GRAD 6320/8320 Career Branding: Identify, Management, and Promotion Course Syllabus

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Office Hours: 8:00 AM – 5:00 PM weekdays

My preferred method of contact is by email. I will respond to all emailed questions within 24 hours Mon-Fri. I do not respond to emails over the weekend.

Course Description:

Students will learn how to *identify* meaningful career paths, *manage* their preparation towards various careers, and understand how to best *promote* themselves to future employers. Students will also gain practice and knowledge around their strengths, values, personality, effective communication, and organizational evaluation as it relates to their professional career journey. Developing and practicing core career competencies will contribute to students' overall career brand, confidence level around their career path, and their connection to targeted industries of choice.

Pre or Co-requisite:

None

Meeting Times:

Mondays, In Person: 10:00 - 11:45 AM; Wednesdays, Asynchronous

Course Objectives:

- Students will better understand their "Why" by participating in career assessments covering personality and strengths.
- Students will be able to demonstrate effective skills in a variety of team roles, including leadership, leader support, and a member role.
- Students will be able to evaluate organizational culture and the ways in which leaders can be successful, using case studies to determine who would be best suited for the company and what kinds of personalities would not be successful.
- Students will be able to synthesize material from across multiple venues to develop a career target based on their personality, skills, interests, and values.
- Students will be able to articulate their career focus and professional brand, utilize their unique strengths to be confident about their entry into the job market, and communicate effectively across diverse populations.

Career Skills:

As you progress through your education, there is a need validated by major research organizations for you to gain and master non-cognitive skills known as competencies and carry them into the next phase of your career.

The career skills are:

- Critical Thinking
- Communication
- Teamwork
- Technology
- Leadership
- Professionalism

- Career & Self-Development
- Engagement Across Perspectives

These core skills describe the requirements of a career-ready candidate. These career skills ensure all students are provided with the tools required for career success. This course covers the skills highlighted above.

Required Materials:

No textbook needs to be purchased for this course. Students are also required to have access to a technology device (laptop or tablet) for all classes.

Grading Criteria:

Course Elements	Values
Career Skills Assignment	10
Strengths Assignment	10
MBTI Assignment	10
Careers Assignment	10
Tailored Resume	50
Tailored Cover Letter	50
LinkedIn Profile	50
Big Interview Assignment	50
Gap Analysis Assignment	10
Target Organizations Assignment	10
Connections Assignment	10
Elevator Pitch Assignment	10
Career Conversation Assignment	60
Total Points Possible	340

Grading Scale:

GRAD 6320 Section

A 100 % to 90.0%

B <90.0 % to 80.0%

C <80.0 % to 70.0%

D <70.0 % to 60.0%

F <60.0 % to 0.0%

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Pass 100% to 85% (298-340 points)

Fail   Below 85% (below 298 points)

Course Policies:

Syllabus Revision:

The standards and requirements set forth in this syllabus may be modified at any time by the course instructor. Notice of such changes will be by Canvas announcement or email notice.

Classroom Conduct:

I will conduct this class in an atmosphere of mutual respect. I encourage your active participation in class discussions. Each of us may have strongly differing opinions on the various topics of class discussions. The conflict of ideas is encouraged and welcome. The orderly questioning of the ideas of others, including mine, is similarly welcome. However, I will exercise my responsibility to manage the discussions so that ideas and arguments can proceed in an orderly fashion. You should expect that if your conduct during class discussions seriously disrupts the atmosphere of mutual respect I expect in this class, you will not be permitted to participate further.

Classroom Conduct:

Attendance on in-person Monday classes is required each week to stay up to date with the material. If something does not allow you to participate in person (i.e., quarantine, illness, conference, etc.) but you would still like to participate in class, please contact the instructor to see if a Zoom link can be accommodated.

Late Work and Make-Ups:

- Assignments turned in after their due date (i.e., 1:02 am) will receive 2 points/per day off the assignment grade.
- In some situations, late work can be discussed on a case-by-case basis. Please contact the instructor if you face a challenge that will hinder you from turning work in on time.

