

CAREER PLANNING & MANAGEMENT

CRJU 3005/ECN 3005/PMAP 3005/SW 3005

Spring 2022

Instructor: Colleen Perry, Director
Career Services & Alumni Relations Office
Andrew Young School of Policy Studies

Class Meeting: Hybrid structure – In-person (Aderhold, 107, Fridays, 12:30-3pm) for the dates listed below:

Required in-person, in-class dates:

1. Jan. 14th - Introduction and Career Decision-Making AND Exploring Values
2. Jan. 21st - Strengths Finder Review
3. Feb. 11th – Resume Writing
4. March 11th – Job Search Process
5. April 1st – Interviewing Skills – Part 1
6. April 8th – Interviewing Skills – Part 2
7. April 22nd – Human Resource Panel

Office Hours: Tuesdays, 4-5pm via WebEx OR By appointment

Email: cperry25@gsu.edu

Phone: 404-413-0103 (But, my preference is email.)

Purpose of the Course: To provide students with the necessary career exploration and management skills and tools to effectively move forward in pursuing professional career opportunities.

Catalog Description: Principles, methods, and practice in achieving career goals with emphasis on the exploration of career opportunities, identification of strengths, resume development, cover letter composition, interviewing, salary and benefits negotiations, networking, professional image, and the use of technology in achieving career goals.

Course Objectives:

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1. Students will be able to clearly articulate career fields and job titles that they are exploring and/or pursuing throughout their studies/after graduation.
 2. Students will have at least one targeted resume ready for their job/internship search or graduate school application.
 3. Students will enhance writing and critical-thinking skills (a critical job-readiness skill) through reflection papers, the development of resume & cover letter, and thank-you notes, and reading a career-related memoir/autobiography & writing a book review.
 4. Students will be trained on behavioral interviewing.
 5. Students will develop a LinkedIn profile and skills in utilizing social media and technology in the job search process and to develop a professional network.
 6. Students will expand their professional network through attendance at professional events and other career-exploration and job/internship search activities.

Student Learning Outcomes:

After finishing this course, you should be able to:

- Clearly articulate career fields and job titles that you are exploring and/or pursuing throughout your studies/after graduation.
- Know how to write an effective resume; have developed a resume ready for your job/internship search or graduate school application.

- Understand how to construct a tailored cover letter, the importance of and what to include in a thank-you note and how to select a strong and professionally appropriate writing sample from your previous writing in other classes.
- Respond with confidence to behavioral interviewing questions.
- Assess what content should be included in a LinkedIn profile and how best to include that. You will have created (or further developed) your own profile.
- Implement professional network development strategies through attendance at professional (virtual) networking events and conducting an informational interview (via video).

Course Structure & Requirements:

Course Structure:

This class will primarily be asynchronous. You'll have content and assignments to review and complete for each module.

However, there are SEVEN IN-PERSON dates when we will meet in Aderhold, Room 107.

Required in-person, in-class dates:

1. Jan. 14th - Introduction and Career Decision-Making AND Exploring Values
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- **The course is divided up into 10 modules.** Each module will take approx. 1-2 ½ weeks.
- Content for each module will be posted at 12:00am the day that the module starts. Some content will be made available prior to that, but the majority will be made available as we progress to that topic in the class.

Course Requirements:

Discussion Posts:

- Discussion posts will be used to determine class participation. For each discussion topic you will be expected to post your own response and provide a thoughtful response to at least one other person's post.
 - These are "low stakes" assignments but will add up over the course of the semester so take participation seriously and stay engaged.
- Each week the week's topic and discussion question (if there is one), and any assignments associated with the topic, will become visible to students on Tuesdays at 12:00am.
- **You will have until the start of the next Module starts to participate in the discussion from the previous Module.** Discussion questions are "low stakes" assignments, worth just 5 points. However, they will add up and missing multiple discussions could impact your overall grade.

