



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

Credits/Hours

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

Display professional behavior

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

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

