

**Administrative Studies**  
**Course Number: 29:011:302**  
**Course Title: Building Your Brand**

## **COURSE DESCRIPTION**

Building Your Brand is an RBS required course and the second in the Business Forum 3-course series. The goal is for students to build upon the foundational knowledge garnered in the Foundations for Your Career Journey course and further refine the skills and knowledge necessary to drive successful career outcomes.

- **Interviewing:** Refinement and practical application of skills
- **Job Search:** Strategies and tools for effective company and job research
- **Networking:** Engagement with employers and development of strong presentation skills

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## **LEARNING GOALS AND OBJECTIVES**

This course is designed to help students develop skills and knowledge in the following area(s):

- **Knowledge:** Students will learn about types of interviews and how to conduct research in preparation.
- **Skills:** Students will further refine skills in interviewing, business communications, and presentations.
- **Networking:** Students will learn how to develop and nurture a professional network and connect with individuals to support their career growth.

### **Learning Methods**

Students develop competencies through the following course activities and assignments:

- **Workshops:** These include lectures and interactive group exercises designed to ensure comprehension.
- **Individual Counseling:** These sessions explore career goals, develop a personal brand, and enhance career management knowledge and skills.
- **Assignments and Projects:** These are designed to reinforce concepts acquired.
- **Webinars:** These complement workshop and assignment materials.

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## **ACADEMIC INTEGRITY**

*I do NOT tolerate cheating.* Students are responsible for understanding the RU Academic Integrity Policy (<http://academicintegrity.rutgers.edu/>). I will strongly enforce this Policy and pursue *all* violations. On all examinations and assignments, students must sign the RU Honor Pledge, which states, “On my honor, I have neither received nor given any unauthorized assistance on this examination or assignment.” [I will screen all written assignments through *SafeAssign* or *Turnitin*, plagiarism detection services that compare the work against a large database of past work.] Don’t let cheating or plagiarism destroy your hard-earned opportunity to learn and advance. See [business.rutgers.edu/ai](http://business.rutgers.edu/ai) for more details.

## **Artificial Intelligence and Chat GPT**

Use of AI such as ChatGPT is only permitted to help you brainstorm ideas and see examples. All material you submit must be your own. AI sources must be cited in submitted work.

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## **ATTENDANCE AND PREPARATION POLICY**

Attendance is mandatory. Attendance will be taken for each class, and you must be in attendance for at least 70 of the 80 minutes to be marked present, and no more than 10 minutes late. If you miss more than 2 classes, your grade may be reduced.

If you are to be absent, report your absence in advance at <https://sims.rutgers.edu/ssra/>. If your absence is due to religious observance, a Rutgers-approved activity, illness, or family emergency/death and you seek makeup work, send me an email with full details and supporting documentation within 3 days of the absence.

If you are late or leave early, this will be counted against your attendance record.

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## **CLASSROOM CONDUCT**

- Slides and presentations given in class will also be posted on Canvas. All unauthorized recordings of class lectures/discussions are prohibited. Recordings to accommodate the needs of individual students must be approved in advance, for personal use during the semester only. Redistribution of approved recordings is prohibited.
  - Student engagement is required as much of the classroom work is interactive,
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## **GRADING POLICY**

Assignments constitute 90% of your overall grade. All assignments must be turned in by the due date. For most assignments, you are given at least 7 days to complete. Do not wait until the last day to complete assignments as they may take longer than expected or you may run into technical issues.

You can earn partial credit for assignments unless otherwise indicated in the syllabus. A rubric will be provided for assignments and will be available on Canvas. Course Assistants will utilize rubrics to grade assignments. If you find yourself having difficulty completing an assignment, you must notify either the professor or your CA before the assignment is due. In case of an emergency, documentation must be provided to make up the work.

