

## 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 College and Employers*. <https://naceweb.org/talent-acquisition/candidate-selection/what-are-employers-looking-for-when-reviewing-college-students-resumes>

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