

MKTG 3881.001 – Personal Professional Development

Fall 2026 | Denton Campus | In-Person

Class Meeting: Mondays, 5:40 PM – 6:30 PM | Room: BLB 180

Course Dates: Aug 17, 2026 – Dec 11, 2026

Instructor: Ben Griffiths

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Office: Virtual

Office Hours: By appointment

Course Description

3881. Personal Professional Development. 1 hour. Emphasis is on career development including preparation of professional resumes, developing interviewing skills, and utilizing UNT Placement Office facilities and services. Guest speakers from various industrial settings familiarize students with professional opportunities in marketing.

Course Learning Objectives

By the end of this course, students will be able to:

- Develop an employer-ready resume in the G. Brint Ryan College of Business approved format that accurately presents their skills, education, and experience.
- Build and maintain a professional LinkedIn profile and online presence that is consistent with their resume.
- Demonstrate effective interviewing skills, including responding to behavioral interview questions using a structured method.
- Locate and use UNT career development facilities and services, including the Wilson Jones Career Center, Handshake, and Navigate.
- Identify professional opportunities in marketing and related fields through interaction with guest speakers from a variety of industry settings.

Course Format

MKTG 3881.001 is a one-credit-hour, in-person course that meets once per week for 50 minutes. Class meetings are held every Monday, 5:40–6:30 PM, in BLB 180 and combine short lectures, hands-on workshop activities, and presentations by guest speakers from a variety of industry settings.

Because the course meets only once a week for a single 50-minute period, attendance is a substantial portion of the course grade. Graded work is submitted through Canvas (<https://unt.instructure.com>). There are no exams in this course.

Required Materials

There is no required textbook for this course. You will need the following:

- Access to Canvas (<https://unt.instructure.com>) for course announcements and all assignment submissions.
- Access to Handshake with your EUID and password (<http://unt.joinhandshake.com>), where the required resume format and the Career Center resource library are posted.

- Microsoft Word, which is available to UNT students at no cost through my.unt.edu. Resumes must be developed in Word and submitted as a Word document or PDF. Pages documents cannot be opened and will not be accepted.
- A LinkedIn account (free) for the LinkedIn Profile Assignment.
- Any articles, handouts, videos, or podcasts assigned during the semester, which will be posted on Canvas.

Course Policies

Attendance

Students are expected to attend the weekly in-person class meeting and to abide by the attendance policy established for the course. Attendance is graded and is worth 10 points per meeting beginning with Week 2 (see Student Evaluation, below). Attendance is recorded at the start of each class meeting.

Students may miss two class periods during the semester with no penalty to their grade. These two absences are built into the policy for illness, work conflicts, travel, and anything else that comes up; no documentation, explanation, or advance notice is required, and you do not need to email me when you use one. Beginning with the third absence, 10 attendance points are deducted for each additional class meeting missed.

If you face an extended illness or another serious circumstance that will keep you out of class beyond those two meetings, contact me so we can discuss your options.

Student Evaluations of Teaching Effectiveness (SPOT Evaluations)

Evaluations of teaching effectiveness are required for all organized classes at UNT. The short survey will be made available to you at the end of the semester and gives you the opportunity to comment on how this class is taught. Though participation in the SPOT Evaluation is not required, if 80% of the class completes the anonymous survey, the entire class (100%) will be awarded 2% of the course points as a reward.

Class Preparation

You are expected to come to each class meeting prepared, having completed any assigned reading or preparation work posted on Canvas and having made progress on the assignment currently in front of you. Class slides and handouts will be posted on Canvas no later than 8am the day of each class. The slides are designed to aid your note taking; they do not contain all the information presented in class and are not a substitute for attending class and taking complete notes.

CAPP (Class Attendance, Participation, Professionalism)

Class meetings cover important material that is not available in any other form, including guest speaker sessions and in-class workshop activities. You are responsible for all announcements and material covered in class, regardless of the reason for any absence.

You are encouraged to participate in class discussions by asking questions, sharing your observations, and speaking with our guest speakers.

I expect students to conduct themselves professionally in class, just as in any business meeting. This expectation applies with particular force on guest speaker days: our speakers volunteer their time, and they are frequently in a position to hire. Late arrivals and side conversations are rude, unprofessional, and distracting to your fellow students, to our guests, and to your instructor. Walking in and out of class, once class has begun, is also disruptive to everyone's learning environment.

