

**UNIVERSITY OF NORTH TEXAS**  
**College of Merchandising, Hospitality & Tourism**  
**Spring 2017**

**CMHT 2790.001 Merchandising Career Development**  
**Tuesdays and Thursdays 3:30p-4:50p ART 223**

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Office Hours  
Tuesdays 10:30a-12:00p  
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 and hospitality fields. Topics include effective business communication, ethical decision making, and leadership development. Prerequisite(s): DRTL 2090, HFMD 2400, or MDSE/RETL 2490 (may be taken concurrently); major in either digital retailing, merchandising, home furnishings merchandising, or retailing; and active UNT computer account. **Students must present a copy of their transcript either by e-mail in Blackboard or by the second class meeting indicating completion of the prerequisite with at least a "C" or better or be enrolled in one of the classes listed above during this semester. Please highlight the relevant class(es) on your transcript.**

### **REQUIRED TEXT**

Anderson, L.E., and Bolt, S.B. *Professionalism: Real Skills for Workplace Success*, Fourth Edition.  
Publication Date: January 2015 ISBN: 10:0-32-195944-2 ISBN: 13:978-0-32-195944-7

### **INSTRUCTIONAL METHODS**

As a student enters 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 differently 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

**Course Schedule and Assignment Information (Subject to Change)**  
**Spring 2017 – 3:30p-4:50p – ART 223**  
**CMHT 2790.001 Merchandising Career Development**

WEEK	CLASS MEETINGS	CLASS LECTURE TOPICS	ASSIGNMENTS/ACTIVITIES DUE DATES
1	Tuesday, January 17 & Thursday, January 19	Review Syllabus & Assignments  Building Your Personal Brand	Email your Unofficial Transcript by Thursday, January 19 to <a href="mailto:dee.wilson@unt.edu">dee.wilson@unt.edu</a> – Class Pre-Requisite Requirements must be checked.
2	Tuesday, January 24 & Thursday, January 26	Creating a Cover Letter  Creating a Cover Letter Continued & The Exceptional Employee	
3	Tuesday, January 31 & Thursday, February 2	Writing an Effective Resume  Writing an Effective Resume Continued	<b>Assignment Due:</b> Cover Letter Turn in under the “Assignments Drop Box” in Blackboard by 11:59pm on <b>Sunday, February 5.</b>
4	Tuesday, February 7 & Thursday, February 9	Interview Preparation and Techniques  Interview Preparation and Techniques Continued	
5	Tuesday, February 14 & Thursday, February 16	Creating an Elevator Speech  Senior Internship Search and Course Guidelines (CMHT 4790)	<b>Assignment Deadline:</b> Your original resume must be emailed in a “Word” document to your assigned employer sometime <b>between Thursday, February 16 and Sunday, February 19</b> (no later than February 19).
6	Tuesday, February 21 & Thursday, February 23	Job Search Strategies  Job Search Strategies Continued	<b>Assignment Due:</b> Employer Research Turn in under the “Assignments Drop Box” in Blackboard by <b>Sunday, February 26.</b>
7	Tuesday, February 28 & Thursday, March 2	Salary Negotiation  How to Stand Out at a Career Fair	
8	Tuesday, March 7 & <b>Thursday, March 9</b>	Guest Speaker on Financial Management  <b>Mid-Term Exam</b>	<b>Assignment Deadline:</b> Your resume review thank you email to the employer must be sent <b>by Monday, March 6.</b> You must also blind copy (bc) Mrs. Wilson in the email.

	<b>March 12-18</b>	<b>SPRING BREAK WEEK – NO CLASSES</b>	
9	Tuesday, March 21 & Thursday, March 23	Techniques on Preparing & Giving Presentations  Effective Communication	<b>Assignment Due:</b> Resume Review Turn in under the “Assignments Drop Box” in Blackboard by 11:59pm on <b>Sunday, March 26.</b>
10	Tuesday, March 28 & Thursday, March 30	Guest Speaker – Performance Appraisals and Getting Promoted  Industry Guest Speaker – To be Determined	<b>Assignment Information:</b> Please refer to the course instructions for the mock interview assignment on page 4 of this course calendar.  <b>Assignment Deadline:</b> The deadline to sign up for your mock interview appointment is by 4:30pm on <u>Tuesday, March 28</u> . If you are not signed up by this deadline, you will not be able to complete this assignment.
11	Tuesday, April 4 & Thursday, April 6	Teamwork  Leadership  <u>On-Campus Mock Interviews this Week:</u> Attend your Pre-Scheduled Mock Interview Appointment in the Career Center this week (Monday, April 3; Tuesday, April 4; or Wednesday, April 5).	<b>Assignment Due:</b> Your LinkedIn assignment is to be completed by 11:59pm on <b>Sunday, April 9.</b>
12	Tuesday, April 11 & Thursday, April 13	Conflict and Resolution  Merchandising Alumni/Industry Panel	<b>Assignment Deadline:</b> Your mock interview thank you email to the employer you met with must be sent by <u>Monday, April 10</u> . You must also blind copy (bc) Mrs. Wilson in the email.
13	Tuesday, April 18 & Thursday, April 20	Working with Different Generations  Values/Ethics	
14	Tuesday, April 25 & Thursday, April 27	Decision Making and Problem Solving Techniques  Dealing with Change in the Workplace	
15	Tuesday, May 2	Attitudes in the Workplace (Blackboard Online – No in person class meeting)	<b>Assignment Due:</b> Attitudes in the Workplace Online Module. Complete

	& Thursday, May 4	Mid-Term Exam Make-up Day	in Blackboard on <b>Tuesday, May 2 by 11:59pm.</b>
16	<b>Tuesday, May 9</b>	<b>Final Exam – 1:30p-3:30p</b>	

### **Course Assignments and Instructions**

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

You will be provided several job descriptions to choose one to write a cover letter to sell yourself to that 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 information in the 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 in a formal business letter format, and 10-12 point font.

