



Course Syllabus

Instructor: Professor Alexis Cook Simms

Credit Hours: 1

Date/ Time: Thursday 5:00pm – 5:50pm

Classroom: FRLD 310

Email: alexis.cook@unt.edu

Phone: 404-719-1778

Office Hours: By appointment only. Book via calendly <https://calendly.com/alexis-simms/new-meeting> Students can contact me via email at the address provided.

Learning Objectives

1. To understand what Marketing and Sales as a discipline offers to a marketing graduate.
2. To be exposed to different aspects of Marketing and Sales as a practice.
3. To guide and motivate students in crafting a career in Marketing or Sales.
4. To develop a focused résumé and personal statement that serve as a personal brand platform.

Learning Methodology

Guest speaker presentations and Q & A.

Text(s) and Materials

Guest lecture slides will be shared with students weekly after the live presentation.

Course Format:

The course consists of 15 sessions from August through December. Attendance is strongly encouraged in order to participate in the question-and-answer sessions of the lecture. An attendance sheet must be filled out and signed at the end of every session in order to receive full credit.

Grading Plan

Each class period counts as 100 points. Class will meet for 14 times.

In addition to guest speakers, there is a resume assignment (100 points) and a Professional Development Challenge that will serve as the final exam (300 points).

The grading scale is as follows:

1700 Points – A

1600 Points – B

1500 Points – C

1400 Points – D

<1300 Points – F



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Attendance

Students are expected to attend class meetings regularly and abide by the attendance policy Established for the course. This is a Face-to- Face class, unless given guidance that the speaker for the week is remote. It is important that you communicate with the professor prior to your absence. Please inform the professor if you are unable to attend class meeting because of illness, in mindfulness of the health and safety of everyone in our community.

Absences

You will be allowed only ONE unjustified absence which will require a makeup assignment. To make up this absence (so you won't receive a loss of ten points), you will have to write a two-page paper with references on the business topic of the Professor's choice which will be due by 5 pm on Friday of the week you were absent.

It is your responsibility to contact your professor, and receive the alternate assignment so that you have ample time to complete it by the end of the week. There will be no extensions to this deadline. If you do not make up the absence with the alternate assignment, you cannot recover the ten points for this class period. **You can receive only one unexcused absence per semester.**

Excused Absence

An absence will be excused if it is a documented University excuse. Information about the University of North Texas' Attendance Policy may be found at: <http://policy.unt.edu/policy/15-2-5>

Course deliverables

1. One Page Resume w/ linkedin page (Please work with the Career Center on the lower level of the Business

Building to have your resume reviewed and is in an acceptable format. If you have taken MKTG 3010 Your resume will be in the correct format.)

2. Complete the professional development challenge as the final exam

The Professional Development Challenge

Choose three (can also select 1 item and complete 1-3x times):

- Attend a professional/networking event, career fair, association meeting, employer event, or campus career event.
- Have a 20-minute informational interview with someone working in a career they're interested in.
- Connect with a guest speaker after class on LinkedIn **with a personalized message.**
- Identify someone they admire professionally and request a 20-minute career conversation.
- Apply for an internship, job, fellowship, leadership program, or professional development opportunity.
- Attend a Career Center résumé/LinkedIn/interview session.
- Conduct a mock interview.



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- Research three jobs they'd realistically want 2–5 years after graduation and identify the common skills/experience required.
- Introduce themselves to someone they don't know at a professional event and have a real conversation.
- Send a professional follow-up/thank-you email after meeting someone.

Worth 300 points:

Submit a 1–2 page reflection answering:

1. What did you do?

Briefly describe each of your three activities.

2. What did you learn?

What did you learn about the profession, yourself, or how professionals actually operate?

3. What was uncomfortable?

Which activity pushed you outside your comfort zone and why?

4. What happened as a result?

Did you make a connection? Learn about a role? Improve your résumé? Get advice?

Discover you *don't* want a particular career?

5. What's next?

Identify one professional action you'll take within the next 30 days.

Late Arrivals / Penalties

This class is only 50 minutes long, and we have professional guest speakers are volunteering their time. Signing into the class late will result in a penalty following the schedule below.

1-5 Minutes Late – 1 Point Deduction

5-10 Minutes Late – 3 Point Deduction

10-15 Minutes Late – 5 Point Deduction

16 Minutes or later – 10 Point Deduction

Email Communication

You may contact me at any time via UNT email but remember to treat all email communications as professional correspondence. Please note these guidelines:

- Include a subject line that clearly indicates the reason for your email.
- Identify the Section of your class in the body of the email. (This is Section 001).
- Use an appropriate salutation for the recipient, e.g. “Dear Professor Smith or Mr. Smith.
- Make the tone of your email professional. Ask yourself how you would interpret the tone and content of the email had you received it from someone else. Your email should not read like a text.

