

**UNIVERSITY OF NORTH TEXAS**  
**College of Merchandising, Hospitality & Tourism**  
**Fall 2013**

**MDSE 3790.001 Merchandising Pre-Internship Seminar**  
**TR 11:00a-12:20p, Chilton 345 & Online in Blackboard Learn**

Mrs. Dee Wilson, M.Ed.  
940-369-7270  
dee.wilson@unt.edu  
Chilton Hall, 355A

Office Hours  
Mondays 9:00a-11:00a  
Tuesdays & Thursdays 1:00p-2:30p  
or by Appointment

**COURSE DESCRIPTION**

3 credit hours. Course examines the impact of business environments on personal and career effectiveness in the merchandising field. Topics include effective business communication, ethical decision making, and leadership development. Prerequisite(s): DRTL 2090, HFMD 2400, or MDSE 2490 (may be taken concurrently); major in Merchandising; and active UNT computer account. Students must present a copy of their transcript either by e-mail in Blackboard or the second class meeting indicating completion of either DRTL 2090, HFMD 2400, or MDSE 2490 with at least a grade of "C" or better or be enrolled in one of these classes during the Fall 2011 semester. Please highlight the relevant classes on your transcript.

**REQUIRED TEXT**

Anderson, L.E., and Bolt, S.B. *Professionalism: Real Skills for Workplace Success*, Third Edition.  
Publication Date: January 6, 2012 ISBN 10:0132624664 ISBN 13:978-0132624664

**INSTRUCTIONAL METHODS**

As students enter their internship, they must be able to work independently and professionally with a range of employers. Through lecture, class presentations, industry dialogue, web-based modules, role play, case studies, and other experiential activities, students will develop a set of highly valued skills that will prepare them for their capstone internship experience.

**LEARNING OUTCOMES**

*Upon completion of this course, students will be able to:*

1. Develop their professional writing and selling skills by composing a professional resume
2. Develop their interviewing skills and learn effective methods to conduct a job search
3. Understand the value of networking strategies relevant to professional development
4. Understand how to effectively research companies
5. Understand how cultures vary among different types of employers
6. Evaluate effective and ineffective interpersonal business communication
7. Examine workplace problems through ethical decision making
8. Understand aspects of working in the professional world through teamwork, leadership, and decision making
9. Discuss principles of effective stress and financial management
10. Understand problem-solving and conflict resolution techniques
11. Understand the importance of professionalism, attitude, and accountability in the workplace and how it can affect career success

## GRADE OUTCOMES ASSESSMENT

4 Course Assignments	260 points	A = 90% - 100%
11 Online Quizzes (30 points each)	330 points	B = 80% - 89.9%
2 Major Exams	200 points	C = 70% - 79.9%
		D = 60% - 69.9%
		F = 59.9% and below

**COURSE ASSIGNMENTS AND INSTRUCTIONS:** *I strongly believe that it is your responsibility, as a student and a future career professional, to complete all assigned work and meet deadlines for this class. Therefore, all assignments must be submitted online in the Blackboard assignments drop box on the assigned due dates which are very well established in this syllabus and in our Blackboard Learn class. **Late assignments will not be accepted and will result in a “0”, except for the case of a documented and approved excuse (i.e. sickness confirmed by a physician, official school excuse).** Do not assume that a “late” assignment will be accepted. Additional assignment(s) may be added, if deemed appropriate by instructor. If you are not in class or online weekly and miss information on assignments such as changes and/or additions, it is your responsibility to seek out this information.*

### **Cover Letter (50 points)**

You will be provided several job descriptions to choose one from and will need to write a cover letter to sell yourself to the one job description selected. You will need to write a one page cover letter that addresses how your paid and unpaid experiences relate to the duties and qualifications of the job description. Your grade will be determined on how well you sell yourself to the job description, your interest in and what you know about the company, as well as accurate spelling and grammar. This assignment should be typed, double-spaced, 12 point font, stapled and include a cover page.

