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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)

**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. (2009). ***What Color is Your Parachute? 2009***. Berkeley, California: Ten Speed Press.  
Berkeley, California (ISBN: 9781580089302)

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

*DiSC*<sup>®</sup> I-Sight<sup>™</sup>. (1996). Carlson Learning Corporation.

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

## COURSE ASSIGNMENTS:

- Each participant will create a résumé, 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 Appearance, Character, and Effectiveness in a Career-Fair setting. The Instructor will approve topics and provide additional details during class.

## GRADING POLICY:

Résumé/Cover Letter/References .....	20%
Career Liffoff Interest Inventory .....	5%
30-Second Commercial (typed) .....	10%
College Program Achievement Inventory ( <i>handwritten</i> ) .....	5%
Networking Paper .....	10%
Business Card .....	10%
Professionalism Paper (2–3 pages typed) .....	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>• Look up <i>Sprezzatura and Gravitas</i></li> <li>• Complete Career Liftoff 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>• Complete one personal example in the College Program Achievement Inventory</li> <li>• Complete typed ROUGH DRAFT of your 30-second commercial</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>• See addendum for reading assignment</li> <li>• Complete typed FINAL summary of your 30-second commercial</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>• See addendum for reading assignment</li> <li>• Complete 3 College Program Achievement Inventories</li> <li>• Turn in 3 Personal Business Cards</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>• Complete a typed one-page summary of your networking</li> </ul>

<b>Class Meeting</b>	<b>Learning Outcomes</b>	<b>Assignments to be Completed Prior to Class</b>
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>Bring in typed ROUGH DRAFT of résumé, cover letter and references</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>Complete your typed FINAL résumé, cover letter, and references</li> </ul>
9. Professionalism with Passion (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> </ul>	
10. Project Work (4 hours)	<ul style="list-style-type: none"> <li>To provide students with an opportunity to review and recap the Marketing You course.</li> <li>To provide students time to prepare their presentations and consult with the instructor on presentation concerns or questions.</li> </ul>	<ul style="list-style-type: none"> <li>Continue preparation of final presentation</li> <li>Complete typed professionalism paper</li> </ul>
11. Presentations (4 hours)	<ul style="list-style-type: none"> <li>To provide students with an opportunity to demonstrate their knowledge in a self-selected topic relating to either class concepts or student's career plans.</li> <li>To enable students additional practice in interviewing and networking skills for both presenters and participants.</li> </ul>	<ul style="list-style-type: none"> <li>Prepare presentation including PowerPoint and/or visuals, handouts and outline of your presentation</li> </ul>