

UNIVERSITY OF NORTH TEXAS
College of Merchandising, Hospitality & Tourism
Spring 2015

MDSE 3790.001 Merchandising Pre-Internship Seminar
Mondays & Wednesdays 2:00p-3:20p Curry 204

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Office Hours
Mondays 10:00a-12:00p
Thursdays 1:00p-3:00p
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	CLASS DATES	IN-CLASS & ONLINE LECTURES	ASSIGNMENTS/ACTIVITIES DUE DATES
1	<u>Meet for Class</u> Wednesday, January 21	Review Syllabus & Assignments	Email your Unofficial Transcript no later than Wednesday, January 21 to dee.wilson@unt.edu – Class Pre-Requisite Requirements must be checked.
2	<u>Meet for Class</u> Monday, January 26 and Wednesday, January 28	CMHT 4790 Senior Internship Guidelines Guest Speakers from Amazon.com	
3	<u>Meet for Class</u> Monday, February 2 and Wednesday, February 4 Wednesday, February 4 10a-12p Gateway Center Ballroom	Career Center Advisors Presentation Lecture on Writing Cover Letters <u>Extra Credit Opportunity:</u> The Global Digital Retailing Research Center Executive+Scholar Lecture Series “Conscious Capitalism” Guest Speakers: Kip Tendall, Co-Founder and CEO of The Container Store	<u>Assignment Information:</u> Sign Ups start for both the resume review and mock interview appointments
4	<u>Meet for Class</u> Monday, February 9 and Wednesday, February 11 Thursday, February 12 9:30a-12p Gateway Center Ballroom	Lecture on Writing an Effective Resume Guest Speakers from Ross Corporate: Lecture on How to Work a Career Fair <u>Class Assignment:</u> Attend Merchandising & Digital Retailing Career Expo	<u>Extra Credit Assignment Due:</u> You must attend the entire Executive + Scholar Program on February 4 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, February 11 and turned in under the “Assignments Drop Box” in Blackboard by 11:59pm. <u>Assignment Due:</u> Cover Letter Turn in under the “Assignments Drop Box” in Blackboard by 11:59pm on Sunday, February 15.
5	<u>Meet for Class</u> Monday, February 16 and Wednesday, February 18	Continued Lecture on Writing an Effective Resume Lecture on Elevator Speeches UNT Business Career Fair 3p-7p Coliseum (Wednesday, February 18) –	<u>Assignment Deadline:</u> Submit your resume online to the Career Center’s Optimal Resume by 11:59pm on Wednesday, February 18. <u>Assignment Deadline:</u> The deadline to sign up for your resume review appointment with a Career Advisor is by 4:30pm on Wednesday, February 18. <u>Assignment Due:</u> Career Expo Summary Turn in under the “Assignments Drop Box” in

		Not Required for Class	Blackboard by 11:59pm on Sunday, February 22.
6	<u>Meet for Class</u> Monday, February 23 and Wednesday, February 25	Class Activity: Role Plays with Target Team Leaders on Behavioral Interviewing Lecture on Preparation & Techniques for Interviews <u>On Campus Assignment this Week:</u> Attend your Pre-Scheduled Resume Review Appointment in the Career Center this week.	<u>Assignment Information:</u> Please refer to the instructions for your resume review appointment on page 5 of this course calendar.
7	<u>Meet for Class</u> Monday, March 2 and Wednesday, March 4	Continued Lecture on Preparation & Techniques for Interviews Lecture on Job Search Strategies	<u>Assignment Due:</u> Employer Research Turn in under the “Assignments Drop Box” in Blackboard by 11:59pm on Sunday, March 8.
8	<u>Meet for Class</u> Monday, March 9 and Wednesday, March 11	Continued Lecture on Job Search Strategies Lecture on Salary Negotiation	
	March 16-20	<u>Spring Break Week – No Classes</u>	
9	<u>Meet for Class</u> Monday, March 23 and Wednesday, March 25 <u>Online Module</u>	Guest Speaker on Financial Management After Graduation Recent Graduates Panel or Employer Presentation Complete Module on Attitude in the Workplace	<u>Assignment Due:</u> Your resume assignment is due on Sunday, March 29 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>Module:</u> Respond to the Module questions by Sunday, March 29, at 11:59pm. – The course module will open on Monday, March 23 at 12:01am and close at 11:59pm on Sunday, March 29.
10	<u>Meet for Class</u> Monday, March 30 and Wednesday, April 1	Guest Speaker on Performance Appraisals and Getting Promoted <u>In Class – On Campus in Curry 204:</u> MID-TERM EXAM Wednesday, April 1, 2014	<u>Assignment Deadline:</u> The deadline to sign up online for your mock interview appointment is by 4:30pm on Wednesday, April 1. If you are not signed up by this deadline, you will not be able to complete this assignment.
11	<u>Online Only</u> April 6-12	<u>Online:</u> Complete Module on Ethics, Politics, and Diversity (Chapter 5)	<u>Module:</u> Take the Module Quiz by Sunday, April 12 at 11:59pm – The course module & quiz will open on Monday, April 6 at