- Avoid slang and do not use email or text abbreviations. Remember that good grammar, spelling, and punctuation can make the difference between comprehension and confusion. Carefully proof your email before hitting the ‘send’ button.

Please send all correspondence via the UNT email system to alexis.cook@unt.edu.

Emails generated out of Canvas may not receive a timely response.

The best way to schedule a conference is to suggest an appointment time via email to Alexis.cook@unt.edu. Suggest a few day/times you are available. Remember this course only



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meets once

a week, so all conferences outside of scheduled class will be by Zoom.

Note: Don't forget that I work full-time M-F, and travel frequently for my job. This means that I sometimes travel early in the morning and into the evening. I will do my best to respond to emails in a timely manner.

Class Behavior Expectations

Class behavior includes all interactions in the classroom, communication with the instructor outside of class, and online interactions through email, Canvas, or other electronic platforms. Respectful and civil communication is expected at all times. Violations of these expectations will be referred to the Office of Student Conduct and may include:

1. Intimidation or harassment.
2. Disrespectful or inappropriate responses to others' comments or opinions.
3. Biased or discriminatory behavior.
4. Threats or joking challenges of physical harm.
5. Use of obscene or profane language, in-person or electronically.
6. Excessive talking or disruption during class.
7. Arriving late or leaving early without permission.
8. Misuse of personal electronic devices (e.g., cell phones).
9. Refusing to follow faculty directions.

Policies Course Expectations

By enrolling in this course, you agreed to conduct yourself as a business professional. There are certain expectations that an employer expects from professional salespeople. The first expectation is for the employee to be prepared to show up to every workday. Therefore, we expect you to take responsibility for your assignments and meet all deadlines. This is consistent with industry expectations and standards. Given the current COVID-19 environment, the priority is protecting your health and safety. If you are experiencing any illness or issues related to COVID-19 that would prevent you from completing the weekly assignments and quizzes, you need to communicate with me prior to the due date and time for me to make accommodations for a late submission. These extensions to the deadlines will only be given with a university-approved excuse and must meet the university guidelines for required documentation. If you are experiencing cough, shortness of breath or difficulty breathing, fever, or any of the other possible symptoms of COVID-19, please seek medical attention from your health care provider. While on-time submissions and course engagement are important aspects of succeeding in this class, your own health, and those of others in the community, are much more important. Grading Challenge Policy Should you believe that there is a grading error for a particular activity, you may make a grade "challenge". This grade "challenge must be made in writing to your instructor no more than 48 hours (two days) after the grade is posted and should specify why you believe the grade is incorrect. Challenges made after this time will not be accepted and your grade will stand as recorded.

Final Grade Appeals, Changes, and Awarding and Removal of an 'Incomplete'

This Instructor strictly follows the guidelines set forth in the current Undergraduate Catalog for grade appeals, changes, and the awarding and removal of an 'Incomplete'.

Grade appeals should follow the proper rules of etiquette after your final grade has posted at



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the end of
the semester. Grade appeals should be filed with the Department of Marketing office.
If you do not agree with the decision of the Marketing Chairperson, you may file a secondary
grade appeal that will go to the Dean of the College of Business.

It is not proper etiquette to e-mail or contact the Department Chair or the Dean before the end of the semester in regard to grades. Any such requests will be sent back to your professor until after grades have posted at the end of the semester.

Special Accommodations:

A student with a disability or those who need special accommodations should talk to me individually within the first two weeks of the class.

UNT policy: The University of North Texas makes reasonable academic accommodation for students with disabilities. Students seeking reasonable accommodation must first register with the Office of Disability Accommodation (ODA) to verify their eligibility. If a disability is verified, the ODA will provide you with a reasonable accommodation letter to be delivered to faculty to begin a private discussion regarding your specific needs in a course. You may request reasonable accommodations at any time, however, ODA notices of reasonable accommodation should be provided as early as possible in the semester to avoid any delay in implementation. Note that students must obtain a new letter of reasonable accommodation for every semester and must meet with each faculty member prior to implementation in each class. Students are strongly encouraged to deliver letters of reasonable accommodation during faculty office hours or by appointment. Faculty members have the authority to ask students to discuss such letters during their designated office hours to protect the privacy of the student. For additional information, refer to the Office of Disability Accommodation website at <http://www.unt.edu/oda>. You may also contact ODA by phone at (940) 565-4323.

Emergency Notification & Procedures

UNT uses a system called Eagle Alert to quickly notify students with critical information in the event of an emergency (i.e., severe weather, campus closing, and health and public safety emergencies like chemical spills, fires, or violence). In the event of a university closure, please refer to Blackboard for contingency plans for covering course materials.”