
The Disney Marketing You – Personal and Career Development Strategies Course

Syllabus * REVISED October 2006

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THE DISNEY COLLEGE PROGRAM MARKETING YOU COURSE (44 contact hours)

Credit Recommendation: In the lower division baccalaureate/associate baccalaureate degree category, this course has been recommended by the American Council on Education for three semester hours in Personal or Career Development.

The Disney College Program Marketing You Course uses directed discussion and cooperative learning experiences to both define a personal brand for career marketing and to focus students who do not have clear career objectives. This course is designed to maximize the Disney College Program Internship experience, as well as all prior/subsequent work experience, utilizing the transferable skills noted in the Secretary of Labor's SCANS (Secretary's Commission of Achieving Necessary Skills 1991) report. While the Walt Disney World College Program is a non-technical skill internship, it produces the type of skills required in the workplace. The student will learn how to market the SCANS report skills of communication, customer service, problem solving, conflict resolution, decision-making, self-management, and creative thinking.

Key elements of the course include the development of a career focus and a marketing plan. The marketing plan allows a student to develop a personal brand, 30-second commercial, cover letter, résumé, and networking strategy. The students will also learn interviewing and negotiation techniques.

THE DISNEY COLLEGE PROGRAM MARKETING YOU LEARNING OBJECTIVES

To utilize a directed working and learning experience to expand knowledge of successful career development practices that achieves the following learning outcomes:

- Create career focus for students who have not determined their career path
- Define professional career goals
- Understand the concept of professionalism as it relates to Appearance, Character and Effectiveness (A.C.E.)
- Increase self awareness of Workplace Expectations
- Explore career attributes that can either enhance or impede the career journey
- Utilize the Disney Theme Parks & Resorts College Program work experience to identify transferable skills
- Develop a personal brand to advance future career marketability
- Learn, practice, and perfect career skills related to a job search

THE DISNEY COLLEGE PROGRAM'S MARKETING U COURSE REQUIREMENTS

ATTENDANCE

Attendance is required for all of the **Marketing You** classes. This is an interactive discovery course that builds on the input from fellow students and the instructor requiring participation and involvement. Students will be allowed two absences with or without excuse (The student does not need to call instructor.), but will be accountable for material covered in that class. Absences will affect the participant's final grade. On the **third absence, the student will be dropped from the course automatically.**

REQUIRED MATERIALS AND READINGS

Textbook (to be purchased prior to class)

Bolles, Richard N. (2007). *What Color is Your Parachute? 2007*. Berkeley, California: Ten Speed Press.
Berkley, California (ISBN: 1580087957)

Materials (to be purchased)

LSI 1, Life Styles Inventory. (2004). Plymouth, Michigan: Human Synergistics.
Managing Work Expectations. (2001). Minneapolis, Minnesota: Inscape Publishing.
Pearson-Marr Archetype Indicator. (2002). Gainesville, Florida: CAPT.

SUGGESTED READINGS (Some may be available at the Disney Learning Centers)

Career Development

Field, Shelly. (1999). *100 Best Careers for the 21st century*. New York: Macmillan.
Hall, Douglas T. (2002). *Careers In and Out of Organizations*. Thousand Oaks, California: Sage Publications.
Harvey, Richard. (1992). *Career Development*. Eden Prairie, Minnesota: MN Paradigm.
Moses, Barbara. (1998). *Career Intelligence : Twelve New Rules for Work and Life Success*. San Francisco: Berrett-Koehler Publishers.
Nemko, Mary. (2001). *Cool Careers for Dummies*. Foster City, California: IDG Books.
Nightly Business Report Video. (2000). *Careers for the 21st Century*. Miami, Florida: NBR Enterprises.

Résumé Writing

Block, Jay A. (1997). *101 Best Résumés*. New York: McGraw-Hill.
Howard, Simon. (1999). *Writing Your Résumé*. New York: DK Publishing.
Ireland, Susan. (1996). *The Complete Idiot's Guide to the Perfect Résumé*. New York: Alpha Books.
Kennedy, Joyce. (1996). *Résumés for Dummies*. Foster City, California: IDG Books.
Mahoney, Marci. (1992). *Strategic Résumés*. Menlo Park, California: Crisp Publications.
Schuman, Nancy. (1986). *Revising Your Résumé*. New York: J. Wiley.

