

PROFESSIONAL DEVELOPMENT IN MARKETING

Course Syllabus

1. General Information

Course name: *Professional development in Marketing*

Course code: MAR

Number of credits: 1

Faculty: Marketing

Instructors:

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2. Objectives

The course helps students be aware and understand the need for professional development in marketing students their professional career through analyzing personal skills and characteristics and developing a personal development plan related to career strategy. Besides, this course aims to provide student practical knowledge and skills to understand current marketing jobs, recruitment and selection processes used by organizations, and how to present and articulate skills and experience professionally.

3. Abstract

This module covers the area of professional development for marketers. This module seeks to create awareness and an understanding of the need for professional development in marketing students so that they can participate more effectively in the work environment upon commencement.

4. Teaching and learning methods

Lectures: 10h

In class discussion & practice: 5h

Self-study: h

5. Prerequisites

Principles of marketing; Strategic marketing, digital marketing

6. Learning Outcomes

On successful completion of this unit a student will be able to:

1. Analyze personal skills and characteristics and develop a personal development plan related to career strategy

2. Understand current marketing jobs, recruitment and selection processes used by organizations
3. Understand how to present and articulate skills and experience professionally

4. Assessment Criteria

Learning outcomes <i>On successful completion of this unit a student will:</i>	Assessment criteria for pass <i>The students can:</i>
LO1 Be able to analyze personal skills and characteristics and develop a personal development plan related to career strategy	<ul style="list-style-type: none"> - Be aware of importance of personal development planning for a professional development in marketing - Be able to determine their value and vision related to the professional career in marketing - Be able to determine important factors for success - Explain and know themselves - Understand how to develop a personal development plan related to career strategy
LO2 Understand current marketing careers, recruitment and selection processes used by organizations.	<ul style="list-style-type: none"> - Understand current marketing careers - Understand recruitment and selection processes used by organizations.
LO3 Understand how to present and articulate skills and experience professionally	<ul style="list-style-type: none"> - Understand how to present and articulate skills and experience professionally in a CV - Understand how to present and articulate skills and experience professionally in an interview situation

7. Outlines

Topic 1. Personal development plan related to career strategy

- 1.1. Importance of personal development planning for a professional development in marketing
- 1.2. Determine value and vision related to the professional career in marketing
- 1.3. Important factors for success
- 1.4. Knowing yourself
- 1.5. Developing a personal development plan related to career strategy

Topic 2. Marketing careers, recruitment and selection processes used by organizations

- 2.1. Current marketing careers
- 2.2. Recruitment and selection processes used by organizations

Topic 3. Presenting and articulating skills and experience professionally

- 3.1. Presenting and articulating skills and experience professionally in a CV
- 3.2. Presenting and articulating skills and experience professionally in an interview situation

8. Required Textbook

Cottrell. S. (2021), *Skills for success: personal development and employability, 4th Edition*, Macmillan/Red Globe Press

9. Suggested Textbook

Siebert. E. (2016), *Careers in Marketing: The Comprehensive Guide to Traditional and Digital Marketing Careers*, Kindle Edition

10. Schedule

Slot	Main contents	Specific contents and activities	Student's tasks
1	Topic 1. Personal development plan related to career strategy	<ul style="list-style-type: none"> • <i>Course Introduction</i>: outline and schedule, assessment overview, course materials and guide on assignments, assessment criteria • Importance of personal development planning for a professional development in marketing • Determining value and vision related to the professional career in marketing <p><i>Activity:</i></p> <ul style="list-style-type: none"> • Discussing how to determine value and vision related to the professional career in marketing 	<p>Before class:</p> <ul style="list-style-type: none"> • Reading the course's syllabus • Reading <i>the required textbook</i>, pp.1-68
2	Topic 1. Personal development plan related to career strategy (cont.)	<ul style="list-style-type: none"> • Determining important factors for success • Knowing yourself • Developing a personal development plan related to career strategy <p><i>Activity:</i></p> <ul style="list-style-type: none"> • Discussing how to know ourselves 	<p>Before class:</p> <ul style="list-style-type: none"> • Reading <i>the required textbook</i>, pp.1-68
3	Individual assignment tutorial	<ul style="list-style-type: none"> • Q&A about the individual assignment • Discussing challenges developing a personal development plan related to career 	<p>After class:</p> <ul style="list-style-type: none"> • Do the task 1 of the individual assignment

Slot	Main contents	Specific contents and activities	Student's tasks
		strategy <ul style="list-style-type: none"> Discussing what to do achieve tasks in the assignment 	
4	Topic 2. Marketing careers, recruitment and selection processes used by organizations	<ul style="list-style-type: none"> Current marketing careers Activity: <ul style="list-style-type: none"> Discussing the practice of marketing careers in Vietnam 	Before class: <ul style="list-style-type: none"> Reading <i>the suggested textbook</i> After class: <ul style="list-style-type: none"> Do the task 1 of the individual assignment
5	Topic 2. Marketing careers, recruitment and selection processes used by organizations (cont.)	<ul style="list-style-type: none"> Recruitment and selection processes used by organizations Activity: <ul style="list-style-type: none"> Discussing the practice of recruitment and selection processes in marketing field in Vietnamese organizations 	Before class: <ul style="list-style-type: none"> Reading <i>the suggested textbook</i> After class: <ul style="list-style-type: none"> Do the task 2 of the individual assignment
6	Topic 3. Presenting and articulating skills and experience professionally	<ul style="list-style-type: none"> Submitting the individual assignment Presenting and articulating skills and experience professionally in a CV Presenting and articulating skills and experience professionally in an interview situation 	
7	General review and discussion	<ul style="list-style-type: none"> Give a general review of the course's contents and discussion 	

5. Grading Policy

	Assignment	Importance
1	Class participation/In class activities	10%

3	Individual assignment	40%
4	Final exam (individual)	50%

Class participation

Note: Punctual and regular attendance is a minimum expectation for this course. The students must not be absent more than 20% of total scheduled learning slots.

Individual Assignment

This assignment encourages students to develop their personal development plan related to career strategy as well as present and articulate their skills and experience professionally in a CV with the two main tasks:

- Task 1. Developing a personal development plan related to career strategy
- Task 2. Present and articulate their skills and experience professionally in a CV

As a result of the individual assignment, students must submit their personal development plan related to career strategy and CV in the 6th slot.

Final exam

The final exam consists of from two to three essay questions that might be related to any topic discussed in the course.