MKTG 3702 - Business Professionalism

Fall 2026 Syllabus, Section 05, CRN 41178,

Credit hours: 1

Instructor

Abby Conrad

Email: aeconrad@ysu.edu

Public Instructor Information

Instructor Title: Assistant Director - WCBA Center for Career Management, Part-Time Faculty - Marketing Department

Instructor Professional Qualifications: Master of Education in School Counseling - Slippery Rock University, National Certified Counselor (NCC), Bachelor of Science in Psychology - Allegheny College

Instructor Office Location: Williamson, room 1148

Instructor Office Phone: (330) 941-1405

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
	No Book Required	N/A	N/A

There are no course readings or books 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.

Semester and Assignment Schedule

Day	Date	Reading(s)	Proposed Topic	Due/To Prepare for Class
Tue	8/25	Syllabus Professionalism Activity NACE Competencies Action Verbs Resume Assignment	Course Introduction What is Professionalism? Review NACE Competencies Professional Development Summit/Meet the Employers Day Resumes	Register for Summit by 2pm, Monday, Aug. 31
Tue	9/1	Cover Letter Activity Cover Letter Assignment Elevator Pitch Activity - ATTENDANCE MANDATORY	PDS Reminder Cover Letters Networking Elevator Pitch	Resume Rough Draft Professional Development Summit Questions
Tue	9/8		CLASS CANCELLED - Meet the Employers Day is Wednesday, September 9. Attend and complete reflection OR alternative assignment.	Cover Letter Rough Draft

Tue	9/15	Value Activity - ATTENDANCE MANDATORY Internship Activity Challenge Cards/Career Launch - BRING COMPUTER Career Plan Assignment	Internship/Job Search WCBA Internships Challenge Cards Career Launch	Meet the Employers Day Reflection
Tue	9/22	LinkedIn Profile Interview Activity - ATTENDANCE MANDATORY Big Interview Create a Thank You Note	LinkedIn Interviewing Thank You Note	Career Plan
Tue	9/29	Dining Etiquette Activity - ATTENDANCE MANDATORY JCP Suit Up Information	Professional Dress Etiquette and Dining	LinkedIn Profile Big Interview Thank You Note
Tue	10/6	Etiquette Meal - ATTENDANCE MANDATORY	Etiquette Meal	Final Resume Final Cover Letter Final Reflection if you did not attend Summit (due by 11:59pm Oct. 10) Upload Final Resume to Handshake (due by 11:59pm Oct. 10)

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.