Assignments:

- Homework Assignments: All assignment deadline will be indicated in the calendar below and drop boxes on iCollege. Specific dates will be indicated in the assignments as well as the calendar.
 - Late work will be accepted up to two weeks following the initial due date, for a maximum of 80% of your grade. After that, late work will **not** be accepted.
- **Final Project:** Professional Portfolio

Quizzes:

- All quizzes (multiple choice and true/false questions) will stay available for 24hrs. only. Quizzes have the same weight at homework assignments.

Extra Credit: *Extra credit submissions are due by the last day of the semester, April 26th, at 11:59pm.*

- There will be 2 extra credit opportunities offered:
 1. One additional Informational Interview Reflection Paper AND/OR
 2. One additional Virtual Networking Reflection Paper.

Writing Emphasis

Strong communications skills (written, verbal and listening) are highly valued by employers and will be critical to your success in the job/internship search process as well as in the workplace. As a result, **writing will be a central focus in this class**. The following resources are available to you on campus:

- GSU's Writing Studio
- Grammarly (search on GSU's homepage for info.)
- In addition, **Owl.english.purdue.edu** is also a great resource

Keep in mind, I can serve as a reference for you at the completion of this class. Your overall performance will influence both my decision regarding being a reference as well as the substance and strength of my reference.

Grading

Grades will not be posted in the Grades section of iCollege. Feedback and grades for each assignment will be posted in the drop box for that assignment. Be sure to review that closely. There may be times when you'll be asked to resubmit an assignment and will be given another deadline.

Grades for this course will be based on the system outlined below.

(NOTE: There will be no "curving" based upon class averages.)

Large Assignments	30%		Grade scale (%)	
Home Work Assignments	50%		98-100 = A+	78-79 = C+
Participation/Discussion Questions	10%		93-97 = A	73-77 = C
Portfolio w/Final Resume	10%		90-92 = A -	70-72 = C-
TOTAL	100%		88-89 = B+	60-69 = D
			83-87 = B	Less than 60 = F
			80-82 = B-	

This class moves quickly. Do not wait to ask for help.

If you need assistance any time during the semester, reach out to me to schedule an appointment (phone or video) via Handshake or via email: cperry25@gsu.edu.

Large Assignments/Major Projects:

1. Self-Reflection Assignment
2. Informational Interview – with reflection paper
3. Portfolio (with final resume)

Homework Assignments and Quizzes: (Subject to change. Remember, you will also have Discussion posts to participate in.)

1. Strengths Finder Assessment
2. Occupational Outlook Handbook Assignment
3. Resume (3 drafts)
4. LinkedIn profile
5. Cover letter Assignment

6. Interviewing Assignment
7. Two quizzes – (Each will count the same as a homework assignment.)
8. Writing Sample
9. Knowledge, Skills, Experience Example
10. Informational Interview Reflection Paper

EXTRA CREDIT OPTIONS:

1. Additional Informational interview Reflection Paper.
2. Additional Virtual Networking Event Reflection Paper.

COURSE SCHEDULE

(**SUBJECT TO CHANGE** – It is your responsibility to keep up with Announcements and schedule changes in iCollege.)

Modules:

1. Career Decision-Making and Self-Exploration
2. Exploring Careers
3. Networking and Exploring Career Paths
4. Resume Writing
5. Career Correspondence: Writing Professionally
6. Job Search Process
7. Social Media (LinkedIn) & the Internship/Job Search Process
8. Human Resource Panel
9. Interviewing Skills
10. Wrap Up: Portfolio due & Quiz 2

DETAILED SCHEDULE

AGAIN, THIS IS SUBJECT TO CHANGE.

CHANGES WILL BE POSTED IN ICOLLEGE NOT IN THIS HARDCOPY SYLLABUS.

