MPPR/MPJO 560-10
GEORGETOWN UNIVERSITY: MPS-Public Relations and Corporate Communications
Wednesdays, 5:20 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 (optional: 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: Social Networking for Career Success
Author(s): Miriam Salpeter
ISBN: 1576857824
Publisher: Learning Express, New York
Year: 2013
Price: $12.63
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Students who miss more than two (2) classes will be administratively withdrawn from the course. If a student is administratively withdrawn from the course, a "W" will appear on his/her transcript.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.

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.
- 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 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.

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.
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<tr>
<th>DATE/TOPIC</th>
<th>READING DUE</th>
<th>ASSIGNMENT DUE</th>
<th>IN-CLASS ACTIVITIES</th>
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| WEEK 1: Wednesday, January 14, 2015 | Read article(s) as assigned Blackboard | | 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? |
| WEEK 2: Wednesday, January 21, 2015 | Social Networking for Career Success (pages 71-80)  
Read article(s) as assigned | Take the StrengthsFinder* Assessment (Bring results to class) | Discussion: Results of Strengths Finders  
Exercise: Crafting Your Personal Branding Statement |
| WEEK 3: Wednesday, January 28, 2015 | How to Interview like a Top MBA (chapter 2)  
Read article(s) as assigned | Final Personal Branding Statement. (Bring it to class) | Group Critique/Practice: Personal Branding Statements  
Discussion: Research’s vital role throughout your career |
| WEEK 4: Wednesday, February 4, 2015 | How to Interview like a Top MBA (Chapter 3)  
Read Cover Letter Construct on Blackboard  
Read article(s) assigned | Review webinar Password=DPC Resume  
Bring your current resume to class | Discussion: Effectively writing your resume to capture who you are and what you do well  
Revision of your resume in class |
<p>| WEEK 5: Wednesday, February 11, 2015 | Read article(s) as assigned | Due: 1st draft of Resume, Cover letter due by October 1st at 5PM (post on Blackboard AND bring 7 copies of your | Group Exercise: Reading/critiquing resumes and providing feedback |</p>
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<th>WEEK 6: Wednesday, February 18, 2015</th>
<th><strong>Social Networking for Career Success</strong> (Chapters 2-14)</th>
<th>Bring 3-5 questions for the guest speaker &amp; your curiosity</th>
<th>Exercise: Update your LinkedIn profile</th>
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<tr>
<td>GUEST SPEAKER: LinkedIn</td>
<td>Read articles &amp; Bio of Guest Speaker</td>
<td>Final Resume &amp; Cover letter Due by 5PM (posted on Blackboard)</td>
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<td>Creating Your Career Plan</td>
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| WEEK 7: Wednesday, February 25, 2015 | **Social Networking for Career Success** (Forward, Chapter 1) | Updated LinkedIn Profile | Discussion: Networking, Networking, Networking!
The three main ingredients of having a fulfilling life and career |
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<tbody>
<tr>
<td>Networking &amp; Building Relationships</td>
<td>Articles posted on Blackboard</td>
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<th>WEEK 8: Wednesday, March 4, 2016</th>
<th><strong>How to Interview like a Top MBA</strong>, (Chapters 4-7, 9)</th>
<th>Interview Practice Questions – Exercise</th>
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<td>Interviewing Tips &amp; Techniques. Types of Interview Questions.</td>
<td>Read article(s) posted on Blackboard</td>
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<th>WEEK 9: Wednesday, March 18, 2015</th>
<th>Read article(s) as assigned</th>
<th>Interview Questions from Exercise</th>
<th>Negotiating Exercise</th>
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<tr>
<td>Building Your Confidence in Negotiating Salary/Compensation</td>
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<td>Review of Interview Questions</td>
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<th>WEEK 10: Wednesday, March 25, 2015</th>
<th>Read panel bios</th>
<th>Research panelists</th>
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<td><strong>SCS CAREER PANEL</strong></td>
<td>Write/bring questions for panelists</td>
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<th>WEEK 11: Wednesday, April 1, 2015</th>
<th>Read articles as assigned</th>
<th>Discussion: Leadership dimensions</th>
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<tr>
<td>Week</td>
<td>Topic</td>
<td>Activity 1</td>
<td>Activity 2</td>
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<td>12</td>
<td>Leadership Lessons</td>
<td>Read bio of guest</td>
<td>Write/bring your list of questions</td>
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<td><strong>GUEST LECTURE</strong></td>
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<td>13</td>
<td>WEEK 13: Wednesday, April 15, 2015</td>
<td>Interview Practicum</td>
<td>Arrive to class as if you are going on actual interview: (Interview Attire required, copies of resume, questions for organization)</td>
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<td>WEEK 14: Wednesday, April 22, 2015</td>
<td>Succeeding On the Job</td>
<td>Read assigned articles</td>
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<td>15</td>
<td>WEEK 15: Wednesday, May 6, 2015</td>
<td>Summary of Career Management &amp; Wrap-up</td>
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