



Dr. Alma Mintu-Wimsatt

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Communication Response Time: Within 24 hours except during weekends

Dr. Alma Mintu-Wimsatt, Professor of Marketing, received her Ph.D. in Marketing from the University of Kentucky in 1990. Dr. Mintu joined TAMU-Commerce in 1992. Since joining TAMU-C, Dr. Mintu-Wimsatt has been recognized both in research and teaching. She is a recipient of the William L. Mayo Professorship. Of her other accomplishments, Dr. Mintu is most proud of being the runner up in the 2016 Axxess Capon Distinguished Teaching Competition from the Society of Marketing Advances; Paul W. Barrus Distinguished Faculty Award for Teaching from TAMUC and H.M. Lafferty Distinguished Faculty Award for Scholarship and Creative Activity from TAMUC. Dr. Mintu was also named in the 2004 Texas Monthly's Guide to Texas Colleges & Universities as one of the best instructors to take at TAMU-C.

MKT 306 21E: Marketing Fall Semester, 2017

A detailed syllabus is provided for your direction. Please read carefully. Students are strongly advised to keep a hard copy of this syllabus handy at all times. E-mail or discuss with Dr. Mintu any additional questions you may have.

NON DISCRIMINATION NOTICE:

Texas A&M-Commerce will comply in the classroom, and in online courses, with all federal and state laws prohibiting discrimination and related retaliation on the basis of race, color, religion, sex, national origin, disability, age, genetic information or veteran status. Further, an environment free from discrimination on the basis of sexual orientation, gender identity, or gender expression will be maintained.

ACADEMIC HONESTY POLICY:

Students at Texas A&M University-Commerce are expected to maintain high standards of integrity and honesty in all of their scholastic work. All students are required to read, sign, date and submit TAMU-C's Academic DisHonesty Policy (ADP) to their instructor. Dr. Mintu will furnish a copy during the first day of class.

GENERAL POLICIES FOR MKT 306:

All MKT 306 sections will follow a similar format with some minor variation on the project requirement. **Dr. Mintu reserves the right to administratively drop any student who does not log into the class web site for five consecutive days after the course officially starts (8/28/2017).** Students are expected to be timely and responsive.

For this MKT 306 course, you will find that the schedule we will follow is quite rigorous. Students are expected to keep up with the course's requirements and schedule. **All deadlines are absolute. Please read and review this syllabus carefully.** If you intend to drop this course/section, please make sure that all administrative requirements for dropping are completed. Otherwise, if your name appears in the class roster at the time final grades are to be submitted - you will receive an "F."

COURSE DESCRIPTION:

This course is an introduction to the concepts, principles, problems and applications of marketing. We will emphasize all functional areas and institutions of marketing including target marketing and positioning of products and organizations, consumer and organizational markets, product management, pricing, channels of distribution, marketing ethics, promotions, services and international marketing.

Goals / Rationale of the course:

- Students will be able to use this course to understand the marketing function within organizations and apply marketing tools at the brand/product level.
- The course will require you to learn the vocabulary and concepts that are used to analyze and develop appropriate marketing plans, and then to apply these concepts to a practical application where each student will present themselves as the product for potential employers to consider.
- The course is organized into Weeks. Students are to complete each week's required submission by the deadline.

Course Outcomes/Objectives:

This course aims to improve student understanding of concepts, principles, problems and applications of marketing. After completing this course, students should be able to:

1. Students will demonstrate an understanding of essential marketing terminology and concepts, including the marketing concept, market analysis and planning and the marketing mix.
2. Students will apply essential marketing terminology and concepts to a personal branding assignment.
3. Students will apply the market planning process to develop a strategic marketing plan.
4. Students will work cooperatively on a team project.
5. Describe the use of four key marketing analytics: Return on marketing investment (ROMI), revenue analysis, market share analysis, and profitability analysis.

