



University of Nevada, Las Vegas

THTR 405 Design Seminar: Self Marketing and Promotion

SEMESTER: Fall 2016

DAY/TIME: M-W 2:30- 3:45

ROOM: WR C 223 and campus computer lab as needed

OFFICE HOURS

Judy: Tuesday 11:15- 12:00 and by appointment. Jeff: By Appointment

If you have any question regarding the material, or an assignment contact instructor email immediately. *The only stupid question is the one not asked.* If you perceive in any way that you will have a problem completing an assignment– weekly or otherwise- get in touch with Ms Ryerson *immediately* via email.

DESCRIPTION and GOAL

The study, analysis, and development of self promotion skills including but not exclusive to the portfolio, the resume, the personal webpage, hard copy promotions, and interviewing techniques.

Course Goals: University Undergraduate Learning Outcomes ("UULO's")

1. Intellectual Breadth and Life-Long Learning (Foundational Knowledge): Students will be able to build a toolbox of communication tools to promote their craft in the art and business worlds.

2. Inquiry and Critical Thinking (Application): Students will be able to better analyze job descriptions and set forth a course of action suited for that job application

3. Communication (Integration): Essential and effective communication skills are developed by learning key costume vocabulary and identifiers through language and drawing exercises. Writing assignments, and visual projects and presentations on various topics of self promotion will reinforce good language and writing skills.

4. Global/Multicultural Knowledge and Awareness (Human Dimension): Students will be able to see through the eyes of a variety of artistic entities how self promotion may be different depending on the the cultural setting.

5. Citizenship and Ethics (Caring): Students will be able to understand how accurate and truthful self promotion is always the better way to proceed in the business world.

JJULO's

1. Have Fun and Express Yourself!

COURSE CONTENT

This class focuses on building the resume, finessing a portfolio, and building presentation skills. We will look at our resumes and portfolios and those of professionals. We will discover and implement ways of focusing, streamlining, and otherwise creating as polished a portfolio for you at this time.

I. Attendance

This is a fast paced lecture and discussion class that has a lot of ground to cover in a short time. Attendance is required. Each student is allowed two unexcused absences over the course of the semester. Two tardies equals one absence. Excused absences are for religious holidays, UNLV sanctioned activities, or Department production activities. The student is still responsible for the information.

Cell phones, and blackberries, are not allowed in class. iPads and Laptops may be used to take notes. However, if this is abused, all laptops will be banned from class.

2. In Class Assignments

These are quick, flashmob exercises to hone communication skills and developing a brand. There will be 3 during the semester Each is worth 10 points.

Assignment 1 Research Job Sites and find two you think look interesting; we will discuss in class

Assignment 2 Work in teams of three to design a website from a resume, present results

Assignment 3 Write a letter of interest based on a job ad.

3. Resume Preparation Design a written brand; tie in business cards

4. Portfolio Preparation tear sheet one off to go with resume, as well as a graphic version

5. Website Preparation create an adjustable template that can grow with you

6. Play Design designs in a chosen area for “She Stoops To Conquer”

7. Board Presentation at the end of the semester In the Lobby of JBT- will get industry professionals to come and critique the work- get a prize.

Grading

Grading will be based on class participation/ Attendance 10%, IN Class Assignments 10% each (30 total), presentations, 10% Resume, 10% Portfolio, 10% Website, 10% Play Design, 20% Board Presentation

Recommended Sources:

Introduction to Personal Branding: 10 Steps toward a Professional You

By Mel Carson

Self Marketing Power: Branding Yourself as a Business of One by Jeff Beals

Supplies:

Something to take notes

Access to a computer- if you can bring a laptop to class, that would be helpful.

Portfolio, Art supplies as needed. This course may cost upwards of \$75 this semester.

UNIVERSITY POLICIES

Academic Misconduct—Academic integrity is a legitimate concern for every member of the campus community; all share in upholding the fundamental values of honesty, trust, respect, fairness, responsibility and professionalism. By choosing to join the UNLV community, students accept the expectations of the Student Academic Misconduct Policy and are encouraged when faced with choices to always take the ethical path. Students enrolling in UNLV assume the obligation to conduct themselves in a manner compatible with UNLV’s function as an educational institution.

An example of academic misconduct is plagiarism. Plagiarism is using the words or ideas of another, from the Internet or any source, without proper citation of the sources. See the *Student Academic Misconduct Policy* (approved December 9, 2005) located at: <https://www.unlv.edu/studentconduct/student-conduct>.