Technology

In-class use of laptop computers is restricted to note taking and to designated in-class work sessions announced in advance (for example, resume and LinkedIn workshop days). Communication devices (cell phones, tablets, etc.) capable of sending and/or receiving electronic communication, and all entertainment devices, are to be turned off and kept off throughout each class session. The use of these devices during class is disruptive to the learning environment.

The use of cameras, video cameras, and recording devices on mobile phones, laptops, tablets, etc. to take photos of the whiteboard or projected materials, and/or audio recordings of lectures or guest speaker presentations during class sessions, are strictly prohibited.

Course Assignment Submission

All assignments must be submitted through Canvas by the deadlines listed in the Course Schedule, unless otherwise specified. Resumes must be submitted as a Word document or a PDF; Pages documents will not be accepted.

Guidelines for Professional Communication

Students are expected to treat any digital communications in the course, including emails, as professional communication. Thus, it is expected that such communications:

- Will be written in complete sentences and utilize proper punctuation, spelling, grammar, capitalization, usage, etc.
- Words will be spelled out completely (i.e., no jargon/text messaging shorthand)
- Will not be written in all capital letters
- Will come from appropriate accounts; students are encouraged to use their UNT email address. Emails from questionable accounts will be deleted without being read.
- Will include a specific subject line
- Will be courteous and respectful

Any work that you submit must be your own, original work. Copying work from any other source will be treated as cheating and dealt with in a manner consistent with university policies (see the Undergraduate Student Handbook). This applies to resume and profile content as well: the experience, accomplishments, credentials, and dates you present must be accurate and your own.

Important course announcements (e.g., changes in the syllabus, guest speaker changes, extra credit opportunities, etc.) will be posted on Canvas and/or emailed, so please check Canvas and your email regularly.

Problems to Avoid

Failure to take the initiative in resolving any problems that could affect your performance in this course (and ultimately your grade) is to be avoided. If you are not able to attend class for a period of time due to extended illness or another serious issue, please let me know. Do not wait until the problem has already become a crisis to make arrangements. Keep me posted so that I can work with you to find a solution.

Student Evaluation

Total Points available for course: 250

Assignment Category	Points
Class Attendance (13 meetings × 10 points, excluding Week 1)	130
Resume Assignment	100
LinkedIn Profile Assignment	20
Total	250

Grading Scale

Grade	Points
A	225 points and up
B	200 – 224 points
C	175 – 199 points
D	150 – 174 points
F	149 points and below

Late Work Policy

All scores for assignments will be reduced by 10% if submitted after the due date. Attendance points are earned by being present at the class meeting and cannot be made up after the fact.

A Final Note on Grading

All final grades are FINAL. Any grade discrepancies should be raised prior to the end of the semester; do not wait until final grades have been posted to contact me. If you need help, or cannot complete work because of a personal difficulty, please contact me immediately so your needs can be accommodated. There may be extra credit opportunities throughout the semester; however, I will not offer extra credit after the last class meeting.

Assignments

Class Attendance (130 points)

This course meets once a week for 50 minutes, and much of its value comes from what happens in the room: workshops, class discussion, and guest speakers from a variety of industry settings. Attendance is therefore graded.

Attendance is worth 10 points per class meeting for each of the 13 graded meetings following the first week of class, for a total of 130 points. The Week 1 meeting (Mon, Aug 17) is not graded, and no attendance points are assigned for Labor Day, Thanksgiving Break, or finals week, when the class does not meet.

Every student may miss two of the 13 graded meetings without losing any points. Points are deducted beginning with the third absence, at 10 points per meeting missed thereafter. For example, a student who misses five meetings loses 30 points and earns 100 of the 130 attendance points available.

Attendance is recorded at the start of each meeting; arriving late, leaving early, or working on unrelated material during class may reduce or forfeit the points for that day.

Resume Assignment (100 points) – Required Assignment

The purpose of this assignment is to create an "employer ready" resume that highlights your skills and experiences. You will use the help of the G. Brint Ryan College of Business – Wilson Jones Career Center to receive feedback on how to tailor your resume for your desired field. Complete instructions are included with the assignment PowerPoint posted on Canvas.