	<p>Thursday, April 9 Time TBA Gateway Center Ballroom</p>	<p>On Campus Assignment this Week: Attend your Pre-Scheduled Mock Interview Appointment in the Career Center this week.</p> <p>Extra Credit Opportunity: Consumer Experience Symposium</p>	<p>12:01am and close at 11:59pm on Sunday, April 12.</p> <p>Assignment Information: Please refer to the course instructions for this mock interview assignment on page 5 and 6 of this course calendar.</p> <p>Assignment Due: Your LinkedIn assignment is to be completed by Sunday, April 12 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.</p>
12	<p>Online Only April 13-19</p>	<p>Online: Complete Module on Motivation, Leadership, and Teams (Chapter 11)</p>	<p>Module: Take the Module Quiz by Sunday, April 19 at 11:59pm. – The course module & quiz will open on Monday, April 13 at 12:01am and close at 11:59pm on Sunday, April 19.</p> <p>Extra Credit Assignment Due: You must attend the entire Consumer Experience Symposium on April 9 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, Thursday, April 16 and turned in under the “Assignments Drop Box” in Blackboard by 11:59pm.</p>
13	<p>Online Only April 20-26</p>	<p>Online: Complete Module on Conflict and Negotiation (Chapter 12)</p>	<p>Module: Take the Module Quiz by Sunday, April 26 at 11:59pm. – The course module & quiz will open on Monday, April 20 at 12:01am and close at 11:59pm on Sunday, April 26.</p>
14	<p>Online Only April 27 – May 3</p>	<p>Online: Complete Module on Dealing with Change</p>	<p>Module: Take the Module Quiz by Sunday, May 3 at 11:59pm. – The course module & quiz will open on Monday, April 27 at 12:01am and close at 11:59pm on Sunday, May 3.</p>
15	<p>Online Only May 4-10</p>	<p>Online: Complete Module on Decision Making and Problem Solving</p>	<p>Module: Take the Module Quiz by Sunday, May 10 at 11:59pm. – The course module & quiz will open on Monday, May 4 at 12:01am and close at 11:59pm on Sunday, May 10.</p>
16	<p>Online Only Monday, May 11</p>	<p>ONLINE FINAL EXAM in Blackboard Monday, May 11, 2015 The Final Exam will open on Monday, May 11 only at 12:01am and close at 11:59pm.</p>	<p>Once you have started the exam, you will have 2 hours to complete the 75 questions.</p>

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 schedule 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.*

*Only one (1) assignment during the semester will be accepted late and will result in a penalty of half the points being lost for that assignment. **The assignment must also be turned in to the instructor in person within two days after its due date or it won’t be accepted and will result in a “0”.** The student must also explain why the assignment was not turned in on time. All other late assignments will not be accepted and will result in a “0” for the grade.*

REQUIRED ASSIGNMENTS

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, February 15 at 11:59pm)

CAREER EXPO (50 points)

Merchandising & Digital Retailing will be hosting the Career Expo on Thursday, February 12 from 9:30a-12:00p in the Gateway Center Ballroom. This event is mandatory for all MDR. You must attend the Expo and talk to at least 5 companies, as well as write a five page summary (typed 10-12 point font, double spaced, 1” margins) of what you learned about each of the employers you talked to (what they do, products/services they have, employment opportunities available, etc.). You should also discuss what made you interested in speaking to this company and your interest in them after learning more about their company and employment opportunities. There should be at least one page of content for each company.

(Due Online in the Assignment Drop Box: Sunday, February 22 by 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, March 8 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 Wednesday, February 18 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) by coming to Mrs. Wilson’s office – Chilton 355A. The

resume review appointments will be during the week of **February 23-27**. The deadline to sign up for your appointment with either Ms. Kirkwood or Ms. Smith will be by Wednesday, February 18 by 4:30pm.

If you do not submit your resume online in Optimal Resume by Wednesday, February 18 and/or sign up by the Wednesday, February 18 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, March 29 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 **April 6-9** to participate in a practice mock interview. You will need to sign up by coming to Mrs. Wilson’s office (Chilton 355A) by 4:30pm Wednesday, April 1 to schedule your mock interview. If you do not sign up by the April 1st 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, April 13 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, April 13. 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, April 13. 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, April 12)

EXTRA CREDIT OPPORTUNITIES (5 points each)

(1) Wednesday, February 4 – 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, February 11)

(2) Thursday, April 9 – 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: Thursday, April 16)

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