.
- **Journaling:** Pause, reflect and write down your thoughts and feelings on the questions/topics of the week. 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.



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
<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; <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.

PLAGARISM

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
WEEK 1: Thursday, May 26, 2016 Introduction to Course			Introductions Overview of Course/Syllabus Review & Career Planning & Management Cycle Discussion of StrengthsFinders 2.0 What is your vision for your future? Who do you want to be in the world? What do you value?
WEEK 2: Thursday, June 2, 2016 Personal Branding Statement	Read article(s) as assigned	Complete the StrengthsFinders 2.0 assessment www.strengthsfinder.com - Click “Purchase” in the Clifton Strengths box - Purchase Top 5 Strength Access (\$15.00) - Review and read your results	Exercise: Crafting Your Personal Branding Statement



		<p>- Journal about what surprised you about what your results. And any other things that brim to the surface when reading these results</p> <p>Ask 3-5 people you know you well and ask them what they experience in your presence. What do they see as your gifts, talents, strengths and challenges?</p> <p>Refine your Headliner or Press Release</p> <p>Reflect, write in your journal on the topic/question for the week</p>	
<p>WEEK 3: Wednesday, June 9, 2016</p> <p>Research: Important Factors in your Career Planning & Management</p>	<p><i>How to Interview like a Top MBA (Chapter 2)</i></p> <p><i>Read article(s) as assigned</i></p>	<p>Final Personal Branding Statement. (Bring it to class)</p> <p>Reflect, write in your journal on the topic/question for the week</p>	<p>Group Critique/Practice: Personal Branding Statements</p> <p>Discussion: Research's vital role throughout your career</p>
<p>WEEK 4: Thursday June 16, 2015</p> <p>Writing a Results Based Resume, The Essential Cover Letter & Business Cards</p>	<p><i>How to Interview like a Top MBA (Chapter 3)</i></p> <p>Read Cover Letter Construct on Blackboard</p>	<p>Bring your current resume to class</p> <p>Reflect, write in your journal on the topic/question for the week</p>	<p>Discussion: Effectively writing your resume to capture who you are and what you do well</p> <p>Revision of your resume in class</p>



** Ensure that you bring your laptop & resume to class**	Read article(s) assigned		
WEEK 5: Thursday June 23, 2016 Resume Critique and Coaching	Sign-up for one 25 minutes session.	Due: 1st draft of Resume, cover letter due by 5PM and posted on Blackboard. Bring two (2) copies with you to class	Individual Resume Coaching Session
WEEK 6: Thursday June 30, 2016 Networking, Building Relationships	<i>Social Networking for Career Success</i> (Forward, Chapter 1) Articles posted on Blackboard	Reflect, write in your journal on the topic/question for the week Business Cards (Bring at (7) cards with you to class)	Discussion: Networking, Networking, Networking! The three main ingredients of having a fulfilling life and career
WEEK 7: Thursday, July 7, 2016 Interviewing Practicum	Read articles/book chapters as assigned	Complete Interview Questions and bring to class	Discussion and Interview Session Review of Interview Questions
WEEK 8: Thursday July 14, 2016 LEADERSHIP CAREER PANEL	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)	



<p>WEEK 9: Thursday July 21, 2016</p> <p>Building Your Confidence in Negotiating Salary/Compensation</p>	<p><i>How to Interview like a Top MBA</i>, (Chapters 4-7, 9)</p> <p>Read article(s) posted on Blackboard</p>	<p>Reflect, write in your journal on topic for the week</p>	<p>Negotiating Exercise</p>
<p>WEEK 10: Thursday, July 28, 2016</p> <p>Building Your LinkedIn Profile</p> <p>Bring your Laptop to class to work on your LinkedIn Profile</p>	<p><i>Social Networking for Career Success</i> (Chapters 5-7)</p> <p>Read articles as assigned</p> <p>Sign up for scheduled presentation for 8/11/16 OR 8/18/16</p>		<p>Workshop: Update Your LinkedIn profile</p>
<p>WEEK 11: Thursday August 4, 2016</p> <p>Mock Interview Session</p>	<p>Read articles as assigned</p>	<p>Complete your Interview Guide Dress as if you are going on an Interview</p>	<p>In-Class Mock Interview Session & Feedback</p>
<p>WEEK 12: Thursday August 11, 2016</p> <p>Presentation of your learning and goals going forward.</p>		<p>Create a presentation no longer than 10 minutes that encapsulates your learning and what's next for you</p>	
<p>Week 13: Thursday August 18, 2016</p> <p>Presentation of your learning and your goals going forward.</p>		<p>Create a presentation no longer than 10 minutes that encapsulates your learning and what's next for you</p>	