**(Due Online under the Assignment Drop Box: Sunday, February 5 by 11:59pm)**

#### **Employer Research (80 points)**

Choose a company within your chosen career field to conduct research on. You will then answer specific questions related to your research from the assignment handout. Please review all of the instructions and information listed on the assignment handout which will be provided in class.

**(Due Online under the Assignments Drop Box: Sunday, February 26 by 11:59pm)**

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

- (1) Your resume will be reviewed by email with an assigned employer. You will need to submit your resume to your assigned employer in a "Word" document sometime between Thursday, February 16 and Sunday, February 19. If you email your resume to the employer after Sunday, February 19, eight points (10%) will be deducted for submitting it late. You will also need to blind copy (bc) the instructor ([dee.wilson@unt.edu](mailto:dee.wilson@unt.edu)) in this employer email submission.
- (2) The employer will review your resume and reply to your email by Sunday, March 5 with specific comments on improvements that need to be made to your resume.
- (3) After you receive the employer's email with feedback, you must send a thank you email back to the employer no later than Monday, March 6. You will also need to blind copy (bc) the instructor ([dee.wilson@unt.edu](mailto:dee.wilson@unt.edu)) in the thank you email. This thank you email is worth 10% of your grade. Points will be deducted for each day late.
- (4) Once you receive a response back from the employer, you will need to make improvements to your original resume based on the feedback received, as well as keeping in mind information that was discussed in the class lecture on creating a resume. You will turn in a copy of your original resume along with the employer's comments for improvement, and also your revised, final version of your resume. Please label the three documents submitted clearly (i.e. Original Resume, Employer Resume with Feedback, and Updated Resume).

**(Due Online under the Assignments Drop Box: Sunday, March 26 by 11:59pm)**

**Mock Interview (80 points)**

- (1) You will need to schedule a 30 minute appointment on either **April 3, 4, or 5** to participate in a practice mock interview. You will need to sign up in class by **Tuesday, March 28** to schedule your mock interview. If you do not sign up by the **March 28<sup>th</sup> deadline**, you will not have an appointment for the mock interview assignment and will lose 80 points.
- (2) An industry employer will ask you specific interview questions which some of will be provided to you in class prior to the mock interview day. The employer will provide written comments and evaluation scores based on your appearance, answers to questions, communication skills, professionalism, handshake, etc.
- (3) If you cancel the day of or do not show up to your scheduled appointment, you will be expected to write an apology by email to the employer. This should be emailed no later than **Monday, April 10** to the employer with a blind copy to the instructor ([dee.wilson@unt.edu](mailto:dee.wilson@unt.edu)). Twenty points will be deducted from your final course grade if this e-mail is not sent by **Monday, April 10**. Your instructor has the discretion of approving or denying 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, etc.).
- (4) Please treat this mock interview as if it were a real interview. Since you will be meeting with an industry employer, it is **MANDATORY** that you dress in professional business attire (suite, nice dress pants or skirt with a top/shirt, jacket, or in a dress – no spaghetti straps or sleeveless blouses) for your appointment (no jeans, shorts, sweats or tight fitting attire). You will need to bring your resume with your most current information for the employer. **Attire is part of the grade assignment – 20 points will be deducted from your grade if you do not dress in business professional attire.**
- (5) After the mock interview, you will need to send a thank you by email to the employer that you had your mock interview with. **This email thank you must be sent no later than Monday, April 10. You will need to blind copy the instructor in the email ([dee.wilson@unt.edu](mailto:dee.wilson@unt.edu)).**
- (6) 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 attending the mock interview, being on time, and the rating scores/comments provided by the employer on your mock interview evaluation sheet.

**Linkedin (50 points)**

You will create/update a LinkedIn profile to market yourself more effectively. A handout with instructions will be provided in class for this assignment.

**(Due Online in the Assignments Drop box: Sunday, April 9 by 11:59pm)**

**Attitudes in the Workplace Online Module in Blackboard (30 points)**

We will not be meeting for class on Tuesday, May 2. You will need to complete the online module for Attitudes in the Workplace in Blackboard on May 2<sup>nd</sup>. The module will be open at 12:00am and close at 11:59pm. This module must be accessed and completed on Tuesday, May 2 and will only be available on that day. If you miss completing the module on May 2<sup>nd</sup>, there will not be another opportunity to complete it.

**(Due Online and Available Only on Tuesday, May 2 by 11:59pm)**

**Major Exams** - Two exams will be given during the fall semester. The mid-term exam will be worth up to 50 points and the final exam up to 75 points.

**Extra Credit**

- (1) If you attend a total of 20 lecture classes for the entire class period (**between January 31 through April 27**), you will be eligible to receive **10 points of extra credit**. Exam days are not included. You must be on time to class and attend the entire class period for each of the 20 lecture classes to receive the extra credit.
  
- (2) Merchandising & Digital Retailing will be hosting the Consumer Experience Symposium on Thursday, April 6 from 9:00a-12:00p in the Union 314AB. In order to earn the **5 points of extra credit**, you are expected to attend the program for at least an hour and a half. You must swipe in with your student I.D. when you arrive and also when you leave. If you do not swipe in and out, you will not be eligible to receive the extra credit points.

**Grading Scale – 495 Points Possible to Earn**  
***(Final Grades are not rounded up)***

***A = 445.5 to 495 points***

***B = 396 to 445.4 points***

***C = 346.5 to 395 points***

***D = 297 to 346.5 points***

***F = 296 points and below***