TEXTBOOK:

Marketing, 2nd Edition, by Shane Hunt, John Mello, and George Deitz (McGraw Hill 2018). ISBN 978-1260200331. This is a new edition with new content. We have negotiated a reduced price that combines the textbook with the Connect homework. The text is available in printed or ebook format. The special ISBN is for the reduced-price package. The enrollment code for your class is:

<http://connect.mheducation.com/class/a-mintu-wimsatt-mkt-306-21e-frisco>

TECHNOLOGY REQUIREMENTS:

For the purposes of this course, you will need regular access to a computer with a broadband Internet connection. The minimum computer requirements are:

- 512 MB of RAM, 1 GB or more preferred;
- Broadband connection required courses are heavily video intensive;
- Video display capable of high-color 16-bit display 1024 x 768 or higher resolution.

Both versions of Java (32 bit and 64 bit) must be installed and up to date on your machine. Java can be downloaded at: <http://www.java.com/en/download/manual.jsp>

Current anti-virus software must be installed and kept up to date. You will need some additional free software for enhanced web browsing. Ensure that you download the free versions of the following software: Adobe Reader and Adobe Flash Player.

At a minimum, you must have Microsoft Office 2013, 2010, 2007 or Open Office. Microsoft Office is the standard office productivity software utilized by faculty, students, and staff at TAMUC. Microsoft Word is the standard word processing software, Microsoft Excel is the standard spreadsheet software, and Microsoft PowerPoint is the standard presentation software. Copying and pasting, along with attaching/uploading documents for assignment submission, will also be required. If you do not have Microsoft Office, you can check with the bookstore to see if they have any student copies.

It is strongly recommended that you perform a “Browser Test” prior to the start of your course. To launch a browser test, login in to eCollege, click on the ‘myCourses’ tab, and then select the “Browser Test” link under Support Services.

ACCESS AND NAVIGATION: Connect

In order to access and complete the requirements of MKT 306, you will need to register with Connect. **You can start Connect registration on August 28, 2017.** You will need this section’s specific URL to register. For MKT 306 21E, it is: <http://connect.mheducation.com/class/a-mintu-wimsatt-mkt-306-21e-frisco>

Once you are in this section’s site, follow the instructions to register. You will need the Connect access code that you have purchased as noted in the textbook information. Should you have questions about Connect, be sure to get in touch with Connect Support. Their contact information is as follows:

Tech Support

Call: (800) 331-5094

Email & Chat: www.mhhe.com/support

Monday - Thursday • 7 AM - 3 AM CT

Friday • 7 AM - 8 PM CT

Saturday • 9 AM - 7 PM CT

Sunday • 11 AM - 1 AM CT

Find more support at: www.connectstudentsuccess.com

Powerpoint Slides

All PowerPoint slides are available in your course’s eCollege. You are urged to follow the flow

of the lecture & discussion using the emailed slides.

COURSE OUTLINE/SCHEDULE:

Please read and review this syllabus carefully. If you intend to drop this course/section, please make sure that all administrative requirements for dropping are completed. If your name appears in the class roster at the time final grades are to be submitted - you will receive an "F."

Weekly Schedule:

Chapter	Dates	Chapters	Required Submission & Deadline
Syllabus Day	August 29	Introduction to MKT 306 Submit signed Academic DisHonesty Policy Discussion of Course Requirements Clarifications/Questions	
Chap. #1	August 31	CH 1: Why Marketing Matters to You Assignment of Teams	Interactive Assignment #1; LearnSmart #1 Date Due: September 21 Date Due: September 21
Chap. #2	September 5	CH2: Strategic Planning	Interactive Assignment #2; LearnSmart #2 Date Due: September 21
Chap. #3	September 7	CH3: Global Environment	Interactive Assignment #3; LearnSmart #3 Date Due: September 21
Chap. #4	September 12-14	CH4: Consumer Behavior	Interactive Assignment #4; LearnSmart #4 Date Due: September 21
Chap. #5	September 19	CH5: Marketing Research	Interactive Assignment #5; LearnSmart #5 Due Date: September 21
PROJECT	September 19	Part 1: Market Analysis	Due Date: September 19 – in class submission