Interviewing Skills

Corcodilos, Nick A. (1997). *Ask the Headhunter: Reinventing the Interview to Win the Job*. New York: Plume.
Deems, Richard S. (1997). *Interviewing: More than a Gut Feeling*. West Des Moines, Iowa: American Media Publications.
Fein, Richard. (2000). *The 101 Dynamite Questions to Ask at Your Job Interview*. Manassas Park, Virginia: VA Impact Publications.
Fleisher, Julian. (1998). *Interview Smart*. (Audio Tape). New York: Living Language (A Random House Company).
Green, Paul C. (1996). *Get Hired!* Austin, Texas: Bard Press.
Ryan, Robin. (1994). *60 Seconds and You're Hired*. Manassas Park, Virginia: MD Impact Publications.
Interview With Confidence. (Video). West Des Moines, Iowa: Ilo Training Alternatives (American Media Inc.).

Networking

Fine, Debra. (2002). *The Fine Art Of Small Talk*. Englewood, Colorado: Small Talk Publishers.
Hansen, Katharine. (2000). *A Foot in the Door*. Berkeley, California: Ten Speed Press.
Lowe, Doug. (1996). *Networking for Dummies*. Foster City, California: IDG Books.
Mackay, Harvey. (1990). *Dig Your Well Before You Are Thirsty*. New York: Doubleday.
Nierenberg, Andrea. (1998). *40 Minutes to Great Networking Skills*. (Audio Tape). New York: The Nierenberg Group

Professionalism

Canfield, Jack. (1996). *The Heart At Work*. New York: McGraw Hill.
DuPont, M. Kay. (1998). *Business Etiquette and Professionalism*. Menlo Park, California: Crisp Publications.
Lieberman, David J. (1998). *Never Be Lied To Again*. New York: St. Martin's Press.
Michael, Angie. (1995). *Best Impressions in Hospitality: Your Professional Image for Excellence*. Manassas Park, Virginia: Impact Publications.
Patterson, K., Grenny, J., McMillan, R., & Switzler, A. (2002). *Crucial Conversations: Tools For Talking When The Stakes Are High*. New Jersey: McGraw Hill.
Post, Peggy. (1997). *Emily Post's Guide to Business Etiquette*. (Audio Tape). New York: Harper Audio.
Sabath, Ann Marie. (1993). *Business Etiquette in Brief: The Competitive Edge for Today's Professional*. Holbrook, Massachusetts: Bob Adams.

Personal Branding

D'Alessandro, David F. (2004). *Career Warfare: 10 Rules for Building a Successful Personal Brand*. New York: McGraw-Hill.
McNally, D., & Speak, K. (2002). *Be Your Own Brand*. San Francisco: Berrett-Koehler Publishers.
Montoya, Peter. (2002). *The Personal Branding Phenomenon*. San Francisco: Personal Branding Press.

MARKETING YOU ASSIGNMENTS

Professional Career Notebook: Each participant will create a Professional Career Notebook, worth 80% of the final course grade, which includes the following contents:

Résumé	20%
30-Second Commercial.....	5%
College Program Achievement Inventory (<i>handwritten</i>).....	5%
Work Expectations Profile Action Plan (<i>handwritten</i>).....	10%
LSI Action Plan (<i>handwritten</i>)	10%
Professionalism Paper (3-5 pages typed).....	20%
Presentation Summary (1-2 pages typed).....	10%

★ **Your Notebook, with all contents listed below, is due in Class 10.**

1. Résumé

- Design, develop, and complete a professional résumé
- Successful résumés contain all the content covered in class, including Career Summary, Responsibilities vs. Achievements, Education, Work History, Disney College Program experience, Skills, and more

2. 30-Second Commercial

- Typed version of your 30-second commercial
- The format and content discussed in class must be used, including name, school, major, experience, skill sets, personal brand, etc.

