

**The University of Texas at Tyler  
Soules College of Business  
Fall 2021**

**COURSE NUMBER:** MANA 3170.060

**COURSE TITLE:** Build and Manage a Successful Career

**INSTRUCTOR:** Brandy Meadows, MBA  
**bmeadows@uttyler.edu**  
COB 350.44

**COURSE DESCRIPTION:** Develop job search, networking, and career management skills including business etiquette, salary negotiations, interviewing, and career management. Students will understand the concept of a personal brand, and develop resumes and cover letters to help meet career objectives

**PREREQUISITE:** None

**REQUIRED TEXT:** (1) A ***New Brand You 6<sup>th</sup> Edition*** ©  
Authors: Gail Johnson & Kelley Gerwig  
ISBN: 9781312993600

(2) ***!WONTUOTEG,***  
Authors: Gail Johnson & Kelley Gerwig,  
ISBN: 9781387727865

**EQUIPMENT:** Computer or a device with Internet access and a video recording device (camera can be phone camera)

**CLASS MEETING:** Online class

**OFFICE HOURS:** I am on campus on Mondays and Wednesdays to teach in-person classes (10am-noon). I am in my office, and available before and after teaching. You are welcome to stop by or email to set a specific meeting time. I can meet in-person, by phone, or Zoom.

**LINKEDIN** **[www.linkedin.com/in/brandymeadows/](http://www.linkedin.com/in/brandymeadows/)**

**COURSE OBJECTIVES:**

- Develop and define your authentic “Professional Brand” values to stand out in an increasingly competitive job market. Clearly and concisely communicate: *Who You Are. What You Do. Why Anyone Should Care To Remember You.*
- Understand and demonstrate how to present your Professional Brand effectively in writing, and social media focusing on
  - Development of your professional career resume, cover letter, and references
  - Creation of a professional social media networking presence on LinkedIn
- Prepare for and practice your interviewing skills for entry into the job market, career advancement, or acceptance into graduate school

**EVALUATION:**

This class is graded on a “Credit/No Credit” basis. There will be a point value entered in the gradebook for each assignment. If you receive credit for an assignment, you will receive 25 points. In order to earn credit for MANA 3170, you must receive a credit for ALL assignments.

**Assignments:**

- Exercise 1-4
- Elevator Speech (Flipgrid video)
- Resume, Cover Letter, and References
- Linked-In Profile
- Handshake Profile
- !WONTUOTEG™ 3 Step Self-Assessment Exam
- Interview Questions (Flipgrid video)

**COURSE SCHEDULE:**

The modules should be completed in order. I will check the assignments and offer necessary feedback and let you know if revisions need to be made. You can move through the modules at a quicker pace than the due dates stipulate, but not slower.

<b>Module</b>	<b>Textbook Reading</b>	<b>Assignments</b>	<b>Due</b>
Module 1	<i>A New Brand You</i> , pages 1-31	Exercises 1-3	Sept. 12
Module 2	<i>A New Brand You</i> Pages 32-43	Elevator Speech Exercise 4	Oct. 6
Module 3	<i>A New Brand You</i> , Pages 52-59 <i>!Wontuoteg</i> , Pages 1-33	Resume, Cover Letter, References	Nov. 7
Module 4	<i>A New Brand You</i> , Pages 60-78 <i>!Wontuoteg</i> , Pages 34-64	LinkedIn Profile, <i>!Wontuoteg</i> exam	Nov. 21
Module 5		Interview Questions	Dec. 5

**CENSUS DATE (Last day to withdraw without penalty):** September 3, 2021

**FINAL WITHDRAW DATE (to receive a W):** November 1, 2021

The schedule is subject to revision during the semester by the instructor as course schedule/circumstances warrant.

## University Information & Policies

### UT Tyler Honor Code

Every member of the UT Tyler community joins together to embrace: Honor and integrity that will not allow me to lie, cheat, or steal, nor to accept the actions of those who do.

