

**THE UNIVERSITY OF TEXAS AT TYLER
SOULES COLLEGE OF BUSINESS
FALL 2025**

COURSE NUMBER: MANA 3170.001

COURSE TITLE: BUILD AND MANAGE A SUCCESSFUL CAREER

INSTRUCTOR: Gail D. Johnson, MBA

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 professional brand, and develop resumes and cover letters to help meet career objectives: <http://www.uttyler.edu/catalog/10-12/>

PREREQUISITE: Admission to BBA program.

REQUIRED TEXT: Your Standout Brand® (YSB) Workbook and !WONTUOTEG are [available for purchase at the UT Tyler Bookstore](#). **Do not** order hard cover books through the publisher as it takes at least 3-4 weeks to receive, and you will need The YSB workbook the first day of class.



Your Standout Brand Workbook – Build and Grow a Success-Ready Career, Gail Johnson, MBA & Kelley Gerwig, ISBN # 9781387407309, © 2022 by Solving Business Problems Creatively, LLC, 1st Edition: January 2023 published by Lulu.com

Important note: MS Word templates have been provided in the Professional Branding Module in Canvas for the exercises included in the in *Your Standout Brand Workbook I Build and Grow a Success-Ready Career*. The Workbook Exercise templates are the copyright of Solving Business Problems Creatively, LLC. The templates have been provided for students who have purchased the copyrighted workbook.



! WONTUOTEG® third edition, ***personality types that affect your career***, Gail Johnson & Kelley Gerwig, ISBN: 978-1-387-72786-5; Copyright 2018; published by Lulu.com.

Also available as an e-book through the publisher at [lulu.com](#) ISBN#: 978-0-359-20513-4

REFERENCE TEXT: Your MANA 3370 text, *Essentials of Business Communications*, by Mary Ellen Guffey, 11th Edition, will be referenced in this course for alternative resume style examples.

CLASS MEETING: Tuesdays – 11:00 am – 12:00 pm

CLASSROOM: Soules College of Business – Room 321

OFFICE: Soules College of Business – MANA 350.32

TELEPHONE: (903) 279-4930 (cell)

OFFICE HOURS: Tuesdays: 3:30 pm – 5:00 pm

EMAIL: gjohnson@uttyler.edu

Emails will be answered within 24 hours Monday – Thursday.
To protect the privacy of students, the University requires that all e-mail communication with students be conducted through the University's Patriot e-mail system. It is the responsibility of the student to regularly check their Patriot e-mail address.

LINKEDIN: <https://www.linkedin.com/company/your-standout-brand>
<https://www.linkedin.com/in/gailjohnsonmba/>

WEBINAR: Instructor also incorporates “Zoom” for webinar meetings. Go to <https://uttyler.zoom.us>

WEBSITE: <https://www.yourstandoutbrand.com/>

CORE VALUES:

- PROFESSIONAL PROFICIENCY
- TECHNOLOGICAL COMPETENCE
- GLOBAL AWARENESS
- SOCIAL RESPONSIBILITY
- ETHICAL COURAGE

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 You Standout.*
- Apply research, planning and S.M.A.R.T. goal setting techniques to obtain the right career for 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, and

- Creation of a professional social media networking presence on LinkedIn
- Prepare for and practice your interviewing skills (focused on Open-ended/Behavior Based Questioning) for entry into the job market, career advancement, or acceptance into graduate school.
- Understand the techniques and skills behind negotiating a job offer.
- Apply proper business and dining etiquette skills to positively reflect your professional brand.
- Recognize and understand how to handle career challenges and apply the *!WONTUOTEG* “5 pit stops in your professional road trip,” techniques to deal with ‘personality types that affect your career’.