Exam #1	September 21	EX1: Chapters 1-5	Access eCollege on September 21st – Exam available from 8:00 a.m. to 10 p.m. only
Chap. #6	September 26-28	CH6: Product Development	Interactive Assignment #6; LearnSmart #6 Date Due: October 24
Chap. #7	October 3-5	CH7: Segmenting, Targeting & Positioning	Interactive Assignment #7; LearnSmart #7 Date Due: October 24
Chap. #8	October 10-12	CH8: Promotional Strategies	Interactive Assignment #8; LearnSmart #8 Date Due: October 24
PROJECT	October 12	Part 2: Marketing Mix – Product & Promotion	Due Date: October 12 – in class submission
Chap. #9	October 17	CH9: Supply Chain & Logistics	Interactive Assignment #9; LearnSmart #9 Date Due: October 24
Chap. #10	October 19	CH10: Pricing	Interactive Assignment #10; LearnSmart #10 Date Due: October 24
Exam #2	October 24	EX2: Chapters 6-10	Access eCollege on October 24th – Exam available from 8:00 a.m. to 10 p.m. only
Chap. #11	October 26	CH11: Retailing	Interactive Assignment #11; LearnSmart #11 Date Due: December 5
PROJECT	October 26	Part 3: Marketing Mix – Place & Price	Date Due: October 26 – in class submission
Chap. #12	October 31	CH12: Personal Selling	Interactive Assignment #12; LearnSmart #12 Date Due: December 5
Chap.# 13	November 7-9	CH 13: Digital and Social Marketing	Interactive Assignment #13; LearnSmart #13

			Date Due: December 5
Chap. #14	November 14	CH14: Customer Relationship Management	Interactive Assignment #14; LearnSmart #14 Date Due: December 5
Chap. #15	November 16	CH15: Branding	Interactive Assignment #15; LearnSmart #15 Date Due: December 5
No classes	November 21-23	Thanksgiving Break	
Chap. #15	November 28	CH15: Branding	Interactive Assignment #15; LearnSmart #15 Date Due: December 5
PROJECT	November 28	Part 4: Implementation Peer Evaluation	Date Due: November 28 - in class submission Date Due: November 28 – in class submission
Chap. #16	November 30	CH16: Social Responsibility	Interactive Assignment #16; LearnSmart #16 Date Due: December 5
Exam #3	December 5	EX3: Chapters. 11-16	Access eCollege on December 5th – Exam available from 8:00 a.m. to 10 p.m. only
Core Quiz	December 7	Core Quiz	Access eCollege on December 7th – Quiz available from 8:00 a.m. to 10 p.m. only

COURSE REQUIREMENTS:

This course is made up of a series of assignments, assessments, group brainstorming and individual project to assist you in achieving the course and chapter learning objectives/outcomes. For each Chapter, you will work on various combinations of chapter readings, interactive assignment and LearnSmart activity available based on the dates given in your course schedule above. Exam dates as well as Project [in four parts] submission deadlines are noted in the above schedule.

A. Exams

There will be 3 exams available in eCollege. Each exam will cover the required textbook material and weekly exercises. Exams consist of 75 multiple-choice questions worth 2 points each for a total of 150 points per Exam. You are allowed 90 minutes to complete each exam.

Grading is objective, based on terms, concepts and examples in the textbook/lectures. Please check your Course Schedule above for Exam dates. **All deadlines are absolute.** If you miss an Exam date, you will be given a 0/150.

B. Connect Interactive Assignments

You will be assigned interactive exercises for each chapter in the textbook. You will log into McGraw-Hill Connect to complete the brief assignment. The assignment consists of 2 questions. Once you have logged in, look for the notebook icon. This denotes your Connect Interactive Assignment. You will be allowed no more than *2 attempts at the assignment*. The higher of the 2 grades will be recorded. Each question is worth 5 points for a total of 10 points per chapter.

Since the assignments apply one or more concepts from the chapter, it is strongly recommend that you read the chapter first, and then review the PowerPoint presentation/discussion before you attempt the assignment. **All Connect Interactive Assignments have to be completed based on the schedule provided as indicated in your syllabus.** For example, for Chapters #1-#5, all Connect Assignments must be completed by 11:59 p.m. on September 21st. It will be open on August 28th [on Monday, first day of class]. Once the deadline has passed, you will **NOT** have access to the Connect Assignment. See your Course Schedule. **All deadlines are absolute!**

To check on your grade for Connect Interactive, Dr. Mintu will have your updated grade summary coinciding with each exam (or after each due date). See your 'gradebook' in eCollege.