Step 1: Initial submission

- Develop a resume in Word using the required G. Brint Ryan approved format (see "Accessing the Required Resume Format," below).
- Submit as a PDF or Word document in Canvas no later than 11:59 PM on Tuesday, September 8, 2026. Do NOT submit as a Pages document; we are unable to open this format.
- You do not need to wait until September 8 to submit. The earlier, the better.
- Wilson Jones Career Center staff will review resumes on a rolling basis that were submitted in the required format, and will provide feedback and award points in Canvas by Tuesday, September 22, 2026.

Step 2: Career Center review (not required, but strongly encouraged)

- RCoB students: schedule an in-person or virtual appointment through Navigate with a career coach in the Wilson Jones Career Center for assistance with updating your resume after the initial review in Canvas.
- Non-RCoB students: stop by or call the Wilson Jones Career Center (940-369-5181) to schedule an appointment.
- All students: attend one of the Career Center tabling sessions listed at the end of this syllabus.
- The Wilson Jones Career Center is located in BLB 195 (first floor, off the Atrium).
- Students MUST bring a copy of their resume in the correct format, with any updates already made based on the feedback noted in Canvas.

Step 3: Final submission

- Submit a final resume with all updates and suggestions made no later than 11:59 PM on Wednesday, November 4, 2026, in Canvas.
- If a final resume is not received by this date, the resume will be graded based on the previous version submitted.
- Final points will be posted in Canvas by end of day, Wednesday, November 18, 2026.

Grading

To earn all 100 points, the resume MUST be in the G. Brint Ryan approved resume format, meet the criteria listed on the Resume Review Checklist posted on Canvas, and be submitted by both deadlines above. If the resume is not in the correct format, the Career Center team will not review it.

Accessing the Required Resume Format and Resource Library

- Sign in to my.unt.edu, scroll down to the Resources section, and under Jobs select "Eagle Careers powered by Handshake." Alternatively, go directly to <http://unt.joinhandshake.com>.
- Log in to Handshake using your EUID and password.
- Click the Career Center tab in the left margin, then select Resources.

- Scroll down and open the required resume format and resource posting, then download the G. Brint Ryan Approved format along with the Resume Checklist, Action Verbs, Bullet Point Formatting, Official Degree Titles, and other supporting documents.

Checklist highlights

- Required chronological format, with dates in reverse chronological order; 10–12 point font in Times New Roman, Calibri, Arial, or another generic font; no personal pronouns.
- Header includes your name in bold at 14 point or higher, your city and state, phone number, professional email, and a customized LinkedIn URL.
- Professional Profile of about three sentences, closing with an action statement and your preferred start date.
- At least four core competencies (soft skills) and at least four technical skills, each listed in the correct pipe-separated format.
- Education lists your official degree name and major, the institution, city and state, expected graduation date, and your GPA only if it is 3.0 or higher.
- Each experience includes company name, job title, dates, and location, with two to three strong bullet points that quantify accomplishments; academic projects include the project title and semester completed.
- No high school experience unless you are a freshman.

LinkedIn Profile Assignment (20 points)

Your LinkedIn profile is the online counterpart to your resume, and recruiters routinely look at both. For this assignment you will build or update a professional LinkedIn profile that is consistent with the resume you developed in this course.

Submit through Canvas no later than 11:59 PM on Monday, October 26, 2026. Submit a PDF export of your profile (Profile → Resources → Save to PDF) together with your customized public profile URL. Your profile must be public, or set so that it can be viewed by the instructor, at the time of grading.

Requirements

- A customized public profile URL (for example, linkedin.com/in/firstname-lastname).
- A professional profile photo and an appropriate background image.
- A headline that states who you are and what you are seeking, rather than only "Student at UNT."
- An About section consistent with the Professional Profile on your resume.
- Education listing the University of North Texas, your official degree name and major, and your expected graduation date.
- Experience entries matching those on your resume, each with a short description of your responsibilities and accomplishments.
- At least five skills listed, aligned with the core competencies and technical skills on your resume.
- Evidence that you are using the platform: follow at least three companies or organizations in your field of interest and connect with at least ten people.
- No spelling or grammatical errors, and no content that conflicts with your resume.

Course Schedule

This schedule is an initial guideline and subject to change. I reserve the right to amend the dates herein to accommodate special and/or unforeseen circumstances, including guest speaker availability. If changes to this schedule are made, you will receive notification via a Canvas announcement and an email.

