


MRKT 4050 Career Self-Management and Self-Marketing


Your progress 

Advanced level, 4 credit course. The course can be used to meet the College requirement for Educational Planning.


Prerequisites: Marketing Principles OR Principles of Management AND upper level critical thinking skills. We expect that typical students in this course are working professionals who are already familiar with the foundations of career development including job search, resume writing, covering letters and are interested in deepening their knowledge about effective skill-building, self-development, and career growth.

 Instructor: Please provide your feedback on the course

Hidden from students

 Announcements

 Detailed Course Schedule

 Career E-Portfolio and Learning Journal Workbook (CPW) Template

Download the template, enter your personal info and save on your hard drive. You'll be working in the workbook during the entire course.

Course Information


 Meet your instructor

 Course Syllabus / Learning Contract

 Reading materials

 Using this course to meet requirements for Educational Planning credit

 Expectations

 Assumptions and prerequisites

 Students' workload in online courses

 What students say about this course

Supplementary (optional) instructional videos

 "Career Brand Management" specialization on "Coursera"

 Introductory video

 Extra credit


Module 1: Career Self-Management: Your Personal Strategy for Career Success

 M1 Career Self-Management: Your Personal Strategy for Career Success

Overview, Module Objectives and Activities.

Module 1 Content Guides

 1.1. Employability, Skills, and Careers in the 21st Century

 1.2. Maintaining Employability in the 21 Century

 1.3. EnterpriseYOU: Gaining a Competitive Edge in a Skill-Based Job Selection






 1.4. Professional (Skilled) Self

 1.5. Career Self-Management (Career Building) Skills

 1.6. Setting up your Career e-Portfolio and Learning Journal Workbook (CPW): The 7-step P.S.A.L.T.E.R. process

 1.7. Further reading

Module 1 Learning Activities

-  Discussion D1: Employability, skills, and careers in the 21st century
-  TIP: How to get the highest grade for discussion participation
-  CPW1 Submission
-  A1: Pre-test Self-Audit Assignment 1
-  Assignment 1 Template







Download the template, enter your personal info, save on your hard drive, and use it when working on A1.

Module 2: Individual Skills Management





-  M2 Individual Skills Management

Overview, Module Objectives and Activities.

Module 2 Content Guides

-  2.1. Managing Oneself as a Business
-  2.2. Learning from business strategy
-  2.3. CAISSA: gaining a competitive edge in a skill-based job selection
-  2.4. Responding to Selection Criteria
-  2.5. The Skilled Self: The Theoretical Foundations of Self-Analysis
-  2.6. Further readings on self-analysis

Module 2 Learning Activities

-  Discussion D2: Using business strategy for gaining a competitive edge: A personal SWOT analysis
-  CPW2 Submission
-  A2-1: Position Description and A2-2: Selection Criteria Statement (Assignment 2)
-  Selection Criteria Statement Template

Download the template, enter your personal info, save on your hard drive, and use it when working on A2.

 **OPTIONAL:** How to Use LinkedIn Plugin in MS Word








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Module 3: Self-Audit and Skills Analysis

-  M3: Self-Audit and Skills Analysis

Overview, Module Objectives and Activities.

Module 3 Content Guides

-  3.1. How to Operationalize and Measure Skills
-  3.2. From external assessment to self-assessment
-  3.3. How to approach self-assessment
-  3.4. Learning from business strategy: Competitive benchmarking
-  3.5. Skills Assessment: Standards and Benchmarks
-  3.6. Assessment/self-assessment methods and tools
-  3.7. Further reading

Module 3 Learning Activities

-  Discussion D3: Are you the best candidate for the job/promotion?

-  CPW3 Submission
-  A3-1: CSAT and A3-2: Self-Assessment Essay (Assignment 3)
-  Critical Skills Assessment Tool (CSAT) Template










Download the template, enter your personal info, save on your hard drive, and use it when working on A3.

Module 4: Managing Your Skills Lab






-  M4: Managing Your Skills Lab

Overview, Module Objectives and Activities.