There will be no rounding of the final grade and no curve for this course. Grades will be calculated as follows:

<b>A</b>	90 or higher
<b>B+</b>	86 to 89.9
<b>B</b>	80 to 85.9
<b>C+</b>	76 to 79.9
<b>C</b>	70 to 75.9
<b>D</b>	65 to 69.9
<b>F</b>	Less than 65

## **ASSIGNMENTS**

As mentioned above, assignments must be submitted on time. They must also be submitted following the instructions indicated on the syllabus and/or Canvas. If you do not follow the instructions, you risk losing points on the assignment and/or not having the assignment accepted for grading.

All assignments must be submitted through Canvas unless otherwise stated on the syllabus or in class. No emailed assignments will be accepted. If there are any questions or concerns about how to complete/submit an assignment, you must reach out to your course assistant for clarification before the assignment is due. It is also recommended that you start assignments in advance of the due date so that if you have questions, you can be assisted.

Written homework submissions must be uploaded as a Word document or PDF. Mac Book "Pages" files cannot be opened in Canvas. Blank documents uploaded to Canvas as an assignment will result in a "0" for that assignment. Students are responsible for double checking all assignment submissions and ensuring they are on-time, in the correct document type, and meet the rubric requirements.

Students will be allowed unlimited attempts to submit most assignments to Canvas. Only your last submitted attempt will be graded. Please make sure that the final submission has all parts of the assignment to earn full credit.

Many assignments may also require you to upload screenshots. You can use the ‘Snipping Tool’ or ‘Print Screen’ key on Windows devices, or the Command+Shift+3/ Command+Shift+4 keys on iOS devices to capture the screenshots.

**Final Grade Distribution**

<b>Final Grades are made up from the following distribution:</b>		
<b>Grading Element</b>	<b>Points</b>	<b>% of Grade</b>
Forage Project	10	10%
Group Project Submission	10	10%
Company Research	15	15%
Recorded Mock Interview*	25	25%
LinkedIn Connections	10	10%
Career Plan	10	10%
Group Presentations	10	10%
Attendance AND Participation	10	10%
*YOU MUST PASS THE MOCK INTERVIEW TO PASS THE COURSE	----	----
<b>Total</b>	<b>100</b>	<b>100%</b>

**Grade Disputes**

Your final grade is NOT subject to negotiation. You have 1 week after grade posting to dispute an assignment grade. You must be very clear about what was graded incorrectly and provide supporting evidence/documentation for your assignment grade to be reevaluated.

**COURSE SCHEDULE**

<b>Class</b>	<b>Topic</b>	<b>Details</b>
<b>1</b>	Course Overview, Collateral Updates, Experiential Learning	Learning Objectives, Course Requirements, Foundations Refresh, Experiential Learning Project
<b>2</b>	Presentation Skills	Skill Development for written and oral presentations
<b>3</b>	Company Research	Effective company research and library resources

4	Advanced Interviewing 1	Interview and question types, practice
5	Advanced Interviewing 2	Peer to Peer Mocks, Mock Interview
6	Job Search & Strategies	Tools and tracking, ATS and AI
7	Career Launch	Industry, Function, Job Review and Roadmap
8	Job Search	Strategies and Tools
9	Group Presentations	Team Readouts and Peer Evaluation
10	Group Presentations	Team Readouts and Peer Evaluation

**Syllabus and schedule are subject to change.**

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## SUPPORT SERVICES

If you need accommodation for a *disability*, obtain a Letter of Accommodation from the Office of Disability Services. The Office of Disability Services at Rutgers, The State University of New Jersey, provides student-centered and student-inclusive programming in compliance with the Americans with Disabilities Act of 1990, the Americans with Disabilities Act Amendments of 2008, Section 504 of the Rehabilitation Act of 1973, Section 508 of the Rehabilitation Act of 1998, and the New Jersey Law Against Discrimination. More information can be found at [ods.rutgers.edu](http://ods.rutgers.edu).

[Rutgers University-New Brunswick ODS phone (848)445-6800 or email [dsoffice@echo.rutgers.edu](mailto:dsoffice@echo.rutgers.edu)]

[Rutgers University-Newark ODS phone (973)353-5375 or email [ods@newark.rutgers.edu](mailto:ods@newark.rutgers.edu)]

If you are *pregnant*, the Office of Title IX and ADA Compliance is available to assist with any concerns or potential accommodations related to pregnancy.