Feedback:

Typically, feedback will be returned within one week for small assignments and two weeks for larger papers. Policies:

Course Credit Workload:

This 2-credit course requires 4 hours of work a week. Class work may include but is not limited to: required readings, library research, written assignments, viewing of course videos, reviewing feedback from the instructor, and completing assessments.

Webcam Use in the Classroom:

This course may require you to use a webcam for class sessions and/or assessments. Classes and assessments may be conducted using Zoom or other technology selected by your instructor which may use your computer's webcam or other technologies to communicate, monitor, and/or record classes, class activities, and assessments. Assessments may also be conducted using proctoring software, which may listen to you, monitor your computer screen, view you and your surroundings, and record (including visual and audio recordings) all activity during the proctoring process. Please contact your instructor if you are unable to comply or have any questions or concerns.

University Policies and Notices:

Academic Integrity:

All students are required to read and abide by the Code of Student Academic Integrity. Violations of the Code of Student Academic Integrity, including plagiarism, will result in disciplinary action as provided in the Code. Students are expected to submit their own work, either as individuals or contributors to a group assignment. Definitions and examples of plagiarism and other violations are set forth in the Code. The Code is available from the Dean of Students Office or online at: http://legal.uncc.edu/policies/up-407

Faculty may ask students to produce identification at examinations and may require students to demonstrate that graded assignments completed outside of class are their own work.

Non-Discrimination:

All students and the instructor are expected to engage with each other respectfully. Unwelcome conduct directed toward another person based upon that person's actual or perceived race, actual or perceived gender, color, religion, age, national origin, ethnicity, disability, or veteran status, or for any other reason, may constitute a violation of University Policy 406, The Code of Student Responsibility. Any student suspected of engaging in such conduct will be referred to the Office of Student Conduct.

Preferred Gender Pronouns:

This course affirms people of all gender expressions and gender identities. If you prefer to be called a different name than what is indicated on the class roster, please let me know. Feel free to correct me on your preferred gender pronoun. If you have any questions or concerns, please do not hesitate to contact me.

Title IX:

UNC Charlotte is committed to providing an environment free of all forms of discrimination and sexual harassment, including sexual assault, domestic violence, dating violence, and stalking. If you (or someone you know) has experienced or experiences any of these incidents, know that you are not alone. UNC Charlotte has staff members trained to support you in navigating campus life, accessing health and counseling services, providing academic and housing accommodations, helping with civil protective orders, and more.

Please be aware that all UNC Charlotte employees, including faculty members, are expected to relay any information or reports of sexual misconduct they receive to the Title IX Coordinator. This means that if you tell me about a situation involving sexual harassment, sexual assault, dating violence, domestic violence, or stalking, I am expected to report the information to the Title IX Coordinator

. Although I am expected to report the situation, you will still have options about how your case will be handled, including whether or not you wish to pursue a formal complaint. Our goal is to make sure you are aware of the range of options available to you and have access to the resources you need.

If you wish to speak to someone confidentially, you can contact the following on-campus resources, who are not required to report the incident to the Title IX Coordinator: (1) University Counseling Center (counselingcenter.uncc.edu)

, 7-0311); or (2) Student Health Center (studenthealth.uncc.edu)

, 7-7400). Additional information about your options is also available at titleix.uncc.edu under the "Students" tab.

Religious Accommodation:

Students who, acting in accordance with this Policy, miss classes, examinations or other assignments because of a religious practice or belief must be provided with a reasonable alternative opportunity to complete such academic responsibilities. It is the obligation of students to provide faculty with reasonable notice of the dates of religious observances on which they will be absent by submitting a [Request for Religious Accommodation Form](#)

 to their instructor prior to the census date for enrollment for a given semester. The census date for each semester (typically the tenth day of instruction) can be found in [UNC Charlotte's academic calendar](#).

