

UNIVERSITY OF NORTH TEXAS
College of Merchandising, Hospitality & Tourism
Fall 2014

MDSE 3790.001 Merchandising Pre-Internship Seminar
TR 11:00a-12:20p, Gateway 132 & Online in Blackboard Learn

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Office Hours
Mondays 10:00a-12:00p
Thursdays 1:30p-3:30p
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

WEEK	DATE	IN-CLASS & ONLINE LECTURES	ASSIGNMENTS/ACTIVITIES
1	<p><u>Meet for Class</u></p> <p>Tuesday, August 26 and Thursday, August 28</p>	<p><u>Class Meetings:</u></p> <p>Review Syllabus & Assignments</p> <p>Lecture on Career Fair Tips</p>	<p>Email your Unofficial Transcript by Wednesday, August 27 to dee.wilson@unt.edu – Class Pre-Requisite Requirements must be checked.</p>
2	<p><u>Meet for Class</u></p> <p>Tuesday, September 2 and Thursday, September 4</p>	<p><u>Class Meetings:</u></p> <p>Lecture on Writing Cover Letters</p> <p>Lecture on Writing an Effective Resume</p>	
3	<p><u>Meet for Class</u></p> <p>Tuesday, September 9 and Thursday, September 11</p> <p>Wednesday, September 10 10a-2p Gateway Center Ballroom</p>	<p><u>Class Meetings:</u></p> <p>Career Center Advisors Presentation</p> <p>Continued Lecture on Writing an Effective Resume</p> <p><u>Extra Credit Opportunity:</u></p> <p>The Global Digital Retailing Research Center Executive+Scholar Lecture Series “The Creative Attitude”</p> <p>Guest Speakers: Dr. Soo-Kyoung Ahn, Visiting Scholar and Mr. Geoffrey Rappaport, Co-Founder of Supercuts</p>	<p><u>Assignment Information:</u> Sign Ups start for both the resume review and mock interview appointments</p> <p><u>Assignment Due:</u> Cover Letter Turn in under the “Assignments Drop Box” in Blackboard by 11:59pm on Sunday, September 14.</p> <p><u>Extra Credit Assignment:</u> You must attend the entire Executive + Scholar Program on September 10 and write a 2 page summary related to what was discussed in the lecture and then at least a one page response of your thoughts on this lecture topic and how it relates to merchandising/retail/digital retailing. This assignment will be due by Wednesday, September 17 and turned in under the “Assignments Drop Box” in Blackboard by 11:59pm.</p>
4	<p><u>Meet for Class</u></p> <p>Tuesday, September 16 and Thursday, September 18</p>	<p><u>Class Meetings:</u></p> <p>Lecture on Preparation and Techniques for Interviewing</p> <p>Continued Lecture on Preparation and Techniques for Interviewing</p> <p>UNT Business Career Fair 3p-7p Coliseum (Sept 18)</p>	
5	<p><u>Meet for Class</u></p> <p>Tuesday, September 23 and Thursday, September 25</p>	<p><u>Class Meetings:</u></p> <p>Internship Guidelines</p> <p>Class Activity: Role Plays with Target Team Leaders on Behavioral Interviewing</p>	

