

MKTG 3702 - Business Professionalism

Fall 2026 Syllabus, Section 04, CRN 41133,

Credit hours: 1

Instructor

Aleah Coppin

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Public Instructor Information

Instructor Title: Aleah Coppin

Instructor Professional Qualifications:

Bachelor of Arts in Communication Studies – Interpersonal Communication with a minor in Human Development and Family Studies

Master of Education in Higher Education Administration and Student Affairs

Instructor Office Location: WCBA 1149

Instructor Office Phone: 330-941-3079

Course Description

3702. Business Professionalism. This course is intended to help students prepare for and accomplish a successful transition from college to a professional career. Students will be challenged to understand the various elements of business professionalism including etiquette, communications, image, conflict resolution, career exploration and job search. Prereq.: sophomore standing, 2.5 GPA. 1 s.h.

Course Readings

Group	Title	Author	ISBN
Optional	No readings		

There are no course readings for this course. All information will be in Blackboard and discussed each week during class. This course uses traditional lectures with PowerPoint slides combined with hands-on activities to reinforce key concepts. Various articles and handouts will be utilized. Class discussion is an integral part of the course.

The course readings are subject to change in the event of extenuating circumstances, research developments, current events, and/or to ensure better learning.

Schedule of Topics and Assignments

Day	Date	Proposed Topic	Due/To Prepare for Class
Tue	8/25	Course Introduction/Syllabus What is Professionalism? Review NACE Competencies Professional Development Summit/Meet the Employers Day Resumes	Register for the Summit by 12:00 pm, Monday, August 31, 2026
Tue	9/1	Cover Letters Networking Elevator Pitch	Elevator Pitch Activity - IN CLASS Rough Draft Resume Upload Rough Draft Resume to ResumeAI Professional Development Summit Questions Professional Development Summit Attendance - Friday, September 4, 2026 @ 9 am

Tue	9/8	NO CLASS! ATTEND MEET THE EMPLOYERS DAY ON WEDNESDAY, SEPTEMBER 9, 2026 FROM 10 AM - 1 PM	Rough Draft Cover Letter
Tue	9/15	Internship/Job Search WCBA Internships - for credit Bring Computer - Challenge Cards/Career Launch Career Plan	Values Activity - IN CLASS Meet the Employers Day Reflection ResumeAI Feedback/Reflection
Tue	9/22	LinkedIn Interviewing & Big Interview Thank You Note	Interview Activity - IN CLASS Career Plan
Tue	9/29	JCPenney's Suit Up Reminder Professional Dress Etiquette and Dining Catch-up (if needed)	Dining Etiquette Activity - IN CLASS LinkedIn Profile Big Interview Thank you Note
Tue	10/6	Etiquette Meal - IN CLASS - See blackboard for location	Final Resume Final Cover Letter PDS Attendance OR Final Reflection Upload Final Resume to Handshake

The course schedule, policies, procedures, and assignments in this course are subject to change in the event of extenuating circumstances, by mutual agreement, and/or to ensure better learning.