TEACHING METHOD:

- MANA 3170 is an interactive/workshop class format. **Students are expected to attend each class session and come to class prepared by bringing the required workbook/textbook, homework assignment, and a laptop to accommodate in-class workshop activities.**
- **Mandatory** meetings, interviews, group activities:
 - Students are required to **make and complete an instructor appointment** to meet with the instructor, in office or via Zoom. The purpose of this appointment is to review and enhance student’s professional brand values, and ensure those values are reflected into an authentic resume and cover letter.
- **Mandatory** Mock Team Interviews with Business Professionals.
 - Students must come dressed for success in business suits.
 - Bring your portfolio, including your final resume(s).
 - During the interview, each student must present themselves as an ideal candidate for a target position and demonstrate the ability to answer challenging behavioral-based questions reflecting their professional brand values with confidence, using memorable and engaging examples.
 - **Students who fail to attend, arrive late, or are not dressed in a business suit, will not be allowed to participate and will receive an Incomplete or No Credit for the course.**

EVALUATION – Class is “**CREDIT (CR) / NO CREDIT (NC)**” - All assignments must be completed and are graded, credit (1) or no credit (0). **In order to pass MANA 3170, you must receive a “CR (credit)” on all written and speaking assignments.** CR (1) /NC (0) grades will be posted on instructor’s UT Canvas site. Students have up to one week after grade is posted to notify instructor of any errors. Details are provided in the “feedback to user” area.

ATTENDANCE POLICY -

MANA 3170 is a workshop style class that requires students to bring their laptop and be ready to work on the homework/assignments stated in the syllabus for that class session. Students that are late or absent will fall behind and risk receiving a No Credit (NC) or Incomplete (I) for the course.

ASSIGNMENTS: This course will use the following assignments to demonstrate and measure techniques associated with effective career development, management, and job search strategies. Assignments are detailed in the *Covered/Tentative Course Schedule* section.

Note: Instructor has set up Canvas to accept multiple assignment uploads to accommodate assignment revisions.

Writing Assignments – written work should reflect your professional brand value:

Where noted, written assignments are to be completed, and uploaded to Canvas, on the due date listed in the syllabus.

Assignment One: Introduction

Upload INTRODUCTION to CANVAS:

Assignment Two: Uncovering Your Value

1. Complete Exercises 1, 2, and 3 (Meyers Briggs Ex.) from *Your Standout Brand Workbook I Build and Grow a Success-Ready Career Workbook*.
2. Upload your S.T.A.R.T. example from Ex. 3 to directly under the ‘descriptor’ you selected to expand on in Exercise 1.



VIEW Completed Assignment Two student example under Uncover It and Expand It in Canvas

Assignment Three: Continue to Uncover More Value

First Step: Answer all the questions in Exercise 4.

Second Step: Go back through your responses to each question and highlight potential ‘value words/and or value statements’

Third Step: Select “9” of those highlighted values/value statements and provide a supporting S.T.A.R.T. example to complete assignment 3.



Go to “Expand It & Prove It” tab under PROFESSIONAL BRANDING header in CANVAS for a Completed Assignment Three student example.

Assignment Four:

- Upload resume to the appropriate assignment link in CANVAS.

Assignment Five:

- Complete LinkedIn Profile: Each student will incorporate professional social media networking by creating a LinkedIn profile and, send a “connection request” to the instructor.
- Copy and paste your ‘shortened’ LinkedIn URL under the LinkedIn Assignment tab on Canvas.

Assignment Nine: Upload your completed Cover Letter and References to Canvas

Assignment Ten: ! WONTUOTEG © Exam

Speaking Assignments – orally presented work should reflect your professional brand:

Assignment Six:Practice Interviews

Practice networking and behavior-based question interviewing with East Texas Business Professionals.

1. Bring two resumes printed out on resume paper, and
2. Come dressed for success in business attire; business suit

Assignment Seven:Mandatory Instructor Appointment

Students are required to make and complete a **30 - 60 minute appointment to meet with the instructor**, in office or via Zoom. The purpose of this appointment is to review and enhance student’s professional brand values, and ensure those values are reflected into your resume and behavior based interviewing responses

Assignment Eight (Oral):

- Mandatory Mock Team Interview with Business Professionals
Students who fail to attend, arrive late, or are not dressed in a business suit will not be allowed to participate, and will receive an Incomplete or No Credit for the course.

Include Final Resume* five copies of your resume **printed out on resume paper in your portfolio.**

UT Canvas System: All lecture materials, assignment handouts, and grades will be posted on the instructor’s UT Canvas site.