6	<p><u>Meet for Class</u> Tuesday, September 30 and Thursday, October 2</p>	<p><u>Class Meetings:</u> Lecture on Creating an Elevator Speech Lecture on Job Search Strategies</p>	<p><u>Assignment Deadline:</u> Submit your resume online to the Career Center's Optimal Resume by 11:59pm on Tuesday, September 30. <u>Assignment Deadline:</u> The deadline to sign up for your resume review appointment with a Career Advisor is on Tuesday, September 30. <u>Assignment Due:</u> Employer Research Turn in under the "Assignments Drop Box" in Blackboard by 11:59pm on Sunday, October 5.</p>
7	<p><u>Meet for Class</u> Tuesday, October 7 and Thursday, October 9</p>	<p><u>Class Meetings:</u> Continued Lecture on Job Search Strategies Guest Speaker on Financial Management After Graduation <u>On Campus Assignment this Week:</u> Attend your Pre-Scheduled Resume Review Appointment in the Career Center this week.</p>	<p><u>Assignment Information:</u> Please refer to the instructions for your resume review appointment on page 4 of this course calendar.</p>
8	<p><u>Meet for Class</u> Tuesday, October 14 and Thursday, October 16</p>	<p><u>Class Meetings:</u> Lecture on Salary Negotiation No Class – MDR Sample Sale</p>	<p><u>Assignment Deadline:</u> The deadline to sign up online for your mock interview appointment is by 5:00pm on Tuesday, October 14. If you are not signed up by this deadline, you will not be able to complete this assignment.</p>
9	<p><u>Meet for Class</u> Tuesday, October 21 and Thursday, October 23</p>	<p>Recent Graduates Panel Lecture TBD <u>On Campus Assignment this Week:</u> Attend your Pre-Scheduled Mock Interview Appointment in the Career Center this week. Complete Module on Attitude in the Workplace</p>	<p><u>Assignment Due:</u> Your resume assignment is due on Sunday, October 26 by 11:59pm. Upload a copy of your original resume with the written comments from the Career Advisor you met with along with your new revised resume under the "Assignments Drop Box" in Blackboard. <u>Assignment Information:</u> Please refer to the course instructions for this mock interview assignment on page 4 and 5 of this course calendar. <u>Module:</u> Respond to the Module questions by Sunday, October 26 at 11:59p.m.-- The course module will open on Monday, October 20 at 12:01 a.m. and close at 11:59 p.m. on Sunday, October 26</p>
10	<p><u>Meet for Class</u> Tuesday, October 28 and Thursday, October 30</p>	<p>JCPenney Corporate Lecture <u>In Class - On Campus:</u> MID-TERM EXAM Thursday, October 30, 2014</p>	

11	<u>Online Only</u> November 3-9	<u>Online:</u> Complete Module on Ethics, Politics, and Diversity (Chapters 5)	<u>Module:</u> Take the Module Quiz by Sunday, November 9 at 11:59p.m.-- The course module & quiz will open on Monday, November 3 at 12:01 a.m. and close at 11:59 p.m. on Sunday, November 9. <u>Assignment Due:</u> Your LinkedIn assignment is to be completed by Sunday, November 9 by 11:59pm. Send instructor a request from LinkedIn to add as a contact to your LinkedIn network so your LinkedIn page can be reviewed.
12	<u>Online Only</u> November 10-16 Tuesday, November 11 10a-2p Gateway Center Ballroom	<u>Online:</u> Complete Module on Motivation, Leadership, and Teams (Chapter 11) <u>Extra Credit Opportunity:</u> The Global Digital Retailing Research Center Executive+Scholar Lecture Series “Digital Age: The Omni-Channel Experience” Guest Speakers: TBA, Visiting Scholar and Mr. Jamie Nordstrom of Nordstrom Corporate	<u>Module:</u> Take the Module Quiz by Sunday, November 16 at 11:59p.m.-- The course module & quiz will open on Monday, November 10 at 12:01 a.m. and close at 11:59 p.m. on Sunday, November 16. <u>Extra Credit Assignment:</u> You must attend the entire Executive + Scholar Program on November 11 and write a 2 page summary related to what was discussed in the lecture and then at least a one page response of your thoughts on this lecture topic and how it relates to merchandising/retail/digital retailing. This assignment will be due by Tuesday, November 18 and turned in under the “Assignments Drop Box” in Blackboard by 11:59pm.
13	<u>Online Only</u> November 17-23	<u>Online:</u> Complete Module on Conflict and Negotiation (Chapter 12)	<u>Module:</u> Take the Module Quiz by Sunday, November 23 at 11:59p.m.-- The course module & quiz will open on Monday, November 17 at 12:01 a.m. and close at 11:59 p.m. on Sunday, November 23.
14	<u>Online Only</u> November 24-30	<u>Online:</u> Complete Module on Dealing with Change	<u>Module:</u> Take the Module Quiz by Sunday, November 30 at 11:59p.m.-- The course module & quiz will open on Monday, November 24 at 12:01 a.m. and close at 11:59 p.m. on Sunday, November 30.
15	<u>Online Only</u> December 1-7	<u>Online:</u> Complete Module on Decision Making and Problem Solving	<u>Module:</u> Take the Module Quiz by Sunday, December 7 at 11:59p.m.-- The course module & quiz will open on Monday, December 1 at 12:01 a.m. and close at 11:59 p.m. on Sunday, December 7.
16	<u>Online Only</u> Tuesday, December 9	<u>ONLINE FINAL EXAM</u> in Blackboard Tuesday, December 9, 2014 The Final Exam will open on Tuesday, December 9 only at 12:01am and close at 11:59pm.	