Copyright—The University requires all members of the University Community to familiarize themselves with and to follow copyright and fair use requirements. **You are individually and solely responsible for violations of copyright and fair use laws. The university will neither protect nor defend you nor assume any responsibility for employee or student violations of fair use laws.** Violations of copyright laws could subject you to federal and state civil penalties and criminal liability, as well as disciplinary action under University policies. Additional information can be found at: <http://www.unlv.edu/provost/copyright>.

Disability Resource Center (DRC)—The UNLV Disability Resource Center (SSC-A 143, <http://drc.unlv.edu/>, 702-895-0866) provides resources for students with disabilities. If you feel that you have a disability, please make an appointment with a Disabilities Specialist at the DRC to discuss what options may be available to you. If you are registered with the UNLV Disability Resource Center, bring your Academic Accommodation Plan from the DRC to the instructor during office hours so that you may work together to develop strategies for implementing the accommodations to meet both your needs and the requirements of the course. Any information you provide is private and will be treated as such. To maintain the confidentiality of your request, please do not approach the instructor in front of others to discuss your accommodation needs.

Religious Holidays Policy—Any student missing class quizzes, examinations, or any other class or lab work because of observance of religious holidays shall be given an opportunity during that semester to make up missed work. The make-up will apply to the religious holiday absence only. It shall be the responsibility of the student to notify the instructor **within** the first 14 calendar days of the course for fall and spring courses (excepting modular courses), or **within** the first 7 calendar days of the course for summer and modular courses, of his or her intention to participate in religious holidays which do not fall on state holidays or periods of class recess. For additional information, please visit: <http://catalog.unlv.edu/content.php?catoid=6&navoid=531>.

Transparency in Learning and Teaching—The University encourages application of the transparency method of constructing assignments for student success. Please see these two links for further information:

<https://www.unlv.edu/provost/teachingandlearning>

<https://www.unlv.edu/provost/transparency>

Incomplete Grades—The grade of I—Incomplete—can be granted when a student has satisfactorily completed three-fourths of course work for that semester/session but for reason(s) beyond the student’s control, and acceptable to the instructor, cannot complete the last part of the course, and the instructor believes that the student can finish the course without repeating it. The incomplete work must be made up before the end of the following regular semester for undergraduate courses. Graduate students receiving “I” grades in 500-, 600-, or 700-level courses have up to one calendar year to complete the work, at the discretion of the instructor. If course requirements are not completed within the time indicated, a grade of F will be recorded and the GPA will be adjusted accordingly. Students who are fulfilling an Incomplete do not register for the course but make individual arrangements with the instructor who assigned the I grade.

Library Resources

Students may consult with a librarian on research needs. For this class, the subject librarian is https://www.library.unlv.edu/contact/librarians_by_subject. UNLV Libraries provides resources to support students’ access to information. Discovery, access, and use of information are vital skills for academic work and for successful post-college life. Access library resources and ask questions at <https://www.library.unlv.edu/>.

Tutoring and Coaching—The Academic Success Center (ASC) provides tutoring, academic success coaching and other academic assistance for all UNLV undergraduate students. For information regarding tutoring subjects, tutoring times, and other ASC programs and services, visit <http://www.unlv.edu/asc> or call [702-895-3177](tel:702-895-3177). The ASC building is located across from the Student Services Complex (SSC). Academic success coaching is located on the second floor of the SSC (ASC Coaching Spot). Drop-in tutoring is located on the second floor of the Lied Library and College of Engineering TEB second floor.

UNLV Writing Center—One-on-one or small group assistance with writing is available free of charge to UNLV students at the Writing Center, located in CDC-3-301. Although walk-in consultations are

sometimes available, students with appointments will receive priority assistance. Appointments may be made in person or by calling 702-895-3908. The student's Rebel ID Card, a copy of the assignment (if possible), and two copies of any writing to be reviewed are requested for the consultation. More information can be found at: <http://writingcenter.unlv.edu/>.

Rebelmail—By policy, faculty and staff should e-mail students' Rebelmail accounts only. Rebelmail is UNLV's official e-mail system for students. It is one of the primary ways students receive official university communication such as information about deadlines, major campus events, and announcements. All UNLV students receive a Rebelmail account after they have been admitted to the university. Students' e-mail prefixes are listed on class rosters. The suffix is always [@unlv.nevada.edu](mailto:unlv.nevada.edu). **Emailing within WebCampus is acceptable.**

Final Examinations—The University requires that final exams given at the end of a course occur at the time and on the day specified in the final exam schedule. See the schedule at: <http://www.unlv.edu/registrar/calendars>.