

CLP 102-01 Career and Life Planning: Making Any Major Marketable

Syllabus – Spring 2018

Tuesdays & Thursdays 8:00-9:15am

Bush 228

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Course Description

Don't know exactly what you are going to do with your major/minor after graduation? Unsure how to talk about your curricular and co-curricular activities in professional settings? Team-taught by college faculty and career center staff, this course helps you package and market your experiences into a successful personal brand. Topics include resumes, cover letters, professional networking, interviewing, and graduate school. This course counts as a 2-credit, pass/no pass, general elective and counts towards the graduation hour requirement but not your GPA but not your GPA.

Course Materials

Katharine Brooks, *You Majored in What?: Mapping Your Path from Chaos to Career* (ISBN: 9780452296008)

Course Goals

The overarching objective of this course is to provide you with the resources, tools, and skill sets necessary to market your experiences. Many liberal arts students worry that their degrees are not marketable and that their skill sets are not transferrable to the global workforce. A whopping 47% of Stanford Business School's Class of 2011 majored in either humanities or social sciences; similarly, many of our nation's most elite medical and law schools are teeming with liberal arts undergrads. Recent Rollins graduates have gone on to open award-winning restaurants, join prestigious public relations and marketing agencies, work for hospitals, fashion design firms, and investment banks.

This course covers a lot of terrain, but its guiding principle is to help you identify your strengths, formulate a plan to grow and develop during your time at Rollins, and introduce you to a variety of resources that will help you to market yourself in professional and effective ways.

Learning Outcomes

Upon successful completion of this course, you will have:

1. acquired the skills and confidence necessary to make an informed choice about a major/minor.
2. become familiar with principles surrounding the relationship of majors to careers.
3. acquired a broad-based knowledge of internship opportunities and career paths available with your selected major and/or minor.
4. gained a better awareness of your marketable skills, attributes, and talents.
5. produced a resume, cover letter, and LinkedIn profile.
6. learned and honed interview strategies and techniques.
7. developed job search tools, networking skills and professional etiquette knowledge.

Course Assignments

All work for this course is designed to fulfill one or more of the course goals. Class activities prepare you for homework assignments and homework assignments serve as the foundation for larger projects. If your course grade is 70% or above, then you pass the class and earn 2 credit hours towards graduation.

- Participation.....20%
- Focus 2 Reflection Paper 10%
- Career Exploration Assignment 15%
- Job/Internship Exploration Assignment...5%
- Resume & Cover Letter..... 15%
- InterviewStream Assignments20%
- LinkedIn Assignment..... 15%

All assignments are due by the start of class on the day specified in the syllabus or class. Grades for late assignments will be reduced by one letter grade (10%) for the first 24 hours that it is late, 20% for the second 24 hours later, etc. No work will be accepted more than 72 hours late.

Some of the above graded assignments are linked to or dependent upon other assignments in the course, which may or may not be graded individually. Each of the above assignments will include a project-specific grading rubric handed out in class or posted on BB. Your course participation grade will be determined based upon the following rubric:¹

Category	Strong Work	Needs Development	Unsatisfactory
Listening	Actively and respectfully listens to peers and instructor	Sometimes displays lack of interest in others’ comments	Projects lack of interest or disrespect for others
Preparation	Arrives on time to class, fully prepared with all assignments completed, and notes on reading, observations, questions	Sometimes arrives late, unprepared or with only superficial preparation	Frequently arrives late, leaves early, is unprepared.
Quality of Contributions	Comments are relevant and reflect understanding of assignments; provides substantive feedback to colleagues during peer review	Comments are sometimes irrelevant; betray lack of preparation	Comments reflect little understanding of the assignment
Frequency of Participation	Actively participates at appropriate times. If doesn’t participate in class discussions, demonstrates that he/she is “tuned in”	Sometimes participates/is engaged in class discussion. At other times is “tuned out.”	Rarely is engaged in class discussion. Almost always “tuned out.”