C. Connect LearnSmart (LS) Adaptive Learning System

Look for the black LS icon when you login to McGraw-Hill Connect (should be just next to the Interactive Assignment for each chapter). These practice questions will give you immediate feedback on what you have learned from the assigned readings and will also strengthen memory recall, improve course retention as well as boost grades. Each chapter LS activity is worth 10 points.

As you go through each chapter of LearnSmart, you can revert to questions and specific chapter materials. Dr. Mintu can see how long you spent with LearnSmart, and how many questions you answered [correctly]. *To get full credit (10 points) for the chapter you need to answer at least 70% of the questions correctly.* You will know the number of questions per chapter by the 'items left' phrase at the bottom of the page. This will require a minimum of 30 minutes using LearnSmart. **Note that Dr. Mintu has access to both time spent and questions answered.**

If you have less than 70% correct questions, go back and spend more time answering the questions until you can answer correctly. The questions will adjust to the level of difficulty needed, and if you purchased Connect Plus, will tell you specifically what concepts require further study in your eBook.

All LearnSmart have to be completed based on the schedule provided in your syllabus. For example, for Chapters #1-#5 all LearnSmart must be completed by 11:59 p.m. on September 21st. It will be open on August 28th [first day of class]. **All deadlines are absolute!** Once the

deadline has passed, you will NOT have access to the Connect Assignment. See your Course Schedule. Failure to comply will mean ‘no credit’

To check on your grade for LearnSmart, Dr. Mintu will have your updated grade summary coinciding with each exam (or after each due date). See your ‘gradebook’ in eCollege.

D. Core Concept Quiz

The Core Concept Quiz is a one-hour quiz available in eCollege. It consists of multiple choice questions over key terms that have been covered. A Study Guide is also available in eCollege.

The Core Concept quiz is intended to test your competency in the application of key marketing concepts. There will be 25 multiple choice items in this quiz worth a total of 50 points. You will be have 1 hour to complete the quiz.

E. Participation/Attendance

Marketing can be an interesting & creative subject. Students’ comments and ideas regarding specific areas are welcomed. You will find that this is what will make the course interesting. As an inducement to participate, 50 points will be assigned for participation and attendance.

Grading rubric: 50 points

Disengaged	Acceptable	Commendable	Completely engaged
Student doesn't attend class and/or does participate in class discussion	Student regularly attends class and/or shows minimal participation	Student always attends class and/or participates in the discussion	Student always attends class, provides substantive contributions & actively engaged <i>throughout</i> the semester
< 35 points	35-39 points	40-44 points	45-50 points

F. Marketing Strategy Project: YOU as the Product – Details on the Project can found in APPENDIX A of the syllabus.

F1. Individual Submission

Prior to or immediately after you receive your degree, one of your biggest concerns will revolve around getting a job. This is after all why you have worked hard for your degree. Some of you will seek a job because you have some pending responsibilities (i.e., raising a family, student loans). Some will seek a job to jump start your career – part of your long-term plan. Regardless

of the motivation regarding your job search – there is a common thread. In order to get or land a job – you will have to ‘market’ yourself. In other words, you will have to apply the marketing strategy concepts you have learned in this course to make yourself more appealing to your employer.

The aforementioned is the overall objective of this semester-long project. You will visualize yourself as THE product and put together a sound marketing strategy that will compel you to: (1) Analyze your competencies and weaknesses; (2) Examine the work environment or industry you most identify and/or most interested in working; (3) Understand how to apply the principles of product, promotion, price and place within the context of marketing yourself; (4) Explore forward thinking ideas on how best to implement your marketing strategy to forge a legitimate career path; and (5) Consult with your peers/team/classmates to help you brain storm and come up with a better individualized marketing strategy.

There will be 4 parts to this project assignment, each part corresponds to important elements of a marketing strategy. All submissions should be double-spaced in 12 pt. font. **Each part should NOT exceed 10 pages** – including cover page, text, references and tables. Follow APA style. Students will submit each part on the designated deadlines. **NO LATE SUBMISSIONS** allowed.

