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DENTON CAMPUS

# MKTG 3881<sup>(001)</sup>

Personal Professional Development  
Monday 5:00-5:50 PM Rm BLB 180

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Spring Semester - 2026

January 12 – May 8, 2026

Instructor: Timothy Smith

E-Mail: [timothy.smith@unt.edu](mailto:timothy.smith@unt.edu)

Teaching Assistant: TBD

Phone and Office: NA

Office Hours: **By Teams**

**Appointment Only**

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## 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.

List of guest speakers will be available in Canvas.

## Course Format:

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Personal Professional Development  
Monday 5:00-5:50 PM Rm BLB 180

The course consists of 14 sessions from August through December. Attendance is Required. An attendance sheet must be filled out and signed at the end of every session in order to receive full credit. This is a Face-to-Face class only. There are no options to Zoom in remotely.

### **Course deliverables – Resume Assignment**

#### ***Resume Project – Required Assignment***

The Resume Project requires you to develop a resume that addresses the anticipated needs of a prospective employer. To complete the resume, you will develop career goals and inventory your job skills. This exercise will help you evaluate yourself as a marketable product for a job or internship.

A critical part of this project is the Resume Review Labs provided by the UNT Business Career Center located in the G. Brint College of Business. The Resume Review requires you to set a Zoom or Face to Face appointment with the Career Center if you have questions. **Your grade for this assignment will be assigned by the Career Center advisors working with you on your resume. Do not email me about your grade on this assignment as I do not grade them.**

**DO NOT VISIT THE GENERAL CAREER CENTER at UNT – THEY DO NOT HAVE ACCESS TO THIS ASSIGNMENT.**

After updating and fine-tuning your resume, you will submit the finalized resume for grading along with documentation from the UNT BLB Career Center verifying your steps for the Career Center’s approval of the final resume.

A professional resume is the first impression a candidate makes on a potential employer. It is critical that all students complete a detailed, professionally written resume to secure the desired career position upon graduation.

Points will increase as you complete the parts of the Rubric throughout the semester.

### **Grading Plan**

Each class period counts as one-hundred points. Class will meet for 14 weeks. There is a mandatory final exam online and a Resume Assignment. Percentage grades are not used in this class; your grade is calculated on accumulated points for the semester on the scale below.

The grading scale is set as follows:

1550-1600 Points – A

1450-1549 Points – B

1350-1449 Points – C

1250-1349 Points – D

<1250 Points – F

**NOTE: Students in the College of Business need a C or better for this class to count towards your degree plan. Seniors, please pay close attention to the grading scale as to not impact your graduation date.**

## Attendance

Students are expected to attend class meetings regularly and abide by the attendance policy established for the course. **This is a Face-to-Face class only.** It is important that you communicate with the professor **prior** to your absence. Please inform the professor if you are unable to attend class meetings because of illness, in mindfulness of the health and safety of everyone in our community.

## Attendance Sign in Sheet

There will be multiple sign-in sheets distributed for the first portion of the class. It is up to you to sign in each week and make sure you know your EUID (letters and numbers). Do not use your student ID (all numbers).

**If you fail to sign in, there will be no credit given for attendance.** Emailing me after the class will not count, and you will have to use one of your two unexcused absences to make up the class and recover points.

## Absences

You will be allowed only **TWO** unjustified absences which will require a makeup assignment. To make up for this absence(s) (so you won't receive a loss of one hundred points per 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 the week you were absent.

**It is your responsibility to contact your professor and receive the alternate assignment so that you have ample time to complete it by the end of the week. There will be no extensions to this deadline.**

If you do not make up for the absence with the alternate assignment, you cannot recover the one hundred points for this class period.

***You can receive only two unexcused absence(s) per semester.***

## Excused Absence

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>

You can request an additional alternative assignment to make up an Excused Absence only.