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. All assignments must be typed with accuracy in spelling, punctuation, and grammar.*

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, single-spaced, 10-12 point font, and include a cover page.

(Due Online in the Assignments Drop Box: Sunday, September 14 at 11:59pm)

EMPLOYER RESEARCH (80 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, single-spaced, 12 point font, and include a cover page.

(Due Online in the Assignments Drop Box: Sunday, October 5 at 11:59pm)

RESUME REVIEW (80 points)

You must first submit your current resume online in the Career Center’s Optimal Resume system at careercenter.unt.edu **no later than Tuesday, September 30 by 11:59pm.** Otherwise, it won’t be reviewed. Second, you will need to schedule a 30 minute appointment with a CMHT Career Advisor (Gena Kirkwood – last names A-L or Rosalyn Smith – last names M-Z) during our scheduled class meetings. The resume review appointments will be during the week of **October 6-10.** The deadline to sign up for your appointment with either Ms. Kirkwood or Ms. Smith will be in class by Tuesday, September 30.

If you do not submit your resume online in Optimal Resume by Tuesday, September 30 and/or sign up by the September 30 deadline for your appointment with a Career Advisor, you will not have an appointment for the resume review assignment and will lose the 80 points toward this assignment. If you cancel the day of or do not show up to your scheduled resume review appointment, you will not have an opportunity to reschedule this resume review appointment. 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, hospitalization).

After meeting with the Career Advisor, 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 Career Advisor you met with. When revising your resume, you should also keep in mind the lecture content shared in class regarding resumes, as well as the written comments provided. After revising your resume, you will need to turn in the resume with written comments from your Career Advisor face-to-face appointment, and your final, updated version of your resume. All resumes must be saved in Microsoft Word – no resume templates.

(Due Online in the Assignments Drop Box: Sunday, October 26 by 11:59pm)

MOCK INTERVIEW (80 points)

You will need to schedule a 30 minute appointment for one of the times listed during the week of **October 20-24** to participate in a practice mock interview. **You will need to sign up in class by Tuesday, October 14 to schedule your mock interview. If you do not sign up by the October 14 deadline, you will not have an appointment for the mock interview assignment and will lose 80 points.**

An 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, October 27** to the employer 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 27**. 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, hospitalization).

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, October 27. You will need to blind copy me in the e-mail (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.

LINKEDIN (50 points)

You will create a LinkedIn profile if you do not have one yet or be updating the profile you have to market yourself better. Instructions will be provided in class and online in Blackboard on this assignment.

(Due Online in the Assignments Drop Box: Sunday, November 9)

EXTRA CREDIT OPPORTUNITIES (5 points each)

(1) Wednesday, September 10 – See page 1 of the Course Calendar for event time and location and assignment instructions. You will also need to take your student I.D. to this event and have it swiped when you enter and again when you leave. Please dress in professional business attire.

(Due Online in the Assignments Drop Box: Wednesday, September 17)

(2) Tuesday, November 11 – See page 3 of the Course Calendar for event time and location and assignment instructions. You will also need to take your student I.D. to this event and have it swiped when you enter and again when you leave. Please dress in professional business attire.

(Due Online in the Assignments Drop Box: Tuesday, November 18)

Other extra credit opportunities might be offered if it is deemed by the instructor to be appropriate for the class.