**(Due Online in the Assignments Drop Box: Sunday, September 22)**

### **Employer Research (50 points)**

Choose a company within your chosen career field to conduct research on. You will then answer the questions on the employer research assignment sheet related to your research. Please review all of the instructions and information listed on the assignment sheet which is located in Blackboard under the “Instructions for Assignments” link found on the Course Content page. This assignment should be typed, double-spaced, 12 point font, stapled and include a cover page.

**(Due Online in the Assignments Drop Box: Sunday, October 6)**

### **Resume Review (80 points)**

You will need to schedule a 30 minute appointment with the Career Center on either **October 14, 15, 16, 17 or 18** to have your resume professionally reviewed by an employer. **You will need to sign up online for your specific appointment day and time in the Eagle Network system at careercenter.unt.edu by Tuesday, October 8 no later than 3:00pm.** The instructions on how to sign up for the resume review appointment is located in Blackboard under the “Instructions for Assignments” link found on the Course Content page. **If you do not sign up by the October 8 deadline, you will not have an appointment for the resume review assignment.** If you cancel the day of or do not show up to your scheduled resume review, you will be expected to write a letter of apology and e-mail it to the employer. This should be emailed no later than **Monday, October 21** to the employer/career center advisor with a blind copy to me. Twenty points will be deducted from your final course grade if this e-mail is not sent by **Monday, October 21**. Your instructor has the discretion of approving or rejecting a request to reschedule the appointment. This will only be considered for “serious” reasons and with documentation (i.e. sickness confirmed by a physician).

You will need to send a thank you by e-mail to the employer that you had your resume review with. **This e-mail thank you must be sent no later than Monday, October 21. You will also need to blind copy me in the e-mail (dee.wilson@unt.edu).**

Since you will be meeting with an employer, it is highly preferred that you dress in professional casual attire (nice dress pants or skirt with a top/shirt or in a dress – no spaghetti straps) for your appointment (no jeans, shorts, sweats). You will need to bring your resume with your most current information for the employer to review and provide feedback on. After meeting with the employer, you will need to take your resume with the comments with you and revise your resume based on the comments that were provided by the employer you met with. When revising your resume, you should also keep in mind the lecture content shared in class regarding resumes. After revising your resume, you will need to turn in your original resume with the written comments from the employer, your updated resume, and a cover page.

**(Due Online in the Assignments Drop Box: Sunday, November 3)**

**Mock Interview (80 points)**

You will need to schedule a 30 minute appointment with the Career Center sometime during the week of **November 4-8** to participate in a practice mock interview. You will need to sign up online in the Eagle Network system at [careercenter.unt.edu](http://careercenter.unt.edu) by **Tuesday, October 29 no later than 3:00pm** to schedule your mock interview. The instructions on how to sign up for the mock interview appointment is located in Blackboard under the “Instructions for Assignments” link found on the Course Content page. If you do not sign up by the October 29 deadline, you will not have an appointment for the mock interview assignment.

A career advisor or industry employer will ask you specific interview questions which will be listed in Blackboard under the “Instructions for Assignments” link found on the Course Content page. Written comments and an evaluation will be provided based on your appearance, answers to questions, communication skills, professionalism, etc. If you cancel the day of or do not show up to your scheduled mock interview, you will be expected to write a letter of apology and email it to the employer. This should be emailed no later than Monday, November 11 to the employer/career center advisor with a blind copy to me. Twenty points will be deducted from your final course grade if this e-mail is not sent by Monday, November 11. Your instructor has the discretion of approving or rejecting a request to reschedule the appointment. This will only be considered for “serious” reasons and with documentation (i.e. sickness confirmed by a physician).

It is mandatory to dress in professional business attire for this mock interview and treat as if it were a real interview. After the mock interview, you will need to send a thank you by e-mail to the employer that you had your mock interview with. **This e-mail thank you must be sent no later than Monday, November 11. You will need to blind copy me in the e-mail ([dee.wilson@unt.edu](mailto:dee.wilson@unt.edu)).**

You will not have an assignment to turn in for the mock interview. Completing the mock interview is the assignment. Your grade will be determined on being on time and attending the mock interview and the rating scores provided by the employer on your mock interview evaluation sheet.