## Late Arrivals / Early Departure Penalties

This class is only 50 minutes long, and we have professional guest speakers volunteering their time. Classes are Face to Face only. Signing into the class late or leaving early will result in a penalty following the schedule below.

- 1-10 Minutes Late/Early Departure – 25 Point Deduction
- 11-15 Minutes Late/Early Departure – 50 Point Deduction
- 16-20 Minutes Late/Early Departure – 75 Point Deduction
- 21 Minutes or Later/Early – 100 Point Deduction – no credit

**You may do an alternate assignment to recover a 21 minute or later arrival. You may only make up two late arrival (s) and/or absence per semester.**

## 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. (This is Section 001).
- 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](mailto:timothy.smith@unt.edu).**

Emails generated out of Canvas will not be responded to. Sending a message via canvas will not be seen by me.

**The best way to schedule a conference** is to suggest an appointment time via email to [timothy.smith@unt.edu](mailto:timothy.smith@unt.edu). Suggest a few day/times you are available. Remember this course only meets once a week, so all conferences outside of scheduled class will be by Zoom.

**Note: Don’t forget that I work full-time M-F, and travel frequently for my job. This means that I sometimes travel early in the morning and late into the evening. I will do my best to respond to emails in a timely manner.**

## Policies

### Course Expectations

By enrolling in this course, you agreed to conduct yourself as a business professional. There are certain expectations that an employer expects from professional salespeople.

The first expectation is for the employee to be prepared to show up to every workday. Therefore, we expect you to take responsibility for your assignments and meet all deadlines. This is consistent with industry expectations and standards.

Given the current COVID-19 environment, the priority is protecting your health and safety. If you are experiencing any illness or issues related to COVID-19 that would prevent you from completing the weekly assignments and quizzes, you need to communicate with me prior to the due date and time for me to make accommodations for a late submission. These extensions to the deadlines will

only be given with a university-approved excuse and must meet the university guidelines for required documentation.

If you are experiencing cough, shortness of breath or difficulty breathing, fever, or any of the other possible symptoms of COVID-19, please seek medical attention from your health care provider.

While on-time submissions and course engagement are important aspects of succeeding in this class, your own health, and those of others in the community, are much more important.

### **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 you believe the grade is incorrect. **Challenges made after this time will not be accepted and your grade will stand as recorded.**

### **Final Grade Appeals, Changes, and Awarding and Removal of an ‘Incomplete’**

This Instructor strictly follows the guidelines set forth in the current Undergraduate Catalog for grade appeals, changes, and the awarding and removal of an ‘Incomplete’.

Grade appeals should follow the proper rules of etiquette after your final grade has posted at the end of the semester. Grade appeals should be filed with the Department of Marketing office.

If you do not agree with the decision of the Marketing Chairperson, you may file a secondary grade appeal that will go to the Dean of the College of Business.

***It is not proper etiquette to e-mail or contact the Department Chair or the Dean before the end of the semester in regard to grades.*** Any such requests will be sent back to your professor until after grades have posted at the end of the semester.

### **Technical Assistance**

Part of working in the online environment involves dealing with the inconveniences and frustration that can arise when technology breaks down or does not perform as expected. Here at UNT we have a Student Help Desk that you can contact for help with Canvas or other technology issues.

**UIT Help Desk:** [UIT Student Help Desk site](http://www.unt.edu/helpdesk/index.htm) (<http://www.unt.edu/helpdesk/index.htm>)

**Email:** [helpdesk@unt.edu](mailto:helpdesk@unt.edu)

**Phone:** 940-565-2324

**In Person:** Sage Hall, Room 330

**Standard Support Hours:**

**Monday–Thursday:** 8 a.m.- 9 p.m. (CST)

**Friday:** 8 a.m.- 5 p.m. (CST)

**Saturday–Sunday:** 11 a.m.- 3 p.m. (CST)

**Standard Walk-in Hours:** Monday–Friday: 8 a.m.- 5 p.m. (CST)

**Laptop Checkout:** 8am-7pm

For additional support, visit [Canvas Technical Help](https://community.canvaslms.com/docs/DOC-10554-4212710328)  
(<https://community.canvaslms.com/docs/DOC-10554-4212710328>)

