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**The Disney Marketing You – Personal and Career Development Strategies Course  
Syllabus \* REVISED Term 1, 2006**

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Please contact the College Program Education Office for current  
instructor office hours.

**THE DISNEY COLLEGE PROGRAM MARKETING YOU COURSE FOCUS** (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 achieve 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. (2006). *What Color is Your Parachute?* 2006. Berkeley, California: Ten Speed Press. Berkley, California (ISBN: 1-58008-727-2)

**Materials** (to be purchased in class) -

*LSI 1, Life Styles Inventory.* (2004). Plymouth, Michigan: Human Synergistics.

*Managing Work Expectations.* (2001). Minneapolis, Minnesota: Inscape Publishing.

*Pearson-Meyer Archetype Indicator.* (2002). Gainesville, Florida: CAPT.

### SUGGESTED READINGS: (all are available at the Disney Learning Center):

#### Career Development

Field, Shelly. (1999). *100 Best Careers for the 21<sup>st</sup> 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 21<sup>st</sup> 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: Io 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:

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

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

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

### 1. 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

### 2. 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

### 3. 30-Second Commercial

- Type your 30-second commercial and turn in to your instructor
- The format and content which will be discussed in class must be used, including name, school, major, experience, skill sets, personal brand, and so on

### 4. 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

### 5. 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, Skills and more

### 6. Group Presentation Summary Paper

- Single page that sets the parameters around your group presentation
- Items that must be covered include:
  - Names of all team members
  - Topic
  - 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 can be used for EVERY member of the group

## 7. Professionalism Paper

- Three-page minimum
- Utilize 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 and so on
- You are expected to include content from the class, including but not limited to:
  - Your Holland Code
  - Your PMAI Archetypes
  - Your Work Expectations
  - Your LSI results
  - Your textbook
- Outside research on the topic of professionalism is highly encouraged
- Include the importance of professionalism and A.C.E. (Appearance, Character, Effectiveness)

### **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
<b>1. Introduction to Marketing You</b> (4 hours)	<ul style="list-style-type: none"> <li>• Clarify the expectations and goals of the Marketing You Course</li> <li>• Visualize dreams of childhood careers and link to present career focus or lack of focus</li> <li>• Understand the professional importance of appearance, effectiveness and character</li> <li>• Discover and investigate individual Holland Occupational Codes</li> <li>• Discuss the creation of a Professional Career Notebook</li> </ul>	<ul style="list-style-type: none"> <li>• none</li> </ul>
<b>2. What Do I Want?</b> (4 hours)	<ul style="list-style-type: none"> <li>• Explore the four personal marketing strategies</li> <li>• Identify and discuss common myths of résumé writing</li> <li>• Explore the concept of transferable skills</li> <li>• Introduce the College Program Achievement Inventory and relate it to résumé building</li> </ul>	<ul style="list-style-type: none"> <li>• Read Bolles Chapter 1 "Teach Me to Fish"</li> <li>• Read Bolles Chapter 2 "How to Master the Job-Hunt or Career-Change, Once and for All"</li> <li>• Read Bolles Chapter 3 "There are always Vacancies Out there"</li> <li>• Read Bolles Chapter 5 "How Do Employers Go Hunting"</li> <li>• Read Bolles Chapter 10 Part 1 "WHAT skills do you most enjoy using?"</li> <li>• Look up <i>Gravitas</i> or <i>Sprezzatura</i></li> </ul>

<b>3. Personal Branding (4 hours)</b>	<ul style="list-style-type: none"> <li>• Discuss the concepts of Personal Branding and begin to develop a personal brand</li> <li>• Complete the Pearson-Marr Archetype Indicator Instrument</li> <li>• Discover the meaning of archetypes and the application of archetypes to one's personal brand</li> <li>• Explore the concept of networking</li> </ul>	<ul style="list-style-type: none"> <li>• Complete the College Program Achievement Inventory</li> </ul>
<b>4. Networking Event #1 (4 hours)</b>	<ul style="list-style-type: none"> <li>• Between classes three and five, attend a total of four hours of networking events</li> </ul>	<ul style="list-style-type: none"> <li>• No assignment</li> </ul>
<b>5. Effectiveness and Expectations (4 hours)</b>	<ul style="list-style-type: none"> <li>• Discover the basics of a well-written résumé</li> <li>• Discover the uses of your 30-second commercial as an effective networking tool</li> <li>• Understand the importance of creating and distributing a business card</li> <li>• Explore the importance of attitude and perseverance to identifying useful job-search contacts</li> <li>• Discuss the value of personal expectations</li> <li>• Complete the Work Expectations Profile</li> <li>• Explore the relevance of the Work Expectations Profile to one's professionalism</li> </ul>	<ul style="list-style-type: none"> <li>• Bring a complete and typed one-page summary of your 4 hours of networking</li> <li>• Read Bolles Chapter 10 "The Secret to Finding Your Dream Job"</li> <li>• Read Bolles Chapter 11 "Identifying Who Has the Power to Hire You"</li> </ul>



<b>6. Appearance Marketing</b> (4 hours)	<ul style="list-style-type: none"> <li>• Explore common résumé writing errors</li> <li>• Investigate the body of a well-written résumé, including work experience, education, skills, awards, and other achievements</li> <li>• Discover how to include Disney College Program experience on a résumé</li> <li>• Select groups and begin work on group projects</li> </ul>	<ul style="list-style-type: none"> <li>• Read Bolles Chapter 4 “Best and Worst Ways to Hunt for a Job”</li> </ul>
<b>7. Lifestyle Inventory</b> (4 hours)	<ul style="list-style-type: none"> <li>• Discover cognitive thinking patterns and how they relate to professionalism</li> <li>• Examine the relationship of stimulus and thought to professional behavior</li> <li>• Complete the Life Styles Inventory</li> <li>• Explore different lifestyle patterns and their impact on one’s professionalism</li> </ul>	<ul style="list-style-type: none"> <li>• Prepare 30-Second Commercial</li> </ul>
<b>8. Networking Event #2</b> (4 hours)	<ul style="list-style-type: none"> <li>• Between classes seven and nine, attend a total of four hours of networking events</li> </ul>	<ul style="list-style-type: none"> <li>• No assignment</li> </ul>
<b>9. Interviewing, Negotiating, and Character</b> (4 hours)	<ul style="list-style-type: none"> <li>• Explore and demonstrate effective interview techniques</li> <li>• Investigate interview issues that result in successful career opportunities</li> <li>• Develop an awareness of ways to negotiate salary</li> </ul>	<ul style="list-style-type: none"> <li>• Read Bolles Chapter 12 “Ten Interviewing Tips”</li> <li>• Read Bolles Chapter 13 “The Six Secrets of Salary Negotiation”</li> <li>• Bring a complete and typed one-page summary of your 4 hours of networking (or a personal business card)</li> </ul>

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