ALL Project submissions have to be done in class. No emailed submission will be accepted. If you are not in attendance during the designated deadline, then your submission will not be accepted nor graded. **All deadlines are absolute.**

EACH part of the project will be graded based on the following rubric:

Criteria	Below expectations	Meets expectations	Exceeds expectations
Comprehensiveness	Significant portions of the paper are ignored or simply mentioned; Paper is more of an outline than a fully developed strategy. 0-4 points	Most elements are covered thoroughly; some are mentioned briefly. 5-7 points	All elements are covered thoroughly and are well elaborated 8-10 points
Research	Meets the minimum requirements for number of sources; Source quality is insufficient (outdated, biased, lacking in expertise, or inappropriate for a college paper, such as	Better than minimum number of sources; Most sources are recently published; a variety of viewpoints are represented (not merely taken from a corporate website or	Exceeds expectations for quantity and quality of sources.

	Wikipedia).	blog).	8-10 points
	0-4 points	5-7 points	
Incorporates marketing terms and concepts	Rarely or never enlightens with demonstrations of course concepts; Just “answers the question” without tying the answer back to marketing theory.	Applies course concepts and terminology correctly, where appropriate.	Applies marketing concepts with a balance of description and analysis; Examples are original and correctly applied.
	0-4 points	5-7 points	8-10 points
Writing style	Many grammatical or spelling errors in the paper. Distinct differences exist between sections written by different students. Research sources are not cited or are incorrectly cited.	Generally well-written and edited so that the document “speaks with one voice”; few errors in spelling or grammar. Most research sources are cited correctly.	Extremely well-written and edited. Team projects are written in one voice. Uses APA style correctly. Grammar and spelling are correct. All research sources are cited correctly.
	0-4 points	5-7 points	8-10 points

F2. Peer Group Consulting: Brainstorming

Dr. Mintu will assign teams with 3-4 members, depending on the size of the class. While this is an individual project requiring individualized submission, the purpose of the team is to provide you with a ‘consulting’ or brainstorming group. You can ask questions and/or bounce ideas off each other. You are certainly welcomed to help each other except, of course, for plagiarizing and/or writing each other’s work. You will be given time to meet with your teams during each class period.

To insure that each team member participates and contributes to the brainstorming throughout the semester – each member will evaluate other team members in a scale of 0-20. You will submit your evaluation of your team members [do not grade yourself] on November 28th.

You will provide a score for each member between 0-20 points and a 1-2 sentence explanation justifying the score you provided. An average of the submitted score for each member will comprise his/her peer evaluation grade. For example, if there are 4 team members, then there should be 3 scores for each member (let’s call her Jill). The average of the 3 scores (such as 18, 19, 20) will be calculated (peer evaluation grade for Jill will be 19).

GRADE COMPOSITION:

3 Exams @ 150 points	450 points
16 Interaction Assignments @ 10 points	160
16 LearnSmart @ 10 points	160
Core Concept Quiz	50
Marketing Strategy – 4 parts @ 40 points	160
Peer Evaluation	20
Participation/Attendance	50
TOTAL points possible	1050 points

Grade Distribution:

A	945-1050
B	840-944
C	735-849
D	630-734
F	less than 630

CLASS COMMUNICATION:

Dr. Mintu will be available before and after class to discuss issues/questions you may have. You can also email her. Should the need arise, Dr. Mintu will email you with important class-related information. Be sure to check your emails regularly.

In case of an emergency, call her on the number indicated at the top of your syllabus. Dr. Mintu REGULARLY checks her e-mail – so you can expect a prompt response. **Dr. Mintu will attempt to respond to your e-mails within 24 hours, except during the weekends.** Dr. Mintu believes in keeping in constant contact with her students. Deadline and reminder e-mails will be sent out regularly. Therefore, each student should always check his/her e-mail account regularly each week.

WHAT TO EXPECT FROM DR. MINTU:

Be cognizant of the fact that I am a stickler for schedules and deadlines. Like most of you, I have a life outside MKT 306 and the only way I can balance everything is to follow a regimented schedule.