Week	Date	Topic / In-Class Focus	Assignments & Due Dates	Pts
1	Mon, Aug 17	Course Introduction / Syllabus Review	Locate and download the G. Brint Ryan approved resume format in Handshake	—
2	Mon, Aug 24	Guest Speaker: Beth Kent, Associate Director, Wilson Jones Career Center – presentation of the Resume Assignment	Business Career Fair "Prep to Impress" tabling, Aug 24–27, BLB Atrium	10
3	Mon, Aug 31	Class Lecture / Guest Speaker	"Create Your Story: Resume & LinkedIn Lab," Aug 31 & Sep 1, BLB 281 & 285	10
—	Mon, Sep 7	No Class – Labor Day (University Closed)	Resume Assignment – initial submission due Tue, Sep 8, 11:59 PM (Canvas)	—
4	Mon, Sep 14	Class Lecture / Guest Speaker	Career Center feedback and initial points posted in Canvas by Tue, Sep 22	10
5	Mon, Sep 21	Class Lecture / Guest Speaker		10
6	Mon, Sep 28	Class Lecture / Guest Speaker		10
7	Mon, Oct 5	Class Lecture / Guest Speaker		10
8	Mon, Oct 12	Class Lecture / Guest Speaker		10
9	Mon, Oct 19	Class Lecture / Guest Speaker		10
10	Mon, Oct 26	Class Lecture / Guest Speaker	LinkedIn Profile Assignment due Mon, Oct 26, 11:59 PM (Canvas)	10 20
11	Mon, Nov 2	Class Lecture / Guest Speaker	Resume Assignment – final submission due Wed, Nov 4, 11:59 PM (Canvas)	10 100
12	Mon, Nov 9	Class Lecture / Guest Speaker	Final resume points posted in Canvas by Wed, Nov 18	10
13	Mon, Nov 16	Class Lecture / Guest Speaker		10
—	Nov 23–29	No Class – Thanksgiving Break		—
14	Mon, Nov 30	Class Lecture / Guest Speaker; course wrap-up; SPOT evaluations		10

Week	Date	Topic / In-Class Focus	Assignments & Due Dates	Pts
Finals	Mon, Dec 7	No class meeting – there is no final exam in this course		—

Attendance points total 130 (13 graded meetings × 10 points); two absences may be taken with no penalty, and deductions begin with the third absence. Assignment points total 120. Total points available for the course: 250.

Wilson Jones Career Center Resume Review Sessions – Fall 2026

Having your resume reviewed prior to your final submission is highly recommended. Listed below are opportunities available for you to meet with a Wilson Jones Career Center staff member to have your resume reviewed.

REMINDER: Your resume MUST be in the required format for this assignment when you come for a review.

Date	Time	Event	Place
Monday, August 24, 2026	11:00am – 1:00pm	Business Career Fair: Prep To Impress Tabling	BLB Atrium
Tuesday, August 25, 2026	11:00am – 1:00pm	Business Career Fair: Prep To Impress Tabling	BLB Atrium
Wednesday, August 26, 2026	11:00am – 1:00pm	Business Career Fair: Prep To Impress Tabling	BLB Atrium
Thursday, August 27, 2026	11:00am – 1:00pm	Business Career Fair: Prep To Impress Tabling	BLB Atrium
Monday, August 31, 2026	1:00pm – 2:30pm	Create Your Story: Resume & LinkedIn Lab	BLB 281 & 285
Tuesday, September 1, 2026	1:00pm – 2:30pm	Create Your Story: Resume & LinkedIn Lab	BLB 281 & 285
Wednesday, September 9, 2026	11:00am – 1:00pm	Workplace Wednesdays	BLB Atrium
Wednesday, September 16, 2026	11:00am – 1:00pm	Workplace Wednesdays	BLB Atrium
Wednesday, September 23, 2026	11:00am – 1:00pm	Workplace Wednesdays	BLB Atrium
Wednesday, September 30, 2026	11:00am – 1:00pm	Workplace Wednesdays	BLB Atrium
Wednesday, October 7, 2026	11:00am – 1:00pm	Workplace Wednesdays	BLB Atrium
Wednesday, October 14, 2026	11:00am – 1:00pm	Workplace Wednesdays	BLB Atrium
Wednesday, October 21, 2026	11:00am – 1:00pm	Workplace Wednesdays	BLB Atrium
Wednesday, October 28, 2026	11:00am – 1:00pm	Workplace Wednesdays	BLB Atrium