**Students Rights and Responsibilities** To know and understand the policies that affect your rights and responsibilities as a student at UT Tyler, please follow this link:

<http://www.uttyler.edu/wellness/rightsresponsibilities.php>

### Campus Carry

We respect the right and privacy of students 21 and over who are duly licensed to carry concealed weapons in this class. License holders are expected to behave responsibly and keep a handgun secure and concealed. More information is available at

<http://www.uttyler.edu/about/campus-carry/index.php>

### UT Tyler a Tobacco-Free University

All forms of tobacco will not be permitted on the UT Tyler main campus, branch campuses, and any property owned by UT Tyler. This applies to all members of the University community, including students, faculty, staff, University affiliates, contractors, and visitors. Forms of tobacco not permitted include cigarettes, cigars, pipes, water pipes (hookah), bidis, kreteks, electronic cigarettes, smokeless tobacco, snuff, chewing tobacco, and all other tobacco products. There are several cessation programs available to students looking to quit smoking, including counseling, quitlines, and group support. For more information on cessation programs please visit

[www.uttyler.edu/tobacco-free](http://www.uttyler.edu/tobacco-free).

### Grade Replacement/Forgiveness and Census Date Policies

Students repeating a course for grade forgiveness (grade replacement) must file a Grade Replacement Contract with the Enrollment Services Center (ADM 230) on or before the Census Date of the semester in which the course will be repeated. Grade Replacement Contracts are available in the Enrollment Services Center or at <http://www.uttyler.edu/registrar>. Each semester's Census Date can be found on the Contract itself, on the Academic Calendar, or in the information pamphlets published each semester by the Office of the Registrar. Failure to file a Grade Replacement Contract will result in both the original and repeated grade being used to calculate your overall grade point average. Undergraduates are eligible to exercise grade replacement for only three course repeats during their career at UT Tyler; graduates are eligible for two grade replacements. Full policy details are printed on each Grade Replacement Contract. The Census Date is the deadline for many forms and enrollment actions of which students need to be aware. These include:

- Submitting Grade Replacement Contracts, Transient Forms, requests to withhold directory information, approvals for taking courses as Audit, Pass/Fail or Credit/No Credit.
- Receiving 100% refunds for partial withdrawals. (There is no refund for these after the Census Date)
- Schedule adjustments (section changes, adding a new class, dropping without a "W")

- Being reinstated or re-enrolled in classes after being dropped for non-payment
- Completing the process for tuition exemptions or waivers through Financial Aid

### **State-Mandated Course Drop Policy**

Texas law prohibits a student who began college for the first time in Fall 2007 or thereafter from dropping more than six courses during their entire undergraduate career. This includes courses dropped at another 2-year or 4-year Texas public college or university. For purposes of this rule, a dropped course is any course that is dropped after the census date (See Academic Calendar for the specific date). Exceptions to the 6-drop rule may be found in the catalog. Petitions for exemptions must be submitted to the Enrollment Services Center and must be accompanied by documentation of the extenuating circumstance. Please contact the Enrollment Services Center if you have any questions.

### **Disability/Accessibility Services**

In accordance with Section 504 of the Rehabilitation Act, Americans with Disabilities Act (ADA) and the ADA Amendments Act (ADAAA) the University of Texas at Tyler offers accommodations to students with learning, physical and/or psychological disabilities. If you have a disability, including a non-visible diagnosis such as a learning disorder, chronic illness, TBI, PTSD, ADHD, or you have a history of modifications or accommodations in a previous educational environment, you are encouraged to visit <https://hood.accessiblelearning.com/UTTyler> and fill out the New Student application. The Student Accessibility and Resources (SAR) office will contact you when your application has been submitted and an appointment with Cynthia Lowery, Assistant Director of Student Services/ADA Coordinator. For more information, including filling out an application for services, please visit the SAR webpage at <http://www.uttyler.edu/disabilityservices>, the SAR office located in the University Center, # 3150 or call 903.566.7079.