NETIQUETTE:

Netiquette is the new way of defining professionalism through network communication. Students who violate proper Netiquette will be administratively dropped by Dr. Mintu from the course. This includes how you communicate with your team members and Dr. Mintu during the course of this semester.

STUDENTS WITH DISABILITIES:

The Americans with Disabilities Act (ADA) is a federal anti-discrimination statute that provides comprehensive civil rights protection for persons with disabilities. Among other things, this legislation requires that all students with disabilities be guaranteed a learning environment that provides for reasonable accommodation of their disabilities. If you have a disability requiring an accommodation, please contact:

Office of Student Disability Resources and Services
Texas A&M University-Commerce
Gee Library- Room 132
Phone (903) 886-5150 or (903) 886-5835
Fax (903) 468-8148
Email: StudentDisabilityServices@tamuc.edu

CAMPUS CONCEALED CARRY:

Texas Senate Bill - 11 (Government Code 411.2031, et al.) authorizes the carrying of a concealed handgun in Texas A&M University-Commerce buildings only by persons who have been issued and are in possession of a Texas License to Carry a Handgun. Qualified law enforcement officers or those who are otherwise authorized to carry a concealed handgun in the State of Texas are also permitted to do so. Pursuant to Penal Code (PC) 46.035 and A&M-Commerce Rule 34.06.02.R1, license holders may not carry a concealed handgun in restricted locations. For a list of locations, please refer to (<http://www.tamuc.edu/aboutUs/policiesProceduresStandardsStatements/rulesProcedures/34SafetyOfEmployeesAndStudents/34.06.02.R1.pdf>) and/or consult your event organizer). Pursuant to PC 46.035, the open carrying of handguns is prohibited on all A&M-Commerce campuses. Report violations to the University Police Department at 903-886-5868 or 9-1-1.

Appendix A:

APPLICATION PROJECT OF A MARKETING STRATEGY: Using MYSELF as the Product

INDIVIDUAL SUBMISSION: YOU as the product

A product possesses qualities or characteristics that make it special or unique, including symbolic value, to the customer. When you ‘market’ yourself, you want to create a personal brand that demonstrates that you provide more value to a potential customer (i.e., employer) than anyone else. Some of the brand associations that create your personal identity include your education, experiences, current and past employers, memberships and awards, personality characteristics and skills, to name a few. This project will help you identify your own qualities and special characteristics that will add value to an employer. Ultimately, this will make you more marketable when the time comes to seek employment.

There will be 4 parts to this project assignment, each part corresponds to important elements of a marketing strategy. All submissions should be double-spaced in 12 pt. font. **Each part should NOT exceed 10 pages** – including cover page, text, references and tables. Follow APA style. Students will submit each part to the appropriate Dropbox. **NO LATE SUBMISSIONS** allowed. Each Part of the project is worth 40 points – total of 160 points. Refer to your the last page for the grading rubric.

PART 1: MARKET ANALYSIS

Due Date: Sept. 19 – in class submission

1. Situation Analysis

Internal Environment – Conduct a *thorough and honest* SWOT (Strength, Weaknesses, Opportunities and Threats) analysis on yourself. For example, a strength you may have is your work ethic that you feel is quite strong. Or, you may be fluent in a second language. A weakness may be your relatively mediocre GPA. An opportunity could include networks of internships, friends and family that could help pave the way for employment. A threat may be the potential of an economic downturn that could affect your job search.

External Environment – What industries/job categories are you most interested? What are employers looking for (i.e., skill sets, experience, knowledge content/majors)? Who are your possible competitors in the job application process (i.e., Are you competing with graduates from all schools?)?

Be specific and explain. Since you will be exploring and discussing industries or job categories, you are required to include at least 5 current bibliographical references (2012-2017).

2. Target Market

You will combine what you have gathered in #1 (Situation Analysis) above to identify your target market (i.e., customers or employers). This includes a specific functional job area or industry, along with the prospects for employment in this field and average starting salary (or if you are already employed in the field, average salary at the next level of promotion). Find an actual job description or posting that you think you would be qualified after graduation and that would be of interest to you. Unless you already have a lot of experience in this field, find an entry-level job description. Be realistic here – you can't be a CEO immediately after graduation.