Class participation deserving of an “A” grade will be strong in 3 or more categories. Participation that is strong in 2 categories but needs development in the other 2 will receive a “B;” a grade of a “C” reflects a

¹ Adapted from Villanova University Leadership Learning Community. <http://www.teachphilosophy101.org/Default.aspx?tabid=143>

need for development in 3 or more categories. “D” work is unsatisfactory in 2 categories; and “F” work, unsatisfactory in nearly all.

If you have questions about “where you stand” regarding your participation in this course, please consult us at any point during the semester, remembering that coming to us with concerns at the end of the term does not leave much time for your improvement.

CLP102: Schedule of Class Meetings and Assignments

	Date	Discussion Topics	Assignments
1	January 18	Introduction to Course & Value of a Liberal Arts Education Self-Assessment in Career Exploration (Focus2 & Mapping Exercise)	<i>Note:</i> All work should be submitted electronically BEFORE class and you should bring a paper copy to class
2	January 23	Relationship Between Majors & Careers Review Focus2 Results & Wandering Maps	Reading – Brooks, Chapters 1&2 Due – Focus2 Assessments & Wandering Map
3	January 25 (Bring Laptop)	Online Career Research & Exploration Resources (Vault, O*Net, Candid Careers, OOH, Lynda, etc...) Introduce Career Explorations Assignment	Reading – Brooks, Chapters 3-5 Due – Self-Assessments Reflection Assignment
4	January 30 (Bring Laptop)	Internship/Job Search & Application	Reading – Brooks, Chapters 6&7 Due – Career Exploration Assignment
5	February 1	Résumés and CVs Cover Letters	Reading – Brooks, Chapters 8&9 Due – Internship/Job Exploration Assignment
6	February 6	Peer Review of Résumés & Letters Overview of InterviewStream	Reading – Brooks, Chapter 10 Due – Draft Résumé & Cover Letter
	February 8	No Class (Schedule individual résumé and cover letter conferences with instructors: Bring résumé, cover letter, & job ad)	

7	February 13 (Bring Laptop)	Social Media in Job Search Online Networking Using LinkedIn	Reading – Aruda, LinkedIn Article Due – InterviewStream Assignment Pt 1
8	February 15 (Bring Laptop)	60-Second Commercial /Elevator Pitch Personal Branding	Reading – None Due – LinkedIn Assignment Pt 1 & InterviewStream Interview for Pt 2
9	February 20	Elevator Pitch Peer Review Graduate and Professional School	Reading – Graduate School Packet Due – InterviewStream Assignment Pt 2 & Elevator pitch
	February 22	No Class (Schedule individual mock interviews with instructors: Be prepared to deliver your elevator pitch and answer common interview questions)	
10	February 27	Accepting the Job/Internship, Salary Negotiations, Benefits Sexual Harassment in the Workplace Professional Dress	Podcast – Gender & Wages Podcast Due – Final Draft Résumé and Cover Letter
11	March 1	Networking	Dress Business Casual
12	March 6	Professionalism & Workplace Etiquette Course Evaluation / Feedback	Reading – Brooks, Chapter 11 & Appendix Due – LinkedIn Assignment Pt 2

Attendance Policy

You are expected to attend class. The class only meets twice per week for the 1st half of the semester and in-class interaction and discussion of course material are essential parts of the learning process. Therefore, any absence will severely impact your grade. You will be allowed no more than two absences. Each absence above the maximum will result in lowering the course grade by 10%. This applies to **ALL** absences, whether through illness, sports, familial commitments, or activities for other classes.

Additional Policies (including but not limited to Academic Honor Code)

Please review the following website for additional academic policies:

<https://rpublic.rollins.edu/sites/ASCPS/SitePages/Syllabi%20Statements.aspx>

Remember, material submitted electronically implies signing the following pledge: *"On my honor, I have not given, nor received, nor witnessed any unauthorized assistance on this work."*