

# WEBSTER UNIVERSITY

MRKT 5500  
**COURSE NUMBER**

Dr. Gary L. Cook  
**INSTRUCTOR**

Marketing Yourself  
**COURSE TITLE**

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**PHONE NUMBER**

Fall 1, 2009  
**TERM**

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## **Required Text**

Text not required. Instructor will provide all supplemental reading materials.

## **Course Description**

This course is designed to develop the student's ability to effectively assemble an entire strategic and tactical marketing plan for themselves. The entire concept of marketing is employed in this course, including marketing versus sales; SWOT analysis; setting, measuring and controlling goals and objectives; with emphasis on new and emerging topics in the field.

## **Purpose of Course**

Whether you know it or not you're marketing yourself every day. You're marketing yourself in a quest to make a sale, warm up a relationship, get a job, get connected, get something that you deserve. You're always sending messages about yourself. Successful marketers control the messages that they send. Who do you market to without even realizing it? Employers, prospective employers, employees, customers, prospects, teachers, parents, children, mates, prospective mates, friends, sellers, landlords, neighbors, family, bankers, professionals – these people can help you or stop you from getting what you deserve. You can influence them with how you market to yourself.

Unintentional messages erect an insurmountable barrier. Your job: be sure there is no barrier. There are really two people within you – your accidental self and your intentional self. Most people are able to conduct about 95 percent of their lives by intent. But that's not enough. It's that other 5 percent that can get you into trouble – or in clover. The idea is for you to be aware of whether or not your actions communicate ideas that will help you get what you deserve.

Ben Franklin said that three of the hardest things in the world are diamonds, steel and knowing yourself. This course provides a step-by-step plan to get you started on the road to self-awareness and self-marketing acumen.

### **Course statement of objectives**

- Understanding of the concept of marketing.
- Understanding of communicating effectively.
- Completion of an individual marketing plan.

### **Course Schedule**

This one-hour credit course will be held over two Saturday sessions as follows:

**Classes will be conducted from 8:30am to 2:30pm**

**Saturday, September 26, 2009**

**Saturday, October 10, 2009**

#### **Session 1: Saturday, September 26, 2009**

Introduction and class overview. Review syllabus, assignments and other requirements. Marketing overview. Developing and implementing an individual Marketing Plan. Personal assessment of knowledge, skills and abilities.

#### **Session 2: Saturday, October 10, 2009**

Effective oral and written presentation skills. Developing a resume and cover letter. Networking. Written and oral presentation of individual marketing plan.

### **Course requirements and grading policy**

Course grade will be determined by the quality and content of the final written and oral presentation of an individual marketing plan.

#### **Attendance**

Please notify instructor prior to class with regards to absence/late arrival. Attendance to all class sessions is expected and late arrivals/early departures/absences will reduce your grade.

### **Course requirements and grading policy:**

In this course, there is the potential to earn a total of 100 points.

Final Paper	50
Oral Presentation of Final Paper	50
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Total	100