MPPR/MPJO 560-10
GEORGETOWN UNIVERSITY: MPS-Public Relations and Corporate Communications
Wednesdays, 6:00 p.m. – 7:50 p.m. | Fall 2015

Instructor: Sunny Levitt
Phone: 202-841-9936
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
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Students who miss more than two (2) classes will be administratively withdrawn from the course. If a student is administratively withdrawn from the course, a "W" will appear on his/her transcript.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.

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.

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 instructor 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://academicsupport.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; http://academicsupport.georgetown.edu) 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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<tr>
<td><strong>WEEK 1: Wednesday, September 9, 2015</strong></td>
<td><strong>Social Networking for Career Success (pages 71-80)</strong></td>
<td>Take the StrengthsFinder* Assessment (Bring results to class)</td>
<td>Introductions Overview of Course/Syllabus Review &amp; Career Planning &amp; 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?</td>
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<td><strong>WEEK 2: Wednesday, September 16, 2015</strong></td>
<td>Read article(s) as assigned</td>
<td>Reflect, write in your journal on the topic/question for the week</td>
<td>Exercise: Crafting Your Personal Branding Statement</td>
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| **WEEK 3: Wednesday, September 23, 2015** | **How to Interview like a Top MBA (Chapter 2)**  
Read article(s) as assigned | 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, September 30, 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  Reflect, write in your journal on the topic/question for the week | Discussion: Effectively writing your resume to capture who you are and what you do well  Revision of your resume in class ** Ensure that you bring your laptop & resume to class**
| WEEK 5: Wednesday, October 7, 2015 | 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 14, 2015 | Networking, Building Relationships  
Business Etiquette | Social Networking for Career Success  
(Forward, Chapter 1)  
Articles posted on Blackboard | 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 |
| WEEK 7: Wednesday, October 21, 2015 | 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: Wednesday, October 28, 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) |
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<tr>
<th>WEEK 9: Wednesday, November 4, 2015</th>
<th><strong>How to Interview like a Top MBA, (Chapters 4-7, 9)</strong></th>
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<td>Building Your Confidence in Negotiating Salary/Compensation</td>
<td>Read article(s) posted on Blackboard</td>
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<td>Reflect, write in your journal on the topic/question for the week</td>
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<td>Negotiating Exercise</td>
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<th>WEEK 10: Wednesday, November 11, 2015</th>
<th><strong>Social Networking for Career Success</strong> (Chapters 5-7)</th>
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<tr>
<td>Building Your LinkedIn Profile &amp; Developing Your Website</td>
<td>Read articles as assigned</td>
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<td>Bring your Laptop to class to work on your LinkedIn Profile</td>
<td>Workshop: Update Your LinkedIn profile</td>
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<th>WEEK 11: Wednesday, November 18, 2015</th>
<th>Read articles as assigned</th>
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<td>Mock Interview Session</td>
<td>Complete your Interview Guide</td>
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<td>Dress as if you are going on an Interview</td>
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<td>NO CLASS NOVEMBER 25</td>
<td>In-Class Mock Interview Session &amp; Feedback</td>
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<th>WEEK 12: Wednesday, December 2, 2015</th>
<th>Read bio of guest</th>
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<td>Leadership Lessons</td>
<td>Write/bring your list of questions</td>
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<td><strong>GUEST LECTURE</strong></td>
<td>Discussion: Leadership dimensions</td>
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<th>WEEK 13: Wednesday, December 9, 2015</th>
<th>Read articles as assigned</th>
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<td>Succeeding on the Job</td>
<td>Due: Career Portfolio (Uploaded in PDF file on Blackboard)</td>
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<td>Discussion: How to proactively develop a plan to succeed in your job.</td>
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<td>Understand your communication style and how it impacts others</td>
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<td>Discussion: How to proactively develop a plan to succeed in your job.</td>
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<th>WEEK 14: Wednesday, December 16, 2015</th>
<th>Read articles as assigned</th>
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<tr>
<td>Course Wrap-Up/Next Steps</td>
<td>Questions &amp; Answers regarding Career Management</td>
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<td>Discussion: What will you do next? Declaration of your next steps</td>
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