MKTG 3702 - Business Professionalism

Fall 2026 Syllabus, Section A01, CRN 43667,

Credit hours: 1

Instructor

Abby Conrad

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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

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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
Required	11 Life Skills Every Professional Should Know (Before It's Too Late)	Ravi Raman	
Required	9 Skills You Already Learned in College that Employers Love to See	Lily Zhang	
Required	What are Employers Looking for when Reviewing College Students' Resumes?	Kevin Gray	
Required	Writing a Resume with No Experience?	Pamela Skllings	
Required	Personal Branding: What It Is & Why It Matters	Catherine Cote	
Required	The 32 Best LinkedIn Profile Tips Every Professional Should Know	The Muse Editors	
Required	The Secret to Building a LinkedIn Profile that Gets Results	Lily Zhang	
Required	How to Network in College (And Why it Matters)	The Muse Editors	
Required	How to Write a Cover Letter: Your Full Guide (with Tips and Examples)	The Muse Editors	
Required	The STAR Interview Method: How to Answer + Examples	M. Stojanovic	
Required	30+ Best Tips on How to Prepare for a Job Interview	The Muse Editors	
Required	What to Wear to an Interview: Outfit Tips and Mistakes to Avoid	The Muse Editors	
Required	How to Set a Formal Dinner Table, According to Etiquette Experts	Hannah Baker and Madeline Buiano	

Required	The 6 Unwritten Company Rules you won't Find in the Employee Handbook	Lea McLeod
Required	Fine Dining Etiquette: A Guide to Rules and Best Practices	Auguste Escoffier School of Culinary Arts

There are no books for this course. All course readings/articles will be in Blackboard.

Raman, R. (2020). 11 life lessons every professional should know (before it's too late). The Muse. https://www.themuse.com/advice/11-life-lessons-every-professional-should-know-before-its-too-late

Zhang, L. (2021). 9 skills you already learned in college that employers love to see. The Muse. https://www.themuse.com/advice/job-skills-learned-in-college

Gray, K. (2024). What are employers looking for when reviewing college students' resumes?. National Association of Cllege and Employers. https://naceweb.org/talent-acquisition/candidate-selection/what-are-employers-looking-for-when-reviewing-college-students-resumes

Skillings, P. (2025). Writing a resume with no experience?. BigInterview. https://resources.biginterview.com/career-advice/writing-a-resume-with-no-experience/

Cote, C. (2024). Personal Branding: What it is & why it matters. Harvard Business School Online. https://online.hbs.edu/blog/post/personal-branding-at-work

The Muse Editors. (2024). The 32 Best LinkedIn Profile Tips Every Professional Should Know. The Muse. https://www.themuse.com/advice/the-31-best-linkedin-profile-tips-for-job-seekers

Zhang, L. (2022). The secret to building a LinkedIn profile that gets results. The Muse. https://www.themuse.com/advice/the-secret-to-building-a-linkedin-profile-that-gets-results

The Muse Editors. (2024). How to network in college (and why it matters). The Muse. https://www.themuse.com/advice/network-in-college

The Muse Editors. How to write a cover letter: Your full guide (with tips and examples). The Muse. https://www.themuse.com/advice/how-to-write-a-cover-letter-31-tips-you-need-to-know

Stojanovic, M. (2025). The STAR interview method: How to answer + examples. BigInterview. https://resources.biginterview.com/behavioral-interviews/star-interview-method/

The Muse Editors. (2025). 30+ Best tips on how to prepare for a job interview. TheMuse. https://www.themuse.com/advice/the-ultimate-interview-guide-30-prep-tips-for-job-interview-success

The Muse Editors. (2024). What to wear to an interview: outfit tips and mistakes to avoid. The Muse. https://www.themuse.com/advice/what-to-wear-to-an-interview

Baker, H. and Buiano, M. (2025). How to set a formal dinner table, according to etiquette experts. Martha Stewart. https://www.marthastewart.com/276333/how-to-set-a-formal-dinner-table

McLeod, L. (2020). The 6 unwritten company rules you won't find in the employee handbook. The Muse. https://www.themuse.com/advice/the-6-unwritten-company-rules-you-wont-find-in-the-employee-handbook

Auguste Escoffier School of Culinary Arts. (2024). Fine dining etiquette: A guide to rules and best practices. Auguste Escoffier School of Culinary Arts. https://www.escoffier.edu/blog/world-food-drink/fine-dining-etiquette-a-guide/

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 Deliverable Schedule

Week of	Reading(s)	Proposed Topic	Due/To Prepare for Class
8/24	11 Life Lessons Every Professional Should Know (Before It's Too Late) 9 Skills You Already Learned in College that Employers Love to See What are Employers Looking for when Reviewing College Students' Resumes? Writing a Resume with No Experience?	Defining Professionalism	Resume Rough Draft 1 Quiz Discussion Post Resume Video - Feedback Fruits
8/31	Personal Branding: What It Is & Why It Matters The 32 Best LinkedIn Profile Tips Every Professional Should Know The Secret to Building a LinkedIn Profile that Gets Results	Career Readiness & Job Search	LinkedIn Profile Quiz Discussion NACE Video - Feedback Fruits Intern/Job Search Video- Feedback Fruits
9/7	How to Network in College (And Why it Matters) How to Write a Cover Letter: Your Full Guide (with Tips and Examples)	Career Toolkit: Write, Network, & Pitch	Rough Draft Cover Letter Quiz Discussion Cover Letter Video - Feedback Fruits
9/14	The STAR Interview Method: How to Answer + Examples 30+ Best Tips on How to Prepare for a Job Interview	Professional Presence: Interviewing with Impact	Big Interview Crafting a Thank You Resume Rough Draft 2 Quiz Discussion Interviewing Video - Feedback Fruits
9/21		What is your path?	Career Launch Assessment Career Plan Discussion
9/28	What to Wear to an Interview: Outfit Tips and Mistakes to Avoid How to Set a Formal Dinner Table, According to Etiquette Experts The 6 Unwritten Company Rules you won't Find in the Employee Handbook Fine Dining Etiquette: A Guide to Rules and Best Practices	Professional Presence: Office & Dining	Career Conversation from Week 3 Quiz Discussion
10/5		Connecting with Modules	Final Resume Final Cover Letter Final

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.