South Central College

MKT 1850 Professional Development I

Course Outcome Summary

Course Information
Description
This course focuses on the importance of professionalism and leadership opportunities. Students will have the opportunity to improve their understanding, interpretation and participation in a variety of activities within the college and their community. Attendance in professional conferences, seminars and meetings will be required.

Total Credits
1

Types of Instruction
Instruction Type
Classroom Presentation

Pre/Corequisites
none

Institutional Core Competencies
Civic Engagement and Social Responsibility - Students will be able to demonstrate the ability to engage in the social responsibilities expected of a community member.

Communication - Students will be able to demonstrate appropriate and effective interactions with others to achieve their personal, academic, and professional objectives.

Critical and Creative Thinking - Students will be able to demonstrate purposeful thinking with the goal of using a creative process for developing and building upon ideas and/or the goal of using a critical process for the analyzing and evaluating of ideas.

Cultural Competence - Students will be able to demonstrate an attitude of personal curiosity, a rising knowledge of cultures, and an evolving range of skills for living and working among others with other worldviews and ways of life.

Course Competencies
1. Develop a Professional Image

   Learning Objectives
   Demonstrate ability to be a leader
   Demonstrate leadership
   Prepare committee work plan
2. **Identify Professional Appearance and Dress**

   **Learning Objectives**
   - Describe the concepts of professionalism
   - Implement wardrobe management strategies
   - Identify importance of wardrobe
   - Describe individual body attributes

3. **Explain the Basics of Business Etiquette**

   **Learning Objectives**
   - Describe professional etiquette
   - Examine appropriate behaviors
   - Apply social skills
   - Discuss the importance of image and appearance

4. **Describe a Professional Meeting**

   **Learning Objectives**
   - Attend professional meetings
   - Demonstrate teamwork skills
   - Participate in professional activities
   - Encourage peer participation
   - Communicate professional information
   - Examine parliamentary procedure

5. **Apply Interview Techniques**

   **Learning Objectives**
   - Examine the interviewing process
   - Review common interviewing questions
   - Discuss interviewing methods
   - Develop strategies for preparing and practicing an interview
   - Identify illegal interviewing questions
   - Evaluate a sample interview
   - Explore samples of resumes and thank you letters

6. **Develop a Professional Resume**

   **Learning Objectives**
   - Explore samples of resumes
   - Develop a professional resume
   - Contrast types of resume formats
   - Apply organizational rules and regulations
   - Evaluate and explore resume formats

**SCC Accessibility Statement**

South Central College strives to make all learning experiences as accessible as possible. If you have a disability and need accommodations for access to this class, contact the Academic Support Center to request and discuss accommodations. North Mankato: Room B-132, (507) 389-7222; Faribault: Room A-116, (507) 332-7222.

Additional information and forms can be found at: [www.southcentral.edu/disability](http://www.southcentral.edu/disability)

This material can be made available in alternative formats by contacting the Academic Support Center at 507-389-7222.