
MKTG 3881.001

Personal Professional Development

Spring 2019
Monday 5:00– 5:50 p.m.
BLB 080

Instructor: Tim Smith
E-Mail: timothy.smith@unt.edu
Phone: (940) 369-8448
Office: BLB 358G

Office Hours:
Tuesday/Thursday 1:30 – 3:30
PM (or by appointment)



Learning Objectives

1. To understand what Marketing and Sales as a discipline offers to a marketing graduate.
2. To be exposed to different aspects of Marketing and Sales as a practice.
3. To guide and motivate students in crafting a career in Marketing or Sales.
4. To develop a focused résumé and personal statement that serve as a personal brand platform.

Learning Methodology

Guest speaker presentations and Q & A.

Course Format:

The course consists of 15 sessions from January to May. Attendance is compulsory. An attendance sheet must be signed at the end of every session.

Course deliverables

At the end of the semester each student will hand in a one page résumé that includes a personal statement.

Under no circumstances will late submissions be allowed. (Formats for both will be provided and discussed)

There will also be a short questionnaire that will have to be completed at the end of each session.

Grading Plan

Very simple... EVERYONE starts this class with an A. So attend all sessions and hand in your deliverables and you will get an A at the end of this course.

Miss two classes... you get a B

Miss three classes... you get a C

Miss four classes... you get a D

Miss five or more classes... you get an F

You will be allowed only ONE unjustified absence. (You will have to write a two page paper with references on the business topic of the Professor's choice which will be due by 5 pm on Friday of that week).

Americans with Disabilities Act

UNT makes reasonable academic accommodation for students with disabilities. Students seeking accommodation must first register with the Office of Disability Access (ODA) to verify their eligibility. If a disability is verified, the ODA will provide a student with an accommodation letter to be delivered to faculty to begin a private discussion regarding one's specific course needs. Students may request accommodations at any time, however, ODA notices of 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 accommodation for every semester and must meet with each faculty member prior to implementation in each class. For additional information see the ODA website at disability.unt.edu.

Student Perception of Teaching

Student Perception of Teaching (SPOT) is a requirement for all organized classes at UNT. This short survey is available to you at the end of the semester, providing you a chance to comment on

how this class is taught. Feedback from students helps to improve this course. I consider SPOT to be an important part of your participation in this class.

Email Communication

You may contact me at any time via UNT email, but remember to treat *all email communications as professional correspondence*. Please note these guidelines:

- Include a subject line that clearly indicates the reason for your email.
- Identify the Section of your class in the body of the email.
- Use an appropriate salutation for the recipient, e.g. "Dear Professor Smith or Mr. Smith".
- Make the tone of your email professional. Ask yourself how you would interpret the tone and content of the email had you received it from someone else. Your email should not read like a text.
- Avoid slang and do not use email or text abbreviations. Remember that good grammar, spelling and punctuation can make the difference between comprehension and confusion. Carefully proof your email before hitting the 'send' button.

Please send all correspondence via the UNT email system to timothy.smith@unt.edu . My personal goal is to respond to correspondence within 8-12 business hours (M-F).

Please do not send messages via Canvas. I will only respond to professional communications via e-mail.

To speak with me directly, the best method is to visit me during my office hours posted above, or suggest an appointment time via email.

Policies

Classroom Etiquette Policy

Attendance at scheduled classes is expected with class participation grades offered at the instructor's discretion as an incentive. Please respect your fellow students and guest speakers by arriving on time and keeping noise and other distractions to a minimum. Cell phone settings should be set on mute during class. ***Cell phones or Computers should not be out during the class.***

Electronic Devices Policy

In the great majority of group business environments the use of electronic devices is not considered acceptable behavior. This is especially true when you are participating in an important meeting or in front of an important customer. The only exception is if you are using an electronic device as an aid in demonstrating a product or service you are promoting. In all other cases, the use of paper and pen is the most acceptable method of taking notes on the topics being discussed.

Therefore, in this class the use of all forms of electronic devices is prohibited, and these devices should not be easily visible or accessible (except with ODA documentation). This includes laptops, notepads, cell phones, MP3 players, earphones, cameras, any device that records voice/video, etc. If you receive an emergency message that you must respond to, then please get up and leave the classroom before using your cell phone or other electronic device. Also, it is expected that these departures will be short in duration (5 minutes or less) and occur a minimal number of times during the semester.

Attendance Policy

Attendance is expected for every class. Our guest speakers are volunteering their time for our class and provide the basis of our core learning this semester. An absence will be excused if it is a documented University excuse. Information about the University of North Texas' Attendance Policy may be found at: <http://policy.unt.edu/policy/15-2-5>

In-Class Exercises and Participation

A major portion of communication is what you do—your actual behavior. Participation is a self-managed behavior that positively or negatively affects potential success at work and in other social aspects of your life. It is a way of controlling the impression you present to others.

Academic Integrity Notice

Students should conduct themselves in a manner consistent with the University's status as an institution of higher education. As a student-focused 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 see the following link: <https://policy.unt.edu/policy/06-003>.

Emergency Notification and 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). In the event of a university closure, please refer to Canvas for contingency plans for covering course materials

Grading Challenge Policy

Should you believe that there is a grading error for a particular activity, you may make a grade "challenge". This grade "challenge must be made in writing to your instructor no more than 48 hours (two days) after the grade is posted and should specify why your believe the grade is incorrect. **Challenges made after this time will not be accepted and your grade will stand as recorded.**