Marketing 3881: Personal Professional Development  
TH 5:00 - 5:50pm, Fall 2015

Professor: Francisco Guzmán, Ph.D., Associate Professor of Marketing  
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Phone: (940) 369-7966  
Office Hours: TH 10:30am-1:00pm, and by appointment.

Learning Objectives:
• To understand what marketing as a discipline offers to a marketing graduate.  
• To be exposed to different aspects of marketing as a practice.  
• To guide and motivate students in crafting their marketing careers.  
• To develop a focused résumé and personal statement that serve as a personal brand platform.

Learning Methodology:
• Guest speaker presentations and Q & A.

Course Format:
The course consists of 15 sessions from August to December. **Attendance is compulsory.** An attendance sheet must be signed at the end of every session.

Course deliverable:
• At the end of the semester each student will hand in a one page personal statement and a résumé. **Under no circumstances will late submissions be allowed.** (Formats for both will be provided and discussed)  
• There will also be a short questionnaire that will have to be completed at the end of each session.

Course evaluation:
Very simple... EVERYONE starts this class with an A. So attend all sessions and hand in your deliverables and you will get an A at the end of this course.  
• You will be allowed only **ONE** unjustified absence.  
• Miss two classes... you get a B  
• Miss three classes... you get a C  
• Miss four classes... you get a D  
• Miss five or more classes... you get an F.

Tentative Schedule:

<table>
<thead>
<tr>
<th>Day</th>
<th>Topic</th>
<th>Speaker</th>
</tr>
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<tbody>
<tr>
<td>8/27</td>
<td>Class Introduction</td>
<td>Me</td>
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<tr>
<td>9/03</td>
<td>Personal Branding</td>
<td>Me</td>
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<tr>
<td>9/10</td>
<td>Résumé Workshop</td>
<td>April Kuykendall, Lecturer &amp; Faculty Advisor: UNT</td>
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<tr>
<td>9/17</td>
<td>Career Fair</td>
<td><strong>Go look for a job!</strong></td>
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<tr>
<td>9/24</td>
<td>Marketing Director</td>
<td>Sarah Guzmán, Senior Director Marketing Innovation: Frito-Lay</td>
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<td>10/1</td>
<td>Mobile Marketing/Research</td>
<td>Benjamin Smithee, CEO: Spych Market Analytics</td>
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<td>10/8</td>
<td>Consumer Insights</td>
<td>William Leach, Founder &amp; CEO: TriggerPoint</td>
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<tr>
<td>10/15</td>
<td>Brand Management</td>
<td>Jessica McKinney, Associate Activation Manager: Dr. Pepper Snapple Group</td>
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<tr>
<td>10/22</td>
<td>Nonprofit Marketing</td>
<td>Dustin Joost, Lead Sales &amp; Digital Marketing Manager: Your Cause</td>
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<td>10/29</td>
<td>Social Media for B2B</td>
<td>Gavin Donovan, Sr. Social Media Manager: Trend Micro</td>
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<td>11/5</td>
<td>Marketing Agency</td>
<td>Jenna Kampfschulte, Marketing Consultant: Property Consulting Group</td>
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<td>11/12</td>
<td>Digital Marketing in H.C.</td>
<td>Ryan Murray, Marketing Manager: Alcon Laboratories</td>
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<td>11/19</td>
<td>Marketing Analytics</td>
<td>Dustin Ipson, Account Category Manager: L’Oréal</td>
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<tr>
<td>12/3</td>
<td>Sports Marketing</td>
<td>Chad Wynn, Account Executive Corporate Partnerships: Texas Rangers</td>
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Department and University General Policies:

Academic Misconduct
All work performed in this class must be your own. Violation of this policy will result in a grade of "F" for the course and notification of appropriate university officials for disciplinary action. Academic misconduct consists of, but is not limited to, the use of notes or other memory aids during exams, obtaining/passing answers or other information from/to others during exams, plagiarism, passing copies of exams to others, and obtaining copies of exams from others. You should familiarize yourself with the University’s disciplinary rules and regulations available in - http://vpaa.unt.edu/academic-integrity.htm. I intend to follow the policies outlined on this web site.

Americans with Disabilities Act
The College of Business Administration complies with the Americans with Disabilities Act in making reasonable accommodation for qualified students with disabilities. If you have an established disability as defined in the Act and would like to request accommodation, please see me as soon as possible. My office hours and office number are shown on the first page of this syllabus. Please note: University policy requires that students notify their instructor within the first week of class that an accommodation will be needed. Please do not hesitate to contact me now or in the future if you have a question or if I can be of assistance.

Grade Appeals
Any student who believes a grade has been inequitably awarded should first contact the instructor who awarded the grade to discuss the issue and attempt to resolve the differences. Any instructor no longer associated with UNT at the time of the appeal will be represented in these proceedings by the chair of the department in question. A student not in residence the semester following the awarding of the grade or a resident student who is unable to resolve the differences with the instructor has 30 days following the first day of the succeeding semester to file a written appeal with the chair of the instructor’s department, or the equivalent administrative unit. Refer to the 2006-2007 Undergraduate Catalogue for further details.

Grade Changes
No grade except ‘I’ may be removed from a student’s record once properly recorded. Changes are not permitted after grades have been filed except to correct documented clerical errors. Requests for error corrections must be initiated immediately after the close of the semester for which the grade was recorded. A faculty member who believes an error has been made in calculating or recording a grade may submit in person a request with a detailed justification for a grade change to the department chair and the appropriate dean. The Registrar accepts requests for grade changes only from the academic deans.

Awarding and Removal of Incomplete (I)
The grade of I is a non-punitive grade given only during the last one-fourth of a semester. This grade can be awarded only if a student: (1) is passing the course; (2) has reasons beyond the control of the student why the work cannot be completed on schedule; and (3) arranges with the instructor to finish the course at a later date by completing specific requirements that the instructor must list on the grade sheet. A student may remove a grade of I within one year by completing the stipulated work, paying a fee at the Bursar’s Office and returning the permit form to the instructor. Obtain the Student Request to Remove Grade of I from the departmental secretary. The instructor then files the permit form in the Registrar’s Office along with the grade, and the grade point average is adjusted accordingly. If a student does not complete the stipulated work within the time specified (not to exceed one year after taking the course), the instructor may change the grade of I to a grade that carries credit or assign a grade of F if appropriate. The GPA is adjusted accordingly. A student who could not complete final examinations because of illness may remove a grade of I without payment of the fee. The academic dean is authorized to waive the fee upon certification of illness signed by the attending physician.

Final Grades
Departmental staff is not allowed to give out grades. Do not call or stop by the department office to ask for your grade. Only I can release your grade.

Changes to Syllabus
I reserve the right to make changes to this syllabus at any time.