

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 degree category, three semester hours in hospitality career development. (5/17)

The Disney College Program Marketing You Course is a comprehensive program designed to address the professional and career development needs for a successful transition to the competitive job market. This course is designed to maximize the Disney College & International Program Internship experience using Walt Disney Parks & Resorts as a working laboratory, 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. Using researched career development assessment tools and personal experiences the student will clarify personal skills, interests, behaviors, talents and values needed in the job market. The student will learn how to develop a business perspective for their personal and career interest by conducting labor market research and participating in field experiences to identify industry trends and employer's needs. Key elements of the course include the development and implementation of a career development strategic plan.

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 a career focus and develop a four step professional strategy to achieve professional and career development goals
- Conduct a labor market research and develop a business plan for achieving career goals.
- Examine personal skills, interests, traits, behaviors, and apply to the job search process
- Analyze industry trends, workplace needs, employer expectations and the impact of social media on career success
- Explore and exhibit appropriate interviewing behaviors and techniques.
- Identify top 5 career strengths, differentiating attributes that can enhance or impede career success and apply to the development of a personal brand.
- Develop a networking strategy.
- Demonstrate the concept of A.C.E. professionalism (Appearance, Character and Effectiveness).
- Develop a personal brand to enhance future career marketability
- Create a career focus and develop a four step professional strategy to achieve professional and career development goals
- Conduct a labor market research and develop a business plan for achieving career goals.

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 (distributed in class; covered by course material fee):

Bolles, Richard N. *What Color is Your Parachute? Job-Hunter's Workbook*, 4th Edition. Ten Speed Press, 2012.

Career Liftoff® Interest Inventory (2013), Career Liftoff®

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

StrengthsQuest Assessment, (2008), Gallup, Inc.

GRADING POLICY:

Career Liftoff Interest Inventory	10%
StrengthsFinder Assessment	10%
College Program Achievement Inventory	10%
Business Card	5%
Networking.....	5%
Résumé, Cover Letter, Reference Page	20%
Professionalism Paper (3-4 pages typed)	15%
Career Fair 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"> • 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 • Define the professional importance of appearance, character and effectiveness • Discover the important of values and interest in identifying a career path • Introduce and investigate the Holland Occupational Code 	None
2. Dream Job Strategy (4 hours)	<ul style="list-style-type: none"> • Discover how to find your dream job • Develop four individual professional strategies • Define networking and apply techniques • Identify components of the 30-Second Commercial • Introduce the College Program Achievement Inventory • Explore the concepts of a business portfolio 	<ul style="list-style-type: none"> • Career Liftoff Interest Inventory
3. Transferable Skills (4 hours)	<ul style="list-style-type: none"> • Define and identify the difference between a skill and a trait • Explore the concept of transferable skills • Discuss how to develop skills for your dream job • Identify and explore students' five strengths from the StrengthsFinder assessment 	<ul style="list-style-type: none"> • 30 second commercial (as a typed draft) • StrengthsFinder Assessment • Job Description posting
4. Personal Development Profile (4 hours)	<ul style="list-style-type: none"> • Explain how behavior influences interactions with others • Explore the Johari Window model to analyze perceptions and gain/increase self-awareness • Apply learning from the DiSC® I-Sight™ Profile to identify personal behavior style and its characteristics • Recognize ways to improve effectiveness by identifying the behavioral style and tendencies of others 	
5. Personal Branding (4 hours)	<ul style="list-style-type: none"> • Compare the primary elements of business and personal brands • Identify the components of a successful brand • Combine StrengthsFinder results with branding concepts • Develop a personal brand statement 	<ul style="list-style-type: none"> • Business Card • 3 College Program Achievements
6. Effective Résumé Writing (4 hours)	<ul style="list-style-type: none"> • Discover the Myths associated with effective resume writing • Investigate the body of a well-written résumé • Compose a visually impactful resume • Discover how to include Disney College Program experience on a résumé • Discuss the components of a cover letter and references 	<ul style="list-style-type: none"> • Networking assignment • Entry level job posting to use for the resume • Resume (if you have one)
7. Appearance, Image and Attitude (4 hours)	<ul style="list-style-type: none"> • Critique rough draft of résumé, cover letter and references • Discuss the importance of image • Review the impact of motivation and attitude 	<ul style="list-style-type: none"> • Resume • Cover letter • References

Class Meeting	Learning Outcomes	Assignments to be Completed Prior to Class
	<ul style="list-style-type: none"> • Identify individual expectations in the workplace • Evaluate the importance of the professional appearance • Explore the impact of social media on career success 	
8. Interviewing with Character (4 hours)	<ul style="list-style-type: none"> • Explore and demonstrate effective interview techniques • Identify the different types of interviews • Investigate interview issues that result in successful career opportunities 	<ul style="list-style-type: none"> • Final resume • Final cover letter • Final references
9. Professionalism with Passion & Course Recap (4 hours)	<ul style="list-style-type: none"> • Identify and discuss negotiation tips • Explore key elements employers want you to know • Discover the ways Character impacts professionalism • Introduce and define personal career development • Practice using time management processes to become more efficient • Review the relationship of Appearance, Character, and Effectiveness to personal career development • Demonstrate effective career fair presentation skills and techniques 	<ul style="list-style-type: none"> • Professionalism Paper
10. Presentations (4 hours)	<ul style="list-style-type: none"> • Demonstrate knowledge in a self-selected career 	<ul style="list-style-type: none"> • Career Fair Presentations
11. Presentations (4 hours)	<ul style="list-style-type: none"> • Demonstrate knowledge in a self-selected career 	<ul style="list-style-type: none"> • Career Fair Presentations