Date	Time	Event	Place
Wednesday, November 4, 2026	11:00am – 1:00pm	Workplace Wednesdays	BLB Atrium

Additional Notes

Academic Integrity Notice

Students are expected to conduct themselves in a manner consistent with the University's status as an institution of higher education. As a student-centered public research university, the University of North Texas promotes the integrity of the learning process by establishing and enforcing academic standards. Academic dishonesty breaches the mutual trust necessary in an academic environment and undermines all scholarship. Academic dishonesty includes cheating and plagiarism. For more information on academic dishonesty and academic integrity, please visit vpaa.unt.edu/academicintegrity.htm.

Academic Integrity

The University of North Texas sets high standards of honesty and integrity. I expect all students to commit to the Honor Code: "I commit myself to honor, integrity, and responsibility as a student representing the University of North Texas community. I understand and pledge to uphold academic integrity as set forth by UNT Student Academic Integrity Policy, 06.003 (<https://policy.unt.edu/policy/06-003>). I affirm that the work I submit will always be my own, and the support I provide and receive will always be honorable."

According to UNT Policy 06.003, Student Academic Integrity, academic dishonesty occurs when students engage in behaviors including, but not limited to, cheating, fabrication, facilitating academic dishonesty, forgery, plagiarism, and sabotage. A finding of academic dishonesty may result in a range of academic penalties or sanctions ranging from admonition to expulsion from the University.

In a course built around career documents, fabrication deserves specific mention. Misrepresenting employment dates, job titles, degrees, GPA, honors, certifications, or accomplishments on a resume or professional profile submitted for a grade is academic dishonesty, and it carries consequences well beyond this course once the same document is sent to an employer.

Academic Dishonesty

The University of North Texas and the Committee on Academic Misconduct expect that all students have read and understand the University's Code of Student Conduct and that all students will complete all academic and scholarly assignments with fairness and honesty. The University of North Texas' Code of Student Conduct (Section 3335-23-04) defines academic misconduct as: "Any activity that tends to compromise the academic integrity of the University, or subvert the educational process." Examples include (but are not limited to) plagiarism, collusion (unauthorized collaboration), copying the work of another student, and possession of unauthorized materials during an examination. Ignorance of the University's Code of Student Conduct is never considered an excuse for academic misconduct.

If I suspect that a student has committed academic misconduct in this course, I am obligated by University Rules to report my suspicions to the Committee on Academic Misconduct. If COAM determines that you have violated the University's Code of Student Conduct, the sanctions for the misconduct could include a failing grade in this course and suspension or dismissal from the University.

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 Access (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. For additional information, refer to the Office of Disability Access website at <https://studentaffairs.unt.edu/office-disability-access>. 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). Students will also be notified by Eagle Alert if a campus closing impacts this class; the course calendar is subject to change accordingly, per the Campus Closures Policy (<https://policy.unt.edu/policy/15-006>). In the event of a university closure, please refer to Canvas for contingency plans for covering course materials.

Emergency Evacuation Procedures for the Business Leadership Building

Severe Weather: In the event of severe weather, all building occupants should immediately seek shelter in the designated shelter-in-place area in the building. If unable to safely move to the designated shelter-in-place area, seek shelter in a windowless interior room or hallway on the lowest floor of the building. All building occupants should take shelter in rooms 055, 077, 090, and the restrooms on the basement level, or in rooms 170, 155, and the restrooms on the first floor.

Bomb Threat/Fire: In the event of a bomb threat or fire in the building, all building occupants should immediately evacuate the building using the nearest exit. Once outside, proceed to the designated assembly area on the south side of Crumley Hall in the grassy area, west of parking lot 24. If unable to safely move to the designated assembly area, contact one or more members of your department or unit to let them know you are safe and inform them of your whereabouts. Persons with mobility impairments who are unable to safely exit the building should move to a designated area of refuge and await assistance from emergency responders.

Course Contract

Agreement to the Terms of the Syllabus: This syllabus should be considered a "contract," whereby you agree to abide by the terms and requirements within this syllabus. If you are uncomfortable with or do not wish to abide by the requirements listed in this syllabus, you should make arrangements to drop the class. Your continued enrollment in the class assumes that you have agreed to all of the terms listed herein.