[Rutgers University-New Brunswick Title IX Coordinator phone (848)932-8200 or email [jackie.moran@rutgers.edu](mailto:jackie.moran@rutgers.edu)]

[Rutgers University-Newark Office of Title IX and ADA Compliance phone (973)353-1906 or email [TitleIX@newark.rutgers.edu](mailto:TitleIX@newark.rutgers.edu)]

If you seek *religious accommodations*, the Office of the Dean of Students is available to verify absences for religious observance, as needed.

[Rutgers University-New Brunswick Dean of Students phone (848)932-2300 or email [deanofstudents@echo.rutgers.edu](mailto:deanofstudents@echo.rutgers.edu)]

[Rutgers University-Newark Dean of Students phone (973)353-5063 or email [DeanofStudents@newark.rutgers.edu](mailto:DeanofStudents@newark.rutgers.edu)]

If you have experienced any form of *gender or sex-based discrimination or harassment*, including sexual assault, sexual harassment, relationship violence, or stalking, the Office for Violence Prevention and Victim Assistance provides help and support. More information can be found at <http://vpva.rutgers.edu/>.

[Rutgers University-New Brunswick incident report link:

<http://studentconduct.rutgers.edu/concern/>. You may contact the Office for Violence Prevention and Victim Assistance at (848)932-1181]

[Rutgers University-Newark incident report link:

[https://cm.maxient.com/reportingform.php?RutgersUniv&layout\\_id=7](https://cm.maxient.com/reportingform.php?RutgersUniv&layout_id=7) . You may also contact the Office of Title IX and ADA Compliance at (973)353-1906 or email at [TitleIX@newark.rutgers.edu](mailto:TitleIX@newark.rutgers.edu). If you wish to speak with a staff member who is confidential and does **not** have a reporting responsibility, you may contact the Office for Violence Prevention and Victim Assistance at (973)353-1918 or email [run.vpva@rutgers.edu](mailto:run.vpva@rutgers.edu)]

**Bias incidents:** an act – either verbal, written, physical, or psychological that threatens or harms a person or group on the basis of actual or perceived race, religion, color, sex, age, sexual orientation, gender identity or expression, national origin, ancestry, disability, marital status, civil union status, domestic partnership status, atypical heredity or cellular blood trait, military service or veteran status.

**Bias incidents can be reported online at:**

[New Brunswick Bias Incident Report Form](#)

[Newark Bias Incident Report Form](#)

If students who have experienced a temporary condition or injury that is adversely affecting their ability to fully participate, you should submit a request via

<https://temporaryconditions.rutgers.edu> .

If you are a military **veteran** or are on active military duty, you can obtain support through the Office of Veteran and Military Programs and Services. <http://veterans.rutgers.edu/>

If you are in need of **mental health** services, please use our readily available services.

[Rutgers University-Newark Counseling Center: <http://counseling.newark.rutgers.edu/>]

[Rutgers Counseling and Psychological Services–New Brunswick: <http://rhscaps.rutgers.edu/>]

If you are in need of **physical health** services, please use our readily available services.

[Rutgers Health Services – Newark: <http://health.newark.rutgers.edu/>]

[Rutgers Health Services – New Brunswick: <http://health.rutgers.edu/>]

If you are in need of **legal** services, please use our readily available services:

<http://rusls.rutgers.edu/>

Students experiencing difficulty in courses due to **English as a second language (ESL)** should contact the Program in American Language Studies for supports.

[Rutgers–Newark: [PALS@newark.rutgers.edu](mailto:PALS@newark.rutgers.edu)]

[Rutgers–New Brunswick: [eslpals@english.rutgers.edu](mailto:eslpals@english.rutgers.edu)]

If you are in need of additional **academic assistance**, please use our readily available services.