Module 4 Content Guides

-  4.1. Let's review where we are in the course
-  4.2. Soliciting Help in Skills Assessment from an Expert
-  4.3. Making sense of skills assessment
-  4.4. Critical Skills Dashboard
-  4.5. The Total Skillset Score
-  4.6. What Is Your T.S.S? (Advanced topic)
-  4.6. Appendix A: Skillset Review Illustration
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-  4.6. Appendix B: Skillset Summary Checklist Illustration
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-  4.6. Appendix C: Selection Criteria Statement Illustration
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Module 4 Learning Activities

-  Discussion D4: Can you outsmart a recruiting robot?
-  CPW4 Submission
-  A4-1: Critical Skills Dashboard and A4-2: Skillset Review (Assignment 4)
-  Critical Skills Dashboard (CSD) EXAMPLE ONLY!
- Download and review the example
-  Critical Skills Dashboard Template







Download the template, enter your personal info, save on your hard drive, and use it when working on A4.

Module 5: Transformation: Self-Marketing and Personal Branding

-  M5: Transformation: Self-Marketing and Personal Branding

Overview, Module Objectives and Activities.

Module 5 Content Guides

-  5.1. Introduction to Career Branding
-  5.2. Self-Marketing as a Career Competency: The 7P Framework
-  5.3. The Skilled Self as a Product
-  5.4. What Are The Critical Skill Areas for Self-Marketing?
-  5.5. The Skilled Self as a Brand
-  5.6. Presenting your personal brand to the world

 5.7. Your Active Behaviors: A Powerful Elevator Pitch




 5.8. Further readings



Module 5 Learning Activities




 Discussion D5: Using social media marketing for self-promotion



 CPW5 Submission



 A5-1: Self-Marketing/Personal Branding Plan and A5-2: Elevator Pitch Presentation (Assignment 5)



 Self-Marketing/Personal Branding Plan (SMP) Template



Download the template, enter your personal info, save on your hard drive, and use it when working on A5.

Module 6: Effective Self-Regulation for SMARTER Outcomes


 M6: Effective Self-Regulation for SMARTER Outcomes



Overview, Module Objectives and Activities.

Module 6 Content Guides




 6.1. On S.M.A.R.T. and S.M.A.R.T.E.R. goals



 6.2. Using Your Dashboard for Setting S.M.A.R.T.E.R. Skill-building Goals




 6.3. Self-directed learning skills




 6.4 Making Peer Assessment Work




 6.5. Implementing Your Skill-Building Strategy



 6.6. What Can We Learn from Business Strategy?



 6.7. Making Your Self-Strategy Work



 6.8. Further readings



Module 6 Learning Activities



 Discussion D6: Constructive feedback and the power of peer review (Post your YOU TUBE link here!)



 CPW6 and the Final CPW Submission



 A6: Skill-Building Plan Presentation (Assignment 6)




 Skill-Building Plan (SBP) Template



Download the template, enter your personal info, save on your hard drive, and use it when working on A6.

Module 7: Reflection and Reinforcement: Career Self-Management Workflow

 M7: Reflection and Reinforcement: Career Self-Management Workflow



Overview, Module Objectives and Activities.

Module 7 Content Guides



 Career Self-Management Information System



Module 7 Learning Activities



 A7: Posttest Self-Audit Assignment 7






 Assignment 7 Template



Download the template, enter your personal info, save on your hard drive, and use it when working on A5.

Module 7 Optional Activities and Extras




-  [How to claim extra credit in this course](#)
-  [Your SMART Lab: A OneNote CSM Workbook for Career Fitness](#)
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-  [Interested in taking an advanced version of this course on Coursera? It's only five weeks long and free if you tell me right now!](#)

Instructors Folder

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This is hidden from students and should contain information to help with facilitation of the course.

-  [1.8. Using this course for Educational Planning requirement at ESC](#)

 [Moodle Docs for this page](#)