START DATE	TOPIC	ASSIGNMENT(S)
MODULE 1		
Jan. 14 th	Meet IN-PERSON 1/14 & 1/21 <u>Career Decision-Making & Self-Exploration:</u> Jan 14th: <ul style="list-style-type: none"> Overview of course Values in Career Decision-making Jan. 21st: <ul style="list-style-type: none"> Strengths Finder Assessment Review <i>In iCollege: Career Interest Game</i>	<u>Readings:</u> Read <i>AYS Career Handbook</i> , pgs. 2-4 <u>Assignment(s) Due:</u> MUST complete Strength Finder by Jan. 20th 1st draft of resume – Anytime once class begins but due by Feb. 11 th Self-Exploration Reflection Paper – Jan. 24 th
Module 2		
Jan. 28 th	<u>Exploring Occupations and Job Descriptions:</u> <ul style="list-style-type: none"> Occupational Outlook Handbook Resources for researching careers fields 	<u>Readings:</u> NONE <u>Assignment(s) Due:</u> Occupational Outlook Handbook – Feb. 4 th
Module 3		
Feb. 4 th	<u>Networking and Exploring Career Paths:</u> <ul style="list-style-type: none"> Informational Interviewing 	<u>Readings:</u>

	<ul style="list-style-type: none"> • Networking Effectively • Career Fair Protocol • Professional Dress 	<i>Career Handbook, pgs. 53-54 (Networking section)</i> <i>Read Career Handbook, pgs. 46-49 (Professional Etiquette section)</i> <i>Career Handbook, pgs. 5-7 (Researching Career Paths & Informational Interview sections)</i> <u>Assignments:</u> Informational Interview paper – April 1st
Module 4		
Feb. 11 th	<u>Resume Writing:</u> Meet IN-PERSON – Feb. 11th	<u>Readings:</u> <i>Read Career Handbook, pgs.16-30 (Resume section)</i> <u>Assignments:</u> 1. Make edits to resume based on what you learned. 2. Have resume critiqued. 3. Resume – 2nd draft -March 4 th <i>You'll have until March 4th to make changes to your initial resume draft, have it critiqued, make updates and turn in updated draft.</i>
Module 5		
Feb. 25 th	<u>Career Correspondence/Application Materials:</u> <u>Writing Professionally:</u> <ul style="list-style-type: none"> • Cover letters • Thank-you notes • Writing samples • Examples of knowledge, skills, experience 	<u>Readings:</u> <i>Read Career Handbook, pgs. 35-45 (Cover Letters & Thank You Notes sections)</i> <u>Assignment(s):</u> QUIZ #1 – March 10th Cover Letter Assignment -March 11 th Writing Sample – March 11 th Work Example – March 11 th
March 14-18 th SPRING BREAK		
Module 6		
March 11 th	<u>Job/Internship Search Process:</u> Meet IN-PERSON – March 11th	<u>Readings:</u> <i>Career Handbook, pgs. 50-52 (Job Search section)</i>
Module 7		
March 25 th	<u>Social Media & the Internship/Job Search Process:</u> <ul style="list-style-type: none"> • LinkedIn 	<u>Readings:</u> <i>Read Career Handbook, pgs. 55-56 (Social Media and the Job Search section)</i> <u>Assignment(s):</u> LinkedIn profile - April 8 th
Module 8 & 9		

April 1 st	Interviewing Skills Meet IN-PERSON – April 1st and 8th	<u>Readings:</u> Review panelist profiles in iCollege.
	Meet IN-PERSON – April 22nd Human Resource Panel	<u>Readings:</u> <i>Read Career Handbook, pgs.58-63 (Interviewing section)</i> <u>Assignment(s):</u> Interviewing Skills HW – April 15th
Module 10		
April 22 nd	Wrapping things up	<u>Assignment(s):</u> QUIZ #2 – April 25th PORTFOLIO – April 25th <i>(Late submissions by 4/29)</i> ALL EXTRA CREDIT due by April 25th

Additional Information:

1. Students who wish to request accommodation may do so by registering with the [Access and Accommodation Center](#) (opens in new window). Students will only be accommodated upon issuance by the AAC of a signed Accommodation Plan and are responsible for providing a copy of that plan to instructors of all classes in which accommodations are sought. Document must be provided within the first two weeks of class.
2. Academic Dishonesty – please refer to the [GSU Student Student Code of Conduct](#) regarding this policy. Make sure you understand **plagiarism**.