WITHDRAW DATE: Refer to Academic Calendar

COVERED/TENTATIVE COURSE SCHEDULE:

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

CANVAS Module	Session Topic Bring your laptop to <u>all</u> class sessions	Homework – all homework must be completed prior to class. Assignments – Go to Assignment tabs in Canvas to upload each assignment.
<i>Professional Branding Overview</i> Tuesday, Aug 26th	Course Syllabus <i>The Introduction</i>	Homework 1. Read the syllabus 2. Bring a copy of each of the required texts listed in the syllabus. Instructor will conduct a book check. (Refer to ‘required text’ section in the syllabus) 3. In <i>Your Standout Brand Workbook</i> read pages 6-15 & 42-43: ○ <i>Let’s Get Started</i> ○ <i>The Introduction</i>
<i>Professional Branding Uncover It Expand It</i> Tuesday, Sept 2nd	Uncover It – low hanging fruit Expand it - Learn how to expand your value words into value statements	In <i>Your Standout Brand Workbook</i> read pages 16-19 and 22 1. Begin to uncover your value using the Myers Briggs Assessment to find the “low hanging fruit” 2. <u>Complete</u> Exercise One – <i>Mini Myers Briggs Personality Type Indicator*</i> , by checking your M/B indicator in each category. Next highlight descriptors from each indicator that you believe reflect your value. *If you did not take, or cannot remember your M/B Indicators, retake the test at: http://www.humanmetrics.com/#Jung%20Briggs%20Myers%20Types Assignment One , upload INTRODUCTION to CANVAS:

<i>CANVAS Module</i>	<i>Session Topic</i> <i>Bring your laptop to all class sessions</i>	<i>Homework – all homework must be completed prior to class.</i> <i>Assignments – Go to Assignment tabs in Canvas to upload each assignment.</i>
<i>Professional Branding – Uncovering More Value</i> Tuesday, Sept 9th	<i>Prove It & Communicate It</i> Continue Uncovering ‘Low Hanging Fruit’ using Exercise 4	Homework 1. Read pages 24-31, ‘Prove It’ and ‘Communicate It’ in the Your Standout Brand Workbook I Build and Grow a Success-Ready Career 2. Begin answering all the questions in Exercise 4 – Uncovering More Value (don’t be skimpy) Assignment Two*: Complete Exercises 1, 2, and 3 (Meyers Briggs Ex.) from <i>Your Standout Brand Workbook I Build and Grow a Success-Ready Career Workbook</i> . Next, upload your S.T.A.R.T. example under the ‘descriptor’ you selected to expand on in Exercise 1. <small>Note: Completed Assignment Two student examples (incorporating Exercises 1, 2, and 3) are provided under Uncover It and Expand It in Canvas</small>
<i>Professional Branding – Using S.T.A.R.T.</i> Tuesday, Sept 16th	Prove YOU own each value statement by developing an authentic S.T.A.R.T. example . <i>Identifying Your Showcase Value</i>	Homework Go back through your responses to Exercise 4 and 1. highlight value words (VW) and value statements (VS) to add to your professional brand 2. Select 9 of those VW/VS and create START examples for each of the 9 to prove you own each one.

CANVAS Module	Session Topic Bring your laptop to all class sessions	Homework – all homework must be completed prior to class. Assignments – Go to Assignment tabs in Canvas to upload each assignment.
<i>Presenting your Professional Brand in Writing</i> Tuesday, Sept 23rd	Resume <i>Ensure your current resume is in the Chronological Resume Format from “Essentials of Business Communication 11th Ed.” provided in CANVAS.</i>	Homework <ul style="list-style-type: none"> • Read page 47 in YSB Workbook • Bring a digital copy of your resume created in the format provided in CANVAS. Assignment Three , upload to CANVAS: <ol style="list-style-type: none"> 1. Uncovering More Value, by answering all the questions in Ex. 4. 2. Go back through your responses to each question and highlight potential ‘value words/and or value statements’ 3. Select “9” of those highlighted values/value statements and provide a supporting S.T.A.R.T. example to complete the assignment 3*. <p><i>*Go to “Expand It & Prove It” tab under PROFESSIONAL BRANDING header in CANVAS for a Completed Assignment Three student example.</i></p>
<i>Communicating your Professional Brand using Social Media</i> Tuesday, Sept 30th	LinkedIn Profile We will be creating/enhancing your LinkedIn Profile, so bring your laptop to class, along with your digital resume.	Read <i>Social Media & Your Professional Brand</i> pp 50 - 57 in your YSB Workbook. Assignment Four – <ol style="list-style-type: none"> 1. Upload resume to the appropriate assignment link in CANVAS. <p><i>Ensure your current resume is in the Chronological Resume Format from “Essentials of Business Communication 11th Ed.” provided in CANVAS.</i></p>
<i>Dress for Success Showcasing Your Values during an Interview</i> Tuesday, Oct 7th	Dress for Success Behavior Based Questions	Assignment Five <ol style="list-style-type: none"> 1. Complete LinkedIn profile and invite instructor to connect. 2. Copy and paste your ‘shortened’ LinkedIn URL to Canvas under the LinkedIn Assignment tab.
<i>Successfully Interviewing with Your Professional Brand</i> Tuesday, Oct 14th	Practice Dress Group Interviews	Homework Practice sharpening your Behavior Based Questions (BBQ) Assignment Six –Practice Dress Group Interviews

