



GEORGETOWN UNIVERSITY
School of Continuing Studies
Public Relations and Corporate Communications

MPPR/MPJO/MPMC 560-01

GEORGETOWN UNIVERSITY: Master of Professional Communications (PR/CC, Journalism, Integrated Marketing Communications)

Wednesdays, 6:00 p.m. – 7:50 p.m. | Fall 2016

Room: C217

Instructor: Sunny Levitt

E-mail: Sondra.Levitt@georgetown.edu

Phone: 202-841-9936

Downtown campus, room

- Office hours are by appointment.

COURSE OVERVIEW

Managing your career and continuing your professional development are cornerstones to success in your life and career. 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



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Publisher: Gallup Press, New York
Year: 2007
Price: \$15.18

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.



- **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.
- **Presentation:** Prepare, present and express your learning, growth and career development next steps.

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: Wednesday, September 7, 2016	<i>Social Networking for Career Success</i> (pages 71-80) <i>StrengthsFinders 2.0</i> : Read book after taking the assessment	Take the StrengthsFinder * Assessment (Bring results to class)	Introductions Overview of Course/Syllabus Review & Career Planning & Management Cycle Discussion: Results of StrengthsFinders What is your vision for your future? Who do you want to be in the world? What do you value?
WEEK 2: Wednesday, September 14, 2016 Personal Branding and Your Career Narrative	Read article(s) as assigned	Reflect, write in your journal on the topic/question for the week	Exercise: Crafting Your Personal Branding Statement
WEEK 3: Wednesday, September 28, 2016 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
WEEK 4: Wednesday, October 5, 2016 Writing a Results Based Resume, The Essential Cover Letter & Business Cards ** 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) assigned	Review webinar 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



		topic/question for the week	
WEEK 5: Wednesday, October 12, 2016 Group Resume Critique		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
WEEK 6: Wednesday, October 19, 2016 GUEST SPEAKER: TBD Building an On-line Brand/ LinkedIn Profile	<i>Social Networking for Career Success</i> (Forward, Chapter 1) Bring questions for quest speaker Bring your laptop to class	Reflect, write in your journal on the topic/question for the week	After guest speaker, Interview guide will be distributed with a brief discussion about Interviewing
WEEK 7: Wednesday, October 21, 2016 Interviewing Practicum	<i>How to Interview like a Top MBA</i> (Chapters 4-8 and Pages 127-226) Eight Questions Every Candidate Should Ask During Job Interviews Great Interview Questions	Complete Interview Questions and bring to class Create/Update your LinkedIn Profile	Discussion and Interview Session Review of Interview Questions



<p>WEEK 8: Wednesday, October 28, 2016</p> <p>LEADERSHIP CAREER PANEL</p>	<p>Read articles & Bio of Guest Speaker</p>	<p>Bring 3-5 questions for the guest speaker & your curiosity</p> <p>Final Resume & Cover letter Due by 5PM (posted on Blackboard)</p>	
<p>WEEK 9: Wednesday, November 2, 2016</p> <p>Debunking the mystique of Networking: How to build meaning relationship for your life and career.</p>	<p>http://prnewpros.prsa.org/how-to-network-as-an-introvert/</p> <p>Read assigned articles</p>	<p>Bring your questions, concerns, apprehensions about Networking</p>	<p>Discussion and practical application of Networking theories and techniques</p>
<p>WEEK 10: Wednesday, November 9, 2016</p> <p>Building Your Confidence in Negotiating Salary/Compensation</p>	<p><i>How to Interview like a Top MBA, (Chapters 4-7, 9)</i></p> <p>Read article(s):</p> <p>http://www.forbes.com/sites/susanadams/2015/02/13/how-to-negotiate-your-salary-4/</p> <p>http://www.forbes.com/sites/lizryan/2014/01/27/how-to-negotiate-a-job-offer/</p> <p>http://womenforhire.com/negotiating_salary_benefits/negotiating_salary_101_tactics_for_better_compensation/</p>		<p>Negotiating Exercise</p>
<p>WEEK 11: Wednesday, November 16, 2016</p> <p>Mock Interview Session</p>		<p>Complete your Interview Guide Dress as if you are going on an Interview</p>	<p>In-Class Mock Interview Session & Feedback</p>



WEEK 12: Wednesday, November 23, 2016 Leadership Lessons **GUEST LECTURE**	Read bio of guest	Write/bring your list of questions	Discussion: Leadership dimensions
WEEK 13: Wednesday, November 30, 2016 Succeeding on the Job	Read articles as assigned	Due: Career Portfolio (Uploaded in PDF file on Blackboard)	Discussion: How to proactively develop a plan to succeed in your job. Understand your communication style and how it impacts others
WEEK 14: Wednesday, December 7, 2016 Alumni Panel		Bring Questions for panel	
Week 15: Wednesday, December 14, 2016 Final Presentations FINAL WRAP-UP Q&A	Read articles as assigned	Presentations on learning, growth and next steps	Questions & Answers regarding Career Management