Student Grievances:

Student Grievances Students enrolled in courses at the University of North Carolina at Charlotte who would like to file a complaint regarding their experience may do the following: 1. Refer to the UNC Charlotte Student Grievance Procedure. Students may also contact UNC Charlotte's regional accrediting agency, the Southern Association of Colleges and Schools Commission on Colleges. 2. Students residing outside of North Carolina while attending UNC Charlotte may file a complaint in their state of residence. As required by federal regulations, students are directed to the list of resources here, compiled and updated by the State Higher Education Executive Officers.

Withdrawals:

Students are expected to complete all courses for which they are registered at the close of the add/drop period. If you are concerned about your ability to succeed in this course, it is important to make an appointment to speak with me as soon as possible. The University policy on withdrawal allows students only a limited number of opportunities available to withdraw from courses. It is important for you to understand the financial and academic consequences that may result from course withdrawal.

Incompletes:

The grade of I is assigned at the discretion of the instructor when a student who is otherwise passing has not, due to circumstances beyond his/her control, completed all the work in the course. The missing work must be completed by the deadline specified by the instructor, and no later than 12 months. If the I is not removed during the specified time, a grade of F, U, or N, as appropriate is automatically assigned. The grade of I cannot be removed by enrolling again in the same course, and students should not re-enroll in a course in which they have been assigned the grade of I. University policy addressing Incompletes.

FERPA Notification:

In establishing [University Policy 402, Student Education Records](#)

, UNC Charlotte adheres to a policy of compliance with the [Family Educational Rights and Privacy Act of 1974](#)

, also known as FERPA, a federal law that affords students the following rights with respect to their education records. For details, see the [FERPA Annual Notification](#)

 posted on the Office of Legal Affairs website. All questions concerning this FERPA Annual Notification may be directed to the attention of the [Office of the Registrar](#)

Student Support:

Disability Support Services:

Students in this course seeking accommodations to disabilities must first consult with the Office of Disability Services and follow the instructions of that office for obtaining accommodations.

The Office of Disability Services works with current undergraduate and graduate students along with prospective students to ensure equal access to UNC Charlotte's campus and educational programs.

All services are dependent upon verification of eligibility. Once approved for services, students receive accommodations which are based upon the nature of an individual's disability and documented needs. Students are strongly encouraged to

register or check-in for their accommodations with a Disability Services counselor as soon as they have registered for classes. Accommodations are not retro-active and will not begin until the student notifies his or her faculty by providing the Letter of Accommodation.

Please visit the Office of Disability Services at for additional resources, email questions to disability@uncc.edu, or call 704-687-0040 (tty/v) for more information.

Accessing Help/Mental Health Services:

Mental health concerns or stressful events may reduce a student's ability to participate in daily activities or diminish academic performance. Services are available to assist you with addressing these and other concerns you may be experiencing. You can learn more about the broad range of confidential mental health services available on campus via the Counseling & Psychological Services (CAPS) website at caps.uncc.edu.

Student Support Services:

Be sure to take advantage of the wealth of resources and support available at UNC Charlotte. Some of the resources available to you include the University Writing Resource Center, University Counseling Center, and the J. Murrey Atkins Library.

- University Center for Academic Excellent (UCAE) | (704) 687 7837 | uncc-ucae@uncc.edu
- University Writing Resources Center (WRC) | 704-687-1899
- Veteran Student Services | 704-687-5488 | veteranservice@uncc.edu
- University Counseling Center | 704-687-0311
- Multicultural Resource Center | 704-687-7121 | mrc@uncc.edu
- Atkins Library Laptop Lending program

Food Insecurity:

Food insecurity is defined by the USDA as "a lack of access to enough food for an active, healthy life." Food insecure categories include: reduced caloric intake, reduced food quality, lack of variety in diet, disrupted eating patterns, and hunger. Research shows that college students experience food insecurity at higher rates than the American household rate, and that food insecurity can negatively impact academic performance and persistence. In recognition of this problem, UNC Charlotte offers assistance to students facing food insecurity through an on- campus food pantry. The Jamil Niner Student Pantry (JNSP) is located on the east edge of campus at 1224 John Kirk Road. It has regular hours which may change from semester to semester; please see the website at https://ninerpantry.uncc.edu/ for schedule and details on its services, as well as resources about hunger and food insecurity among college students.