## Acceptable Student Behavior

Student behavior that interferes with an instructor's ability to conduct a class or other students' opportunity to learn is unacceptable and disruptive and will not be tolerated in any instructional forum at UNT. Students engaging in unacceptable behavior will be directed to leave the classroom and the instructor may refer the student to the Center for Student Rights and Responsibilities to consider whether the student's conduct violated the Code of Student Conduct. The University's expectations for student conduct apply to all instructional forums, including university and electronic classrooms, labs, discussion groups, field trips, etc. The Code of Student Conduct can be found at <https://policy.unt.edu/policy/07-012>

## Academic Integrity Notice

The G. Brint Ryan College of Business takes academic honesty seriously. Ethics and integrity are important business values, essential to building trust and adhering to both professional and legal standards. Academic dishonesty destroys trust, damages the reputation and the value of the degree and is unacceptable.

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 from admonition (a warning) to expulsion from the University.

Some of the most common examples of academic integrity violations include plagiarism or cheating, such as unauthorized assistance on examinations, homework, research papers or case analyses. This includes the use of AI Tools for completing your assignments. Your work must be entirely your own. When working on assignments, you should not discuss your work with others unless approved by the course instructor.

Another example of academic dishonesty relates to improper attribution. When preparing your assignments, you must cite all outside sources in the manner requested by your instructor. Copying or using material from any source prepared by or previously submitted by others, at UNT or other institutions, or downloaded from the Internet, is plagiarism. Unless directed otherwise in an assignment, large scale "cutting and pasting" from other sources, even if properly footnoted, is not appropriate. You should synthesize this material in your own words and provide a footnote.

Your instructor will specify what materials, if any, may be used on the tests and exams. Using materials other than those permitted, talking with other individuals during the exam, individuals exchanging information about an exam when one has taken the exam and the other has not, or copying or using material from another individual's exam is academic dishonesty and will result in a meeting to discuss academic integrity violations and potentially issue sanctions mentioned above, and may result in ineligibility for academic scholarships. The use of

online assistance, such as sites commonly used for finding homework solutions, group chat, cell phones, smart watches, and similar tools during exams is not allowed for any reason unless specifically permitted. No portion of an exam may be copied or photographed without permission.

Students are expected to conduct themselves in a manner consistent with the University's status as an institution of higher education. A student is responsible for responding to a request to discuss suspected academic dishonesty when issued by an instructor or other University official. If a student fails to respond after a proper attempt at notification has been made, the University may take appropriate academic actions in the absence of the student's participation.

## **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.

## **Emergency Evacuation Procedures for 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. 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. 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. All building occupants should immediately evacuate the building and proceed to the south side of Crumley Hall in the grassy area, west of parking lot 24.

## **Prohibition of Discrimination, Harassment, and Retaliation (Policy 16.004)**

The University of North Texas (UNT) prohibits discrimination and harassment because of race, color, national origin, religion, sex, sexual orientation, gender identity, gender expression, age,

disability, genetic information, veteran status, or any other characteristic protected under applicable federal or state law in its application and admission processes; educational programs and activities; employment policies, procedures, and processes; and university facilities. The University takes active measures to prevent such conduct and investigates and takes remedial action when appropriate.

## **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. Students will receive an email from "UNT SPOT Course Evaluations via IASystem Notification" ([no-reply@iasystem.org](mailto:no-reply@iasystem.org)) with the survey link. Students should look for the email in their UNT email inbox. Simply click on the link and complete the survey. Once students complete the survey they will receive a confirmation email that the survey has been submitted. For additional information, please visit the [SPOT website](http://spot.unt.edu/) (<http://spot.unt.edu/>) or email [spot@unt.edu](mailto:spot@unt.edu).