**Extra Credit Opportunities**

Extra credit opportunities may be offered if it is deemed by the instructor to be appropriate for the class.

WEEK	DATE	IN-CLASS & ONLINE LECTURES	ASSIGNMENTS/ACTIVITIES
1	<b><u>Meet for Class</u></b> Thursday, August 29 11:00a-12:20p Chilton 345	Welcome to MDSE 3790 <u>Class Meeting:</u> Review Syllabus & Assignments Begin Lecture on Writing Cover Letters	Email in Blackboard your Unofficial Transcript by Thursday, August 29 – Class Pre-Requisite Requirements must be checked by instructor. <b>Assignment Information:</b> Sign Ups start today for both the resume review and mock interview appointments (see Sign Up instruction pages by selecting the Course Content link then the Instructions for Assignments link in Blackboard).
2	<b><u>Meet for Class</u></b> Tuesday, September 3 and Thursday, September 5	<u>Class Meetings:</u> Lecture on Writing Cover Letters Lecture on Writing an Effective Resume (Chapter 14)	
3	<b><u>Meet for Class</u></b> Tuesday, September 10 and Thursday, September 12	<u>Class Meetings:</u> Continued Lecture on Writing an Effective Resume Lecture on Preparation and Techniques for Interviewing	
4	<b><u>Meet for Class</u></b> Tuesday, September 17 and Thursday, September 19	<u>Class Meetings:</u> Continued Lecture on Preparation and Techniques for Interviewing Class Activity: Role Plays with Target Team Leaders on Behavioral Interviewing <u>Online:</u> Read Module 1: Attitude, Goal Setting, and Life Management (Chapter 1)	<b>Assignment Due:</b> Cover Letter Turn in under the “Assignments Drop Box in Blackboard by 11:59pm on Sunday, September 22. <b>Module:</b> Take Module 1 Quiz by Sunday, September 22 at 11:59p.m.- The course module & quiz will open on Monday, September 16 at 12:01 a.m. and close at 11:59 p.m. on Sunday, September 22.
5	<b><u>Meet for Class</u></b> Tuesday, September 24 and Thursday, September 26	<u>Class Meetings:</u> Lecture on Creating an Elevator Speech Guest Speaker <u>Online:</u> Read Module 2: Personal & Financial Management (Chapter 2)	<b>Module:</b> Take Module 2 Quiz Sunday, September 29 at 11:59p.m. -- The course module & quiz will open on Monday, September 23 at 12:01 a.m. and close at 11:59 p.m. on Sunday, September 29.
6	<b><u>Meet for Class</u></b> Tuesday, October 1 and Thursday, October 3	<u>Class Meetings:</u> Lecture on Job Search Strategies Continued Lecture on Job Search Strategies <u>Online:</u> Read Module 3: Time & Stress Management (Chapter 3)	<b>Assignment Due:</b> Employer Research Turn in under the “Assignments Drop Box in Blackboard by 11:59pm on Sunday, October 6 <b>Module:</b> Take Module 3 Quiz by Sunday, October 6 at 11:59p.m.-- The course module & quiz will open on Monday, September 30 at 12:01 a.m. and close at 11:59 p.m. on

