

Program	BS PR & Advertising	Course Code	PRAD-407	Credit Hours	3	
Course Title	PROFESSIONAL CAREER DEVELOPMENT (WORKSHOP)					
Course Introduction						
<p>The Professional Career Development workshop course is designed to give students a fair understanding of the process and prerequisites of career planning and development. The process involves thoughtful self-assessment, planning, preparation, career exploration, and follow-through with preliminary employment strategies. The philosophy of this workshop course is that this process is ongoing, systematic, and aimed toward a fulfilling work life, which is part of their overall plan for personal development. Engaging in this ongoing process should be challenging, interesting, and enjoyable. The workshop course will help students to imagine themselves in professional careers and preparing them accordingly. Anticipating and acquiring the requisite skill sets, courses, and experiences for an entry-level job will assist students to become successful professional and develop an inspiring career.</p>						
Learning Outcomes						
<p>Upon successful completion of the course, the students will be able to:</p> <ol style="list-style-type: none"> 1. Demonstrate a clearer understanding of the career exploration process 2. Write resume, cover letter, thank you letter, and develop portfolio 3. Relate their own skills and interests with a particular career/path 4. List at least one career path they are interested in exploring it further 						
Course Content				Assignments/Readings		
Week 1-4	<ol style="list-style-type: none"> 1. Introduction to Professional Career Development 2. Introduction to Career Planning: Self-Assessment 3. Identifying Your Professional Talents 4. Introduction to Career Planning: Career Exploration 					
Week 5-8	<ol style="list-style-type: none"> 5. Developing Your Professional Resume 6. Enhancing Your Professional Resume 7. Preparing Your Career Cover Letters, Thank you Letters 8. Professional Communications 					
Week 9-12	<ol style="list-style-type: none"> 9. Job Interviews and Communicating Skills <ol style="list-style-type: none"> 9.1. Preparing for Your Employment Interviews (Practice) 10. Conducting Your Employment Interviews 11. Introduction to the Career Fair Search Process 12. Networking Search Strategies 					
Week 13-16	<ol style="list-style-type: none"> 13. Developing Your Professional Career Portfolio 14. Creating e-portfolio 15. Influencing Your Networking Partners 16. Acquiring latest skills of the field 17. Preparing applications for scholarships/admissions in foreign universities 					
Textbooks and Reading Material						
<ol style="list-style-type: none"> 1. Hertig, C. A., Powell, K., & Richardson, C. (2020). Career planning. In <i>The Professional Protection Officer</i> (pp. 499-503). Butterworth-Heinemann. 2. Valls, V., Gonzalez-Roma, V., Hernandez, A., & Rocabert, E. (2020). Proactive personality and early employment outcomes: The mediating role of career planning and the moderator role of core 						

self-evaluations. *Journal of Vocational Behavior*, 119, 103424.

3. Sobko, Y. I. (2018). THE PROCESS OF PLANNING THE PROFESSIONAL CAREER. *Міжнародний науковий журнал Науковий огляд*, 6(49), 93-105.

Online available at :

<https://naukajournal.org/index.php/naukajournal/article/view/1598/0>

Grow, J. M., & Yang, S. (2018). Generation-Z enters the advertising workplace: Expectations through a gendered lens. *Journal of Advertising Education*, 22(1), 7-22.

How to plan your career? <https://managementhelp.org/careers/planning.htm>

Career planning guide for professional success: <https://www.glassdoor.com/blog/guide/career-planning/>

Teaching Learning Strategies

1. Class Discussion
2. Projects / Assignments
3. Group Presentations
4. Students led presentations
5. Thought Provoking Questions
6. Field Visits and Guest Speakers

Assignments: Types and Number with Calendar

Assignments may include special reports, projects, class presentations, field work. The nature of assignment will be decided by the teacher as per the requirements of the course.

Assessment

Sr. No.	Elements	Weightage	Details
1.	Midterm Assessment	35%	Submission and evaluation of a comprehensive career plan, including goals and action steps.
2.	Formative Assessment	25%	Participation in mock interviews and engagement in networking exercises.
3.	Final Assessment	40%	Submission of tailored resume and cover letter. Presentation of personal career development plan and reflections on workshop learning.