3. College Program Achievement Inventory

- Complete 5-7 achievements and document them on the assigned worksheet
- Data must be detailed and specific as to the outcomes
- This is a handwritten document – points will be deducted for illegible documents

4. Work Expectations Profile Action Plan

- Successfully complete a pre-designed worksheet which reflects your learnings from the Work Expectations Profile
- This is a handwritten document – points will be deducted for illegible documents

5. LSI Action Plan

- Complete a pre-designed four page document from pages 64-68 of the Lifestyles Inventory Workbook
- This is a handwritten document – points will be deducted for illegible documents

6. Professionalism Paper

- Typewritten paper – minimum three pages, maximum five pages
- Use the College Program Writing Guide for correct format and structure
- Professionalism is defined in many ways – how do you define it in relation to your role, your major, your experience, your values, your upbringing, etc
- You are expected to include content from the class, including but not limited to:
 - Your PMAI Archetypes
 - Your Work Expectations
 - Your LSI results
- Outside research on the topic of professionalism is required
- Include the importance of professionalism and A.C.E. (Appearance, Character, Effectiveness)

7. Group Presentation Summary Paper

- This is a group paper. One paper is to be prepared by the group as a team project.
- The paper is to be a type written summary that sets the details of your group presentation including 5 to 7 learnings - one paragraph per learning; plus an introduction paragraph and a conclusion paragraph.
- Items that must be covered in the paper include:
 - Full names of all team members
 - Topic of presentation
 - List of all resources (minimum of 3)
 - Key learnings and/or presentation points
 - Method of presentation (i.e. Skit, use of PowerPoint, etc.)
 - The same paper must be included in each group member's portfolio for a grade.
 - Your textbook

Group Presentation: Participants will work in groups to teach the class selected topics related to Appearance, Character, and Effectiveness. The Instructor will assign teams, approve topics, and provide additional details during class.

- Everyone in the group must participate in the presentation
- All group members must be present
- Delivery must include professional visual aids in the presentation (ex: PowerPoint, video, display board, etc.) No handwritten visual aids will be accepted.
- Each presentation is to be a maximum of 15 – 20 minutes
- Reference at least three sources with factual data in support of the topic
- This is not an opinions presentation
- Dress in professional attire
- Provide a handout or takeaway for each member of the class
- Topic must be approved by the instructor

Experiential Component: Students are required to complete 2 (two) of the following 3 (three) assignments to satisfy the attendance and participation portion of the Marketing You course.

- **Option 1.** Students will complete a total of 4 hours of networking with various professionals of their choice to learn about what the professionals do. (See criteria below)
- **Option 2.** Students will complete an additional 4 hours of networking with various professionals of their choice to learn about what the professionals do. (See criteria below)
- **Option 3.** Students will create a personal Business card. (See criteria below)

These assignments are graded as pass or fail. In order to successfully complete these assignments, the students must submit the following on the dates specified in the Course Section Sheet.

Networking:

- Networking sessions are meetings with various professionals who are performing jobs that the student has an interest in or wants to learn more about
- Students are expected to learn information about what the professional does and how the professional obtained their position in addition to other questions that will be discussed week 2 of the course
- To satisfy this requirement and to obtain attendance credit the students will submit a typed summary of what was learned and discussed on the date specified in the Course Section Sheet. The following should also be included for each professional: (See sample)
 - Professional's name
 - Professional's title
 - Date and location of meeting
 - Length of time

Experiential Component *(continued)*

Business Card:

- Business cards are a way of professionally representing yourself to a potential contact
- Students are expected to create a personal business card for this option
- The student must have at least 50 business cards professionally printed
- Information to include on personal business cards will be discussed week 2 of the course
- To satisfy this requirement and to obtain attendance credit the students must submit the business card on the date specified in the Course Section Sheet

****A student who receives a failing grade for their experiential learning assignment will receive an absence for that week (one absence per failure).**

GRADING POLICY:

Professional Career Notebook.....	80%
Group Presentation.....	10%
Attendance & Class Participation	10%

The Disney College Program Marketing You Course is a pass/fail course. In order to earn a passing grade, you must receive an overall score of 70% or better.