### **Student Absence due to Religious Observance**

Students who anticipate being absent from class due to a religious observance are requested to inform the instructor of such absences by the second-class meeting of the semester.

### **Student Absence for University-Sponsored Events and Activities**

Revised 01/18 If you intend to be absent for a university-sponsored event or activity, you (or the event sponsor) must notify the instructor at least two weeks prior to the date of the planned absence. At that time the instructor will set a date and time when make-up assignments will be completed.

### **Social Security and FERPA**

Statement It is the policy of The University of Texas at Tyler to protect the confidential nature of social security numbers. The University has changed its computer programming so that all students have an identification number. The electronic transmission of grades (e.g., via e-mail) risks violation of the Family Educational Rights and Privacy Act; grades will not be transmitted

### **Emergency Exits and Evacuation**

Everyone is required to exit the building when a fire alarm goes off. Follow your instructor's directions regarding the appropriate exit. If you require assistance during an evacuation, inform your instructor in the first week of class. Do not re-enter the building unless given permission by University Police, Fire department, or Fire Prevention Services.

### **Student Standards of Academic Conduct**

Disciplinary proceedings may be initiated against any student who engages in scholastic dishonesty, including, but not limited to, cheating, plagiarism, collusion, the submission for credit of any work or materials that are attributable in whole or in part to another person, taking an examination for another person, any act designed to give unfair advantage to a student or the attempt to commit such acts.

i. "Cheating" includes, but is not limited to:

- copying from another student's test paper;
- using, during a test, materials not authorized by the person giving the test;
- failure to comply with instructions given by the person administering the test;
- possession during a test of materials which are not authorized by the person giving the test, such as class notes or specifically designed "crib notes". The presence of textbooks constitutes a violation if they have been specifically prohibited by the person administering the test;
- using, buying, stealing, transporting, or soliciting in whole or part the contents of an unadministered test, test key, homework solution, or computer program;
- collaborating with or seeking aid from another student during a test or other assignment without authority;
- discussing the contents of an examination with another student who will take the examination;
- divulging the contents of an examination, for the purpose of preserving questions for use by another, when the instructors has designated that the examination is not to be removed from the examination room or not to be returned or to be kept by the student;
- substituting for another person, or permitting another person to substitute for oneself to take a course, a test, or any course-related assignment;
- paying or offering money or other valuable thing to, or coercing another person to obtain an unadministered test, test key, homework solution, or computer program or information about an unadministered test, test key, home solution or computer program;
- falsifying research data, laboratory reports, and/or other academic work offered for credit;
- taking, keeping, misplacing, or damaging the property of The University of Texas at Tyler, or of another, if the student knows or reasonably should know that an unfair academic advantage would be gained by such conduct; and
- misrepresenting facts, including providing false grades or resumes, for the purpose of obtaining an academic or financial benefit or injuring another student academically or financially.

ii. "Plagiarism" includes, but is not limited to, the appropriation, buying, receiving as a gift, or obtaining by any means another's work and the submission of it as one's own academic work

offered for credit. iii. "Collusion" includes, but is not limited to, the unauthorized collaboration with another person in preparing academic assignments offered for credit or collaboration with another person to commit a violation of any section of the rules on scholastic dishonesty. iv. All written work that is submitted will be subject to review by plagiarism software.

**UT Tyler Resources for Students**

- UT Tyler Writing Center (903.565.5995), [writingcenter@uttyler.edu](mailto:writingcenter@uttyler.edu)
- UT Tyler Tutoring Center (903.565.5964), [tutoring@uttyler.edu](mailto:tutoring@uttyler.edu)
- The Mathematics Learning Center, RBN 4021, this is the open access computer lab for math students, with tutors on duty to assist students who are enrolled in early-career courses.
- UT Tyler Counseling Center (903.566.7254)