CANVAS Module	Session Topic Bring your laptop to all class sessions	Homework – all homework must be completed prior to class. Assignments – Go to Assignment tabs in Canvas to upload each assignment.
<i>Goal Setting – Defining your S.M.A.R.T Goals</i> Tuesday, Oct 21st	<i>S.M.A.R.T. Goal Setting Value Audit</i>	Assignment Seven Students are required to complete a 30 - 60-minute appointment to meet with the instructor, in office or via Zoom.
<i>Presenting your Professional Brand in Writing</i> Tuesday, Oct 28th	Cover Letter & References Are cover letters still an important part of the application process? We will be preparing your cover letter in class, so bring your laptop.	Homework <ul style="list-style-type: none">• Read page 48 in <i>Your Standout Brand Workbook</i>• Bring a digital copy of your resume• A cover letter and reference template are provided on CANVAS
<i>Communicating Your Professional Brand Orally Mock Team Interviews</i> Friday, Nov 7th	FALL 2025 – Mock Team Interviews Detailed Event Schedule: <ul style="list-style-type: none">• Headshots – 9am to 11am - Media Productions LIB 118• Networking - 11:00 to 11:30 am• Welcome - 11:30 am to 11:45• Breakout Sessions: 11:45 am to 12:45pm• Wrap Up -12:45 pm to 1:00 pm	Assignment Eight No upload required to Canvas. This is an ‘in person’ assignment. IMPORTANT: Students who fail to attend, arrive late, or are not dressed in business suits will not be allowed to participate and will receive an Incomplete or No Credit for the course.
<i>Presenting Your Professional Brand Non-verbally - Business/Dining Etiquette</i> Tuesday, Nov 11th	During regular class period: <i>Potpourri House Restaurant</i> 3320 Troup Hwy #300, Tyler, TX (903) 592-4171 potpourrihouse.com	Homework Bring your appetite; dress is business casual
<i>Successfully Negotiating & Accepting an Offer</i> Tuesday, Nov 18th	Negotiation Skills	Assignment Nine Upload to CANVAS your completed Cover Letter and References
	Thanksgiving Holiday Week	
<i>Handling Career Challenges</i> Tuesday, Dec 2nd	! WONTUOTEG® Personality types that affect your career “Is Your Career Detour Ready?”	Homework Read !WONTUOTEG Assignment Ten ! WONTUOTEG Exam – Bring your laptop

TECHNICAL INFORMATION

Technical Support

If you experience technical problems or have a technical question about this course, you can obtain assistance by emailing itsupport@patriots.uttyler.edu.

When you email IT Support, be sure to include a complete description of your question or problem including:

- The title and number of the course
- The page in question
- If you get an error message, a description and message number
- What you were doing at the time you got the error message

You may also visit the Help Tab in Canvas for helpful information.

Writing Support

Links to the UT Tyler Writing Center and to the Purdue University Online Writing Lab (OWL).

- www.uttyler.edu/writingcenter/
- <https://owl.english.purdue.edu/owl>

Plug-ins and Helper Applications

UT Tyler online courses use Java, JavaScript, browser plug-ins, helper application and cookies. It is essential that you have these elements installed and enabled in your web browser for optimal viewing of the content and functions of your online course.

- [Adobe Reader](#) allows you to view, save, and print Portable Document Format (PDF) files.
- [Java Runtime Environment](#) (JRE) allows you to use interactive tools on the web.
- [Adobe Flash Player](#) allows you to view content created with Flash such as interactive web applications and animations.
- [QuickTime](#) allows users to play back audio and video files.
- [Windows Media Player](#) allows you to view, listen and download streaming video and audio.
- [RealPlayer](#) allows you to view and listen to streaming video and audio.

