



GEORGETOWN UNIVERSITY  
School of Continuing Studies  
Public Relations and Corporate Communications

## **MPPR/MPJO/MPMC 560-40 STRATEGIC CAREER PLANNING & MANAGEMENT**

### **GEORGETOWN UNIVERSITY: MPS**

Thursdays: 8:25 p.m. – 11:10 p.m. | Summer 2017

Room: C217

Instructor: Sunny Levitt

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 explore and help you clarify 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), and 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: StrengthsFinder 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

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 email *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/>
- Institutional Diversity, Equity & Affirmative Action (IDEAA):  
202 -687-4798  
<https://ideaa.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 Honor Council at <http://honorcouncil.georgetown.edu/>. 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: Thursday,            May 25, 2017</b>  Introduction to Course			Introductions Overview of Course/Syllabus Review <b>&amp; Career Planning &amp;            Management Cycle</b>  Discussion of StrengthsFinders 2.0  What is your purpose and vision for the future? Who do you



			<p>want to be in the world? What do you value?</p>
<p><b>WEEK 2: Thursday, June 1, 2017</b></p> <p>Personal Branding Statement</p>	<p><a href="#">Mindfulness Helps You Become a Better Leader</a></p>	<p>Complete the StrengthsFinder 2.0 assessment  <a href="http://www.strengthsfinder.com">www.strengthsfinder.com</a></p> <ul style="list-style-type: none"> <li>- Click "Purchase" in the Clifton Strengths box</li> <li>- Purchase Top 5 Strength Access (\$15.00)</li> <li>- Review and read your results</li> <li>- Journal about what surprised you about what your results. And any other things that brim to the surface when reading these results</li> </ul> <p>Take the: <a href="#">16 Personalities Test</a></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>Exercise: Crafting Your Personal Branding Statement</p>



<p><b>WEEK 3: Wednesday, June 8, 2017</b></p> <p>Research: Important Factors in your Career Planning &amp; 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><b>WEEK 4: Thursday June 15, 2017</b></p> <p>Writing a Results Based Resume, The Essential Cover Letter &amp; Business Cards</p> <p>** Ensure that you bring your laptop &amp; resume to class**</p>	<p><i>How to Interview like a Top MBA (Chapter 3)</i></p> <p>Read Cover Letter Construct posted on Canvas</p> <p>Read:  <a href="#">Why This is an Excellent Resume</a></p> <p><a href="#">Resume Sections That Matter More Than You Think</a></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>
<p><b>WEEK 5: Thursday June 22, 2017</b></p> <p>GUEST SPEAKER: TBD</p>	<p><b>Sign-up for 30-minute Coaching Session with Sunny</b></p>	<p>Due: 1st draft of Resume, cover letter due by 5PM and posted on Blackboard. Bring two (2) copies with you to class</p>	<p>Individual Resume Coaching Session</p>
<p><b>WEEK 6: Thursday June 29, 2017</b></p> <p>Networking, Building Relationships</p>	<p>Articles posted on Canvas</p>	<p>Reflect, write in your journal on the topic/question for the week</p> <p>Business Cards (Bring at (7) cards with you to class)</p>	<p>Discussion: Networking, Networking, Networking! The three main ingredients of having a fulfilling life and career</p>



<p><b>WEEK 7: Thursday July 6, 2017</b></p> <p>Interviewing Practicum</p>	<p><i>How to Interview like a Top MBA</i> (Chapters 4-8 and Pages 127-226)</p> <p><a href="#">Eight Questions Every Candidate Should Ask During Job Interviews</a></p> <p><a href="#">Great Interview Questions</a></p>	<p>Complete Interview Questions and bring to class</p>	<p>Discussion and Interview Session</p> <p>Review of Interview Questions</p>
<p><b>WEEK 8: Thursday July 13, 2017</b></p> <p>LEADERSHIP CAREER PANEL</p>	<p>Read articles &amp; Bio of Guest Speaker</p>	<p>Bring 3-5 questions for the guest speaker &amp; your curiosity</p>	
<p><b>WEEK 9: Thursday July 20, 2017</b></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):  <a href="#">Forbes: How to Negotiate Your Salary</a>  <a href="#">Forbes: How to Negotiate a Job Offer</a>  <a href="#">Negotiating Salary 101: Tactics for Better Compensation</a></p>	<p>Reflect, write in your journal on topic for the week</p>	<p>Negotiating Exercise</p>
<p><b>WEEK 10: Thursday July 27, 2017</b></p> <p>Building Your LinkedIn Profile</p> <p><b>Bring your Laptop to class to work on your LinkedIn Profile</b></p>	<p>Sign up for scheduled presentation for 8/10/17</p>		<p>Workshop: Update Your LinkedIn profile</p>



<p><b>WEEK 11: Thursday August 3, 2017</b></p> <p><b>Mock Interview Sessions</b></p> <p>**An additional class date will be added to accommodate all students for their mock interview sessions. The date will be determined by the student and instructor schedules.</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 &amp; Feedback</p>
<p><b>WEEK 12: Thursday August 10, 2017</b></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><b>Week 13: Thursday August 17, 2017</b></p> <p>Succeeding on the Job! What to do set yourself and your team up for success!</p> <p>FINAL WRAP-UP</p>	<p>Read articles as assigned</p>		<p>Discussion: What can you do to ensure that you create a meaningful, professional presence once you land your next position</p>