Remember, for #2 (Target Market), this is all about a potential job that is currently in the marketplace.

PART 2: MARKETING MIX: Product & Promotion Due Date: Oct. 10 – in class

Product

You are the product! So, you have to determine what makes you a unique entity. What is your value proposition? To do this, you will need to conduct a self-assessment. A personal assessment table is required as outlined in the next paragraph. What will make you appealing to a future employer and hence, a stronger candidate for the target market you have identified in Part 1 (#2: Target Market)?

To learn your own personality traits, take the online assessments through My Plan on the Career Services/Career Development website. Go to www.myplan.com and click on the Account tab at the top of the page. Under “new user” click on “Create Free Account.” Enter license code TGSCHD36 (case sensitive) and click “submit.” This code is effective 9/1/2017. Take the career personality assessment and save results. This assessment is a Myers-Briggs assessment that classifies individuals into one of sixteen personality profiles.

For more information on your profile, the Myers-Briggs Test Overview in Appendix B of the Syllabus. Note: You do not have to fill in every box of your table.

Table 1: Personal Assessment SAMPLE Table
[Top Heading (highlighted) is necessary]

Personal Characteristics	Content Knowledge	Process Knowledge and Skills	Industry Knowledge
ENFJ (Extroverted, Sensing, Feeling, Judging)	Marketing Major	Operate cash register, customer service skills	Family grocery store
Exceptional people skills	Retail Management	Open and Close restaurant; schedule shifts	Fast food restaurant (summer job)
Organizational abilities	Certified in Excel, SAP	Conduct inventory, order merchandise	Boutique (internship)
Creative and			

Now that you have done a self-assessment, integrate this with the target market information presented in Part 1. Compare YOU, as the product, vs. type of product employers are seeking. Look at your Personal Assessment Table and compare this with the posted job description you provided in Part 1 (#2: Target Market).

Promotion

One of the most important tools in promoting yourself is to develop a sound resume. You will be required to develop and include your resume for Part 2. The Personal Assessment Table will help you provide good information for your resume. You will also find in Appendix C information that can help you in creating/developing a sound resume: Common Resume Mistakes.

For additional help with your resume, or if this is your first time writing a professional resume, see the link below for some helpful videos. Copy this into a browser and it will lead you to additional resources.

https://www.candidcareer.com/gethired_detail.php?chid=48&p=career&shared=tamuc&UID=2341

Discuss what medium you intend to use to circulate your resume? Will you be attending job fairs, using social networking, corporate websites, recruiters, campus student services or relying on traditional job postings? Describe your job-search network.

PART 3: MARKETING MIX: Place & Price

Due Date: Oct. 26 – in class

Place

Discuss areas of the country that you prefer to seek employment. What is the employment market like in these areas? The discussion here should not be limited to salaries but also employment/unemployment rates, growth opportunities, cost of living, job satisfaction/most livable city indices, etc. Be sure support your claims with valid and credible references.

Price

Employer point of view - This is the likely cost to your employer to hire someone with your qualifications or skill sets. This is the approximate salary most entry-level employees would be offered, along with benefits, in the location(s) you noted above. This does not mean just researching average salaries. You need to include some research on typical salaries for a job that is appropriate for you in your next job search, given your education and relevant experience. The job description posting you provided in Part 1 (#2: Target Market) can guide you here.

Your point of view – Briefly explain and provide a reasonable starting salary that would be acceptable to you.

For Part 3, you are required to include at least 5 current references (2011-2016).

PART 4: IMPLEMENTATION

Due Date: Nov. 28 – in class

1. Plan of Action – Timeline (when should you start looking for employment)? Between now and graduation, what and how else can you improve your marketing mix?
2. Five years post-graduation – Discuss where you envision your career to be 5 years after you have graduated.
3. Career path – Describe the career (not just a job) path you would like to take. What is your ultimate goal?
4. Provide feedback on the merits and problematic areas of this project. How did it help you?