NETIQUETTE GUIDE:

"Netiquette" is network etiquette, the do's and don'ts of online communication. Netiquette covers both common courtesy online and informal "rules of the road" of cyberspace. Review and familiarize yourself with the guidelines provided.

DEADLINES/MAKE-UP POLICY: All assignments will be posted under the "assignment tab" via Canvas unless directed otherwise by instructor. No make-ups or extensions will be permitted unless the student obtains permission from the instructor prior to the due date and has a verifiable excuse.

COLLEGE OF BUSINESS STATEMENT OF ETHICS: The ethical problems facing local, national and global business communities are an ever-increasing challenge. It is essential the College of Business and Technology help students prepare for lives of personal integrity, responsible citizenship, and public service. In order to accomplish these goals, both students and faculty of the College of Business and Technology at The University of Texas at Tyler will:

- Ensure honesty in all behavior, never cheating or knowingly giving false information.
- Create an atmosphere of mutual respect for all students and faculty regardless of race, creed, gender, age or religion.
- Develop an environment conducive to learning.
- Encourage and support student organizations and activities.
- Protect property and personal information from theft, damage and misuse.
- Conduct yourself in a professional manner both on and off campus.

WRITTEN COMMUNICATION:

Written Communication is a critical competency for today's business leaders. Students are encouraged to take MANA 3370 early in their major and to seek the services of The University of Texas at Tyler Writing Center:

<http://www.uttyler.edu/writingcenter/>

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/StudentRightsandResponsibilities.html>

GRADE REPLACEMENT/FORGIVENESS:

If you are repeating this course for a grade replacement, you must file an intent to receive grade forgiveness with the registrar by the 12th day of class. Failure to do so will result in both the original and repeated grade being used to calculate your overall grade point average. Undergraduates will receive grade forgiveness (grade replacement) for only three course repeats; graduates, for two course repeats during his/her career at UT Tyler.

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 Schedule of Classes for the specific date).

Exceptions to the 6-drop rule may be found in the catalog. Petitions for exemptions must be submitted to the Registrar's Office and must be accompanied by documentation of the extenuating circumstance. Please contact the Registrar's Office if you have any questions.

DISABILITY SERVICES:

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 non-visible a 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 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:

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 electronically.

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.

THE UNIVERSITY OF TEXAS AT TYLER

The UT Tyler Concealed Handguns on Campus Policy has been approved by the UT System Board of Regents and will go into effect at all UT Tyler facilities beginning Aug.1, 2016.

Senate Bill 11 authorizes handgun license holders to carry their concealed handguns on campus and also requires each university to develop specific guidelines regarding campus concealed carry.

Under UT Tyler's policy, which was developed through an extensive process led by the Campus Carry Working Group, all licensed handgun carriers will be required to carry the handgun in a holster or other secure weapon case that completely covers the trigger and the entire trigger guard area. The holster must sufficiently retain the handgun in place so that it will not discharge in the event of sudden movement.

In addition, UT Tyler's policy categorizes certain areas as exclusion zones, where the concealed carrying of a handgun is prohibited. Signs will be posted at the entry points of areas identified in the policy as exclusion zones. Exclusion zones include all or part of certain buildings. Specific areas are detailed in UT Tyler's Concealed Handguns on Campus Policy.

Exclusion zones will include:

- UT Tyler Innovation Academy in Tyler, Palestine and Longview.
- Patient care areas such as the University Health Clinic, counseling rooms (located in portions of the UC and BEP) and athletic training rooms.
- Ticketed sporting events at any of the UT Tyler's athletic facilities, as required by law.
- Formal hearing areas for employee or student adjudication (portions of ADM and UC).
- Areas where handgun discharge may cause widespread harm such as labs with dangerous and/or explosive chemicals or with magnetic resonance imaging equipment (portions of BEP, HPR, RBS and the Fine Arts Complex).
- Areas in use for sponsored activities for students under the age of 18 who are not enrolled at UT Tyler.

The University of Texas at Tyler takes issues surrounding guns on campus very seriously and will strive to conform to the new law, protect the rights of citizens, and ensure the safety and security of the entire campus.