[Rutgers University-Newark Learning Center: <http://www.ncas.rutgers.edu/rlc>

[Rutgers University-Newark Writing Center: <http://www.ncas.rutgers.edu/writingcenter>]

[Rutgers University-New Brunswick Learning Center: <https://rlc.rutgers.edu/>]

[Optional items that many faculty include:

- Students must sign, date, and return a statement declaring that they understand the RU Academic Integrity Policy.
  - Students must sign, date, and return a statement declaring that they understand this syllabus.]
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## **CODE OF PROFESSIONAL CONDUCT**

[If you prefer to direct students to the conduct policy online instead, please use the following link and place it beneath the header above:

<https://myrbs.business.rutgers.edu/students/code-professional-conduct>]

Rutgers Business School is recognized for its high-quality education. To that end, maintaining the caliber of classroom excellence, whether in person or online, requires students to adhere to the same behaviors expected in professional career environments. These include the following principles:

### **Discussion and Correspondence**

- Each student is encouraged to participate actively in class discussions and exercises. Substantive dialogue requires a degree of mutual respect, willingness to listen, and tolerance of opposing points of view. Disagreement and the challenging of ideas must happen in a supportive and sensitive manner. Hostility and disrespectful behavior will not be tolerated.
- In correspondence and in the classroom, students should demonstrate respect in how they address instructors. Students should use proper titles unless there is an explicit understanding that the instructor accepts less formal alternatives. Similarly, appropriate formatting in electronic communication and timely responsiveness are all expectations in every professional interaction, including with instructors. Everything said and written should demonstrate respect and goodwill.

### **Punctuality and Disruption**

- Class starts and ends promptly at the assigned periods. Students are expected to be in their seats or present online and ready to begin class on time.
  - Take your responsibility to attend class seriously. Your attendance is a critical element of the learning experience for in-person classes. Failure to show up disrupts your learning and signals disrespect to your peers and instructors. (Of course, illness is a legitimate exception requiring advanced reporting to the [University](#) and your instructors.)
  - Barring emergencies and within reason, students are expected to remain in their seats for the class duration. In person, packing belongings before the end of class disturbs both other students and the instructor. Online, attending to other tasks is

distracting. In addition, even if webcams are not required in your course, your attention is fundamentally lacking if you are engaged in multiple tasks simultaneously.

### **Technology**

- The use of technology is sanctioned only as permitted by the course instructor. As research on learning shows, peripheral use of technology in classes negatively impacts the learning environment in three ways:
  1. Individual learning and performance directly suffer, resulting in the systemic lowering of grades earned.
  2. In the classroom, one student's use of technology automatically diverts and captures other people's attention, thus impeding their learning and performance. Moreover, even minor infractions have a spillover effect and result in others doing the same.
  3. Subverting this policy (e.g., using a phone during class, even if hidden below the table or out of sight from your webcam; tapping on a smartwatch; using a laptop for non-course related matters) is evident to the course instructor and offensive to the principles of decorum in a learning environment.
- Networking, computing, and associated resources in the trading rooms, advanced technology rooms, and general classrooms are to be used in the manner intended.
- Sharing links to private online classes, attempting to join an online class you are not enrolled in, or posting disruptive content during these sessions are strictly prohibited and may lead to disciplinary action.
- For more instructions on information technology resources at Rutgers University, please refer to the [Acceptable Use Policy for Information Technology Resources](#).

### **Misappropriating Intellectual Property**

- Almost all original work is the intellectual property of its authors. These works may include syllabi, lecture slides, recorded lectures, homework problems, exams, and other materials, in either printed or electronic form. The authors may hold copyrights in these works, which U.S. statutes protect. Copying this work or posting it online (on sites such as Chegg or Course Hero) without the author's permission may violate the author's rights. More importantly, these works are the product of the author's efforts; respect for these efforts and the author's intellectual property rights are important values that members of the university community take seriously.
- For more instructions on copyright protections at Rutgers University, please refer to the [Rutgers Libraries](#).

Rutgers Business School is committed to the highest standards of integrity. We value mutual respect and responsibility, as these are fundamental to our educational excellence inside and outside the classroom.