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## Disney Marketing You: Personal and Career Development Strategies Course

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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. (1/03) (12/05) (8/08) (4/11)

**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 Disney 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, 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 in the workplace
- Explore personal and career attributes that can either enhance or impede the career journey
- Utilize the Disney 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 YOU 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** (to be purchased by the Student):

**Textbook** (to be purchased prior to class)

Bolles, Richard N. (2012). **What Color is Your Parachute? 2012.** Berkeley, California: Ten Speed Press.  
Berkeley, California (ISBN: 9781607740100)

**Materials** (covered by the course fee)

DiSC® I-Sight™. (1996). Carlson Learning Corporation.

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

## **ASSIGNMENTS:**

- Each participant will create a résumé, cover letter, and references; complete various course assignments; a professionalism paper; and a networking paper.
- Participants will be required to create a presentation by working individually or in pairs to teach the class selected topics related to their careers. They should demonstrate Appearance, Character and Effectiveness in a Career-Fair setting. The Instructor will approve Careers and provide additional details during class.
- All assignments are detailed in the Marketing You Syllabus Addendum received in the first class.

## **GRADING POLICY:**

Career Liftoff Interest Inventory .....	5%
30-Second Commercial ( <i>typed</i> ) .....	10%
College Program Achievement Inventory ( <i>typed</i> ) .....	5%
Business Card .....	10%
Networking Paper .....	10%
Résumé, Cover Letter, Reference Page.....	20%
Professionalism Paper ( <i>3-4 pages typed</i> ).....	15%
Presentation.....	15%
Attendance.....	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.**

Class Meeting	Learning Outcomes	Assignments to be Completed Prior to Class
1. Welcome to Marketing You (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>• Define the professional importance of appearance, character and effectiveness</li> <li>• Discover and investigate individual Holland Occupational Codes</li> </ul>	
2. Dream Job Strategy (4 hours)	<ul style="list-style-type: none"> <li>• Discover how to find your dream job</li> <li>• Develop your four personal professionalism strategies</li> <li>• Define networking and how to do it</li> <li>• Identify components of the 30-Second Commercial</li> <li>• Introduce the College Program Achievement Inventory handout and relate it to résumé building</li> </ul>	<ul style="list-style-type: none"> <li>• See addendum for reading assignment</li> <li>• Define <i>Sprezzatura and Gravitas</i></li> <li>• Career Lifftoff Interest Inventory</li> </ul>
3. Transferable Skills (4 hours)	<ul style="list-style-type: none"> <li>• Define and identify the differences between a skill and a trait</li> <li>• Explore the concept of transferable skills</li> <li>• Introduce and define the concept of personal career development</li> <li>• Discuss how to develop skills for your dream job</li> </ul>	<ul style="list-style-type: none"> <li>• See addendum for reading assignment</li> <li>• Bring one job posting for your “dream job”</li> </ul>
4. Personal Development Profile (4 hours)	<ul style="list-style-type: none"> <li>• Understand how behavior influences and impacts effective interactions with others</li> <li>• Explore the Johari Window model to understand perceptions and gain/increase self-awareness</li> <li>• Use the DiSC® I-Sight™ Profile to identify personal behavior style and its characteristics</li> <li>• Recognize ways to improve effectiveness by identifying the behavioral style and tendencies of others</li> </ul>	<ul style="list-style-type: none"> <li>• 30-Second Commercial</li> <li>• See addendum for reading assignment</li> </ul>
5. Personal Branding (4 hours)	<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</li> <li>• Discover the meaning of archetypes and the application of archetypes to one’s personal brand</li> </ul>	<ul style="list-style-type: none"> <li>• College Program Achievement Inventory</li> <li>• Personal Business Card</li> </ul>
6. Effective Résumé Writing (4 hours)	<ul style="list-style-type: none"> <li>• Describe and practice writing a résumé</li> <li>• Investigate the body of a well-written résumé, including a professional summary, work experience, education, skills, awards, and other achievements</li> <li>• Discover how to include Disney College Program experience on a résumé</li> <li>• Explore common résumé writing errors</li> <li>• Discuss the components of a cover letter and references</li> <li>• Determine final presentation groups and topics</li> </ul>	<ul style="list-style-type: none"> <li>• See addendum for reading assignment</li> <li>• Networking Assignment</li> </ul>

Class Meeting	Learning Outcomes	Assignments to be Completed Prior to Class
7. Appearance, Image, and Attitude (4 hours)	<ul style="list-style-type: none"> <li>• Review rough draft of résumé, cover letter and references</li> <li>• Discuss the importance of image, including the Disney Look</li> <li>• Review the impact of motivation and attitude</li> <li>• Identify individual expectations in the workplace</li> </ul>	<ul style="list-style-type: none"> <li>• See addendum for reading assignment</li> <li>• DRAFT of Résumé, Cover Letter, and Reference Page to workshop in class</li> </ul>
8. Interviewing with Character (4 hours)	<ul style="list-style-type: none"> <li>• Discuss character in regards to effectiveness in interview techniques</li> <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>• See addendum for reading assignment</li> <li>• FINAL Résumé, Cover Letter, and Reference Page</li> </ul>
9. Professionalism with Passion & Course Recap (4 hours)	<ul style="list-style-type: none"> <li>• Summarize networking advantages and techniques</li> <li>• Discover ways to augment personal professionalism</li> <li>• Explore key elements employers want you to know</li> <li>• Review the relationship of Appearance, Character, and Effectiveness to personal career development</li> <li>• Practice using time management processes to become more efficient</li> <li>• Review professionalism paper requirements</li> <li>• Provide students with an opportunity to review and recap the Marketing You course.</li> </ul>	<ul style="list-style-type: none"> <li>• See addendum for reading assignment</li> <li>• Professionalism Paper</li> </ul>
10. Presentations (4 hours)	<ul style="list-style-type: none"> <li>• Demonstrate knowledge of a self-selected topic relating to either class concepts or career plans.</li> <li>• Proven savvy in interviewing and networking skills.</li> </ul>	<ul style="list-style-type: none"> <li>• Presentation with handout</li> </ul>
11. Presentations (4 hours)	<ul style="list-style-type: none"> <li>• Demonstrate knowledge of a self-selected topic relating to either class concepts or career plans.</li> <li>• Proven savvy in interviewing and networking skills.</li> </ul>	<ul style="list-style-type: none"> <li>• Presentation with handout</li> </ul>