Appendix B:

Myers Briggs Test Overview

Excerpted with permission from the *MBTI® Manual: A Guide to the Development and Use of the Myers-Briggs Type Indicator®*

Favorite world: Do you prefer to focus on the outer world or on your own inner world? This is called Extraversion (E) or Introversion (I).

Information: Do you prefer to focus on the basic information you take in or do you prefer to interpret and add meaning? This is called Sensing (S) or Intuition (N).

Decisions: When making decisions, do you prefer to first look at logic and consistency or first look at the people and special circumstances? This is called Thinking (T) or Feeling (F).

Structure: In dealing with the outside world, do you prefer to get things decided or do you prefer to stay open to new information and options? This is called Judging (J) or Perceiving (P).

Your Personality Type: When you decide on your preference in each category, you have your own personality type, which can be expressed as a code with four letters.

ISTJ http://www.personalitypage.com/ISTJ_car.html

ISFJ https://www.personalitypage.com/html/ISFJ_car.html

INFJ https://www.personalitypage.com/html/INFJ_car.html

INTJ https://www.personalitypage.com/html/INTJ_car.html

ISTP http://www.personalitypage.com/ISTP_car.html

ISFP http://www.personalitypage.com/ISFP_car.html

INFP http://www.personalitypage.com/INFP_car.html

INTP https://www.personalitypage.com/INTP_car.html

ESTP https://www.personalitypage.com/ESTP_car.html

ESFP http://www.personalitypage.com/ESFP_car.html

ENFP https://www.personalitypage.com/ENFP_car.html

ENTP http://www.personalitypage.com/ENTP_car.html

ESTJ http://www.personalitypage.com/ESTJ_car.html

ESFJ http://www.personalitypage.com/html/ESFJ_car.html

ENFJ https://www.personalitypage.com/ENFJ_car.html

ENTJ http://www.personalitypage.com/ENTJ_car.html

Appendix C:

Common Resume Mistakes for Undergraduate Students

1. Lack of a specific (or realistic) objective statement
2. Education includes high school information or earlier. By the time you are a college junior, high school information is irrelevant. Community colleges attended are listed if you received a degree. Current university work is listed first, then previous degrees. **DO NOT INCLUDE HIGH SCHOOL.**
3. Improperly formatted degree information. You can write Bachelor of Business Administration in _____ or BBA in _____ Format should read:

Degree in Major, Month Year of graduation

University, City, State

GPA:

4. Only include GPA if 3.0 or higher. If overall GPA is less than 3.0, but major GPA is 3.0 or higher, list major GPA.
5. Work experience is too detailed (or not detailed enough). If the job or internship had varied and substantial responsibility, use several bullet points to highlight what you did. If this is a low-level, part-time or summer job, don't try to inflate the experience (such as "answered requests by telephone," "answered requests by email," "handled walk-in questions") to create a bunch of redundant points. If you have worked the same job for several employers, it is appropriate to categorize them together, as in: Part-time waiter (3 years experience). Employers included Appleby's, Chili's, Cracker Barrel, and Olive Garden.
6. Work experience in the wrong order. Start with you current or most recent position and work backwards.
7. Inconsistent grammatical rules. For example, if a job was in the past, use past tense to describe it: Managed, coordinated, provided, analyzed, etc. Don't mix present and past tense in your descriptions. Only your current job or internship uses present tense (research, arrange, etc.)
8. Saying something that isn't true. Falsifying your resume or application is grounds for firing, even years after you start a job. You don't have to reveal every weakness in your history, but don't lie.
9. Unprofessional email address. Partygirl21@gmail.com does not present the impression you want for a job. You may want to create a new email account for your job search. While you're at it, make sure nothing on your facebook or other social media websites will keep you from getting a job interview or job offer. It happens frequently.
10. Don't list family members as references. Generally you don't list references on a resume, (submit them separately) but if you do, use current/former employers, coworkers who

know your work well, professors who have taught you for several classes, internship supervisors, advisors who know you well, or even sorority/fraternity/social club advisors.

11. Resume is too long (more than 2 pages) or too short (contains insufficient information)

For sample resumes, see p 12-14 of “Make the Connection: Career Development Handbook” on the Career Development website.