			Sunday, October 6.
7	<b><u>Meet for Class</u></b> Tuesday, October 8 and Thursday, October 10	<u>Class Meetings:</u> Lecture on Salary Negotiation Recent Graduates Panel <u>Online:</u> Read Module 4: Etiquette/Dress (Chapter 4)	<b><u>Assignment Deadline:</u></b> The deadline to sign up for your resume review appointment is by 3:00pm on Tuesday, October 8. <b><u>Module:</u></b> Take Module 4 Quiz by Sunday, October 13 at 11:59p.m.-- The course module & quiz will open on Monday, October 7 at 12:01 a.m. and close at 11:59 p.m. on Sunday, October 13.
8	<b><u>Meet for Class and Online</u></b> Tuesday, October 15 and Thursday, October 17	<u>On Campus Assignment:</u> Attend your Resume Review Appointment in the Career Center this week.  <u>Class Meetings:</u>  Guest Speaker on the Importance of Soft Skills  Lecture TBD  <u>Online:</u> Read Module 5: Ethics, Politics, and Diversity (Chapter 5)	<b><u>Assignment Information:</u></b> Please refer to the instructions for your resume review appointment on page 4 of this course calendar. <b><u>Module:</u></b> Take Module 5 Quiz by Sunday, October 20 at 11:59p.m.-- The course module & quiz will open on Monday, October 14 at 12:01 a.m. and close at 11:59 p.m. on Sunday, October 20.
9	<b><u>Online Only</u></b> October 21-27	<u>Online:</u> <b>MID-TERM EXAM</b> <b>Wednesday, October 23, 2013</b>  The Midterm Exam will open on Wednesday, October 23 at 12:01 a.m. and close at 11:59 p.m. on Wednesday night.	
10	<b><u>Online Only</u></b> October 28- November 3	<u>Online:</u> Read Module 6: Human Resources and Policies (Chapter 8)	<b><u>Assignment Deadline:</u></b> The deadline to sign up for your mock interview appointment is by 3:00pm on Tuesday, October 29. <b><u>Assignment Due:</u></b> Your resume assignment is due on Sunday, November 3 by 11:59pm. Upload your cover page, original resume with comments from the employer/advisor you met with along with your newly, revised resume under the "Assignments Drop Box" in Blackboard. <b><u>Module:</u></b> Take Module 6 Quiz by Sunday, November 3 at 11:59p.m.-- The course module & quiz will open on Monday, October 28 at 12:01 a.m. and close at 11:59 p.m. on Sunday, November 3.
11	<b><u>On Campus and Online</u></b> November 4- 10	<u>On Campus:</u> Attend your Mock Interview Appointment in the Career Center this week.	<b><u>Assignment Information:</u></b> Please refer to the course instructions for this assignment on page 4 and 5 of this course calendar. <b><u>Module:</u></b> Take Module 7 Quiz by Sunday,

		<u>Online:</u> Read Module 7: Communication and Electronic Communications (Chapters 9 and 10)	November 10 at 11:59p.m.-- The course module & quiz will open on Monday, November 4 at 12:01 a.m. and close at 11:59 p.m. on Sunday, November 10.
12	<b><u>Online Only</u></b> November 11-17	<u>Online:</u> Read Module 8: Motivation, Leadership, and Teams (Chapter 11)	<b><u>Module:</u></b> Take Module 8 Quiz by Sunday, November 17 at 11:59p.m.-- The course module & quiz will open on Monday, November 11 at 12:01 a.m. and close at 11:59 p.m. on Sunday, November 17.
13	<b><u>Online Only</u></b> November 18-24	<u>Online:</u> Read Module 9: Conflict and Negotiation (Chapter 12)	<b><u>Module:</u></b> Take Module 9 Quiz by Sunday, November 24 at 11:59p.m.-- The course module & quiz will open on Monday, November 18 at 12:01 a.m. and close at 11:59 p.m. on Sunday, November 24.
14	<b><u>Online Only</u></b> November 25 – December 1	<u>Online:</u> Read Module 10: Dealing with Change	<b><u>Module:</u></b> Take Module 10 Quiz by Sunday, December 1 at 11:59p.m.-- The course module & quiz will open on Monday, November 25 at 12:01 a.m. and close at 11:59 p.m. on Sunday, December 1.
15	<b><u>Online Only</u></b> December 2-8	<u>Online:</u> Read Module 11: Decision Making and Problem Solving	<b><u>Module:</u></b> Take Module 11 Quiz by Sunday, December 8 at 11:59p.m.-- The course module & quiz will open on Monday, December 2 at 12:01 a.m. and close at 11:59 p.m. on Sunday, December 8.
16	<b><u>Online Only</u></b> December 9-13	<b>Final Exam – On-Line Wednesday, December 11, 2013</b>  The Final Exam will open on Wednesday morning at 12:01 a.m. and close at 11:59 p.m. on Wednesday night.	