THE DISNEY MARKETING YOU COURSE

Class Meeting	Learning Outcomes	Assignments to be Completed Prior to Class
1. Introduction to Marketing You (4 hours)	<ul style="list-style-type: none"> Clarify the expectations and goals of the Marketing You Course Visualize dreams of childhood careers and link to present career focus or lack of focus Develop an awareness of professionalism through appearance, effectiveness and character Discover and investigate individual Holland Occupational Codes Discuss the creation of a Professional Career Notebook 	<ul style="list-style-type: none"> None
2. What Do I Want? (4 hours)	<ul style="list-style-type: none"> Explore the four personal marketing strategies Define the concept of networking Discuss importance of the 30-second commercial and personal business card as networking tools Explore the concept of transferable skills Introduce the College Program Achievement Inventory and relate it to résumé building 	<ul style="list-style-type: none"> Read Bolles Introduction Read Bolles Chapter 4 "How to Deal with Handicaps" Read Bolles Chapter 11 pg. 206-221 "The Three Secrets to Finding the Dream Job of Yours" and pg. 222-250 "What Transferable Skills Do You Most Enjoy Using?" Look up <i>Sprezzatura</i>

3. Personal Branding (4 hours)	<ul style="list-style-type: none"> • Discuss the concepts of Personal Branding and begin to develop a personal brand • Complete the Pearson-Marr Archetype Indicator Instrument • Discover the meaning of archetypes and the application of archetypes to one's personal brand 	<ul style="list-style-type: none"> • Read Bolles Chapter 11 "How Do You Find the Person Who Has the Power to Hire You for the Job You Want?" • Complete one personal example in the College Program Achievement Inventory • Completed typed summary of your 30 second commercial on one page
4. Networking Event #1 (4 hours)	<ul style="list-style-type: none"> • Attend a total of four hours of networking events 	<ul style="list-style-type: none"> • No assignment
5. Effectiveness and Expectations (4 hours)	<ul style="list-style-type: none"> • Discover the basics of a well-written résumé • Be able to write a career or professional summary as part of your resume • Discuss the best and worst ways to job hunt • Discuss the value of personal expectations • Complete the Work Expectations Profile • Explore the relevance of the Work Expectations Profile to one's professionalism 	<ul style="list-style-type: none"> • Read Bolles Chapter 1 "The Five Best Ways to Hunt for a Job" • Read Bolles Chapter 3 "How Much Help Is the Internet?" • Read Bolles Chapter 5 "Resumes: How to Get in to See an Employer" • Completed one-page typed summary of your 4 hours of networking or your own professional business card

6. Appearance Marketing (4 hours)	<ul style="list-style-type: none"> • Deliver your 30 Second commercial presenting your personal introduction • Explore common résumé writing errors • Investigate the body of a well-written résumé, including work experience, education, skills, awards, and other achievements • Discover how to include Disney College Program experience on a résumé 	<ul style="list-style-type: none"> • Read Bolles Chapter 2 “The Nature of the Job Market” • Read Bolles Chapter 9 “In This Restless, Unpredictable, Ever-Changing Job Market” • Prepare the top 1/3 portion of your resume including your contact information and Career/Professional Summary
7. Lifestyle Inventory (4 hours)	<ul style="list-style-type: none"> • Discover cognitive thinking patterns and how they relate to professionalism • Examine the relationship of stimulus and thought to professional behavior • Complete the Life Styles Inventory • Explore different lifestyle patterns and their impact on one’s professionalism 	<ul style="list-style-type: none"> • Complete a rough draft of your resume to be submitted in class
8. Networking Event #2 (4 hours)	<ul style="list-style-type: none"> • Attend a total of four hours of networking events 	<ul style="list-style-type: none"> • No assignment
9. Interviewing, Negotiating, and Character (4 hours)	<ul style="list-style-type: none"> • Explore and demonstrate effective interview techniques • Investigate interview issues that result in successful career opportunities • Develop an awareness of ways to negotiate salary 	<ul style="list-style-type: none"> • Read Bolles Chapter 6 “The Employer’s Fear” • Read Bolles Chapter 7 “Salary Negotiation: Getting Paid What You are Worth” • Complete a typed one-page summary of your 4 hours of networking or your own professional business card to be submitted in class

10. Professionalism and Passion (4 hours)	<ul style="list-style-type: none"> • Summarize networking advantages and techniques • Explore ways to augment personal professionalism • Discover key elements that employers want you to know • Review the relationship of Appearance, Character, and Effectiveness to personal career development • Prepare group presentation content and delivery 	<ul style="list-style-type: none"> • Prepare Professional Career Notebook
11. Presentations (4 hours)	<ul style="list-style-type: none"> • Demonstrate key learnings on a selected career topic in a group presentation format • Final review of the concepts of Appearance, Character, and Effectiveness 	<ul style="list-style-type: none"> • Prepare group presentation including PowerPoint and handouts