

# CAREER SELF-MANAGEMENT AND SELF-MARKETING: MICRO CREDENTIAL

Empire State University awards a 4-credit micro credential in Career Self-Management and Self-Marketing upon successful completion of the 4-credit online course MRKT 4050 Career Self-Management and Self-Marketing. This micro credential introduces students to advanced topics in career self-management, individual skills management and development, self-marketing, and personal branding. Throughout the course, students will engage in a series of interlinked learning activities aimed at identifying, benchmarking, evaluating, peer-reviewing, documenting, presenting, and improving their job-related skills. They will learn how to use contemporary learning theories and powerful management and marketing tools for effective self-development and self-promotion.

Currently, there is a growing understanding of the necessity to embed career competencies and skill-building activities in the design of undergraduate and graduate degrees, particularly within the business and management environment. In an ever-changing job market landscape, college graduates need to be prepared to professionally manage oneself by proactively scanning the job market, identifying and mastering the required skill sets, and developing effective strategies for individual skills management, self-improvement, and self-marketing. The amount of knowledge and skills that are needed for effective self-development is far beyond introductory career development courses, which is why forward-thinking institutions incorporate advanced career development learning at the senior undergraduate and graduate levels. While career self-management is one of the most important graduate attributes, in many academic programs this life-saving skill is significantly overlooked. This micro credential is designed to help individuals develop, implement, and sustain their personal strategies for success in the competitive marketplace.

## Enrollment

- Current Empire State University students may enroll as they would any other SUNY Empire undergraduate course using MySUNYEmpire (<https://my.sunyempire.edu>).
- Non-SUNY Empire students may enroll in the course by following the undergraduate non-degree study process. (<https://www.sunyempire.edu/degrees-programs/nondegree-study/>)

## Program Coordinator

**Valeri Chukhlomin, Ph.D.**

Professor, School of Business

Email questions about the Micro Credential to

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This micro credential consists of one required course:

Code	Title	Credits
MRKT 4050	Career Self-Management and Self-Marketing	4

- Students will be able to think strategically on how to develop, implement, monitor, and sustain an effective course of action to succeed in a competitive job market environment.

- Students will be able to use business strategy methods to scan a competitive job market, identify and analyze necessary competencies and skills, and estimate the required level of skill acquisition to succeed in a competitive selection process for the position(s) of your interest.
- Students will be able to apply performance management tools to develop required skills and to objectively evaluate and monitor your level of skill acquisition.
- Students will be able to use strategic marketing techniques for collecting, organizing, peer-reviewing, and demonstrating evidence of your mastery of skills for successful job search/promotion.
- Students will be able to effectively utilize information technology for managing your skills portfolio, maintaining career development workflow, and conducting self-administered, skill-building training interventions.
- Students will be able to apply learning theories, such as self-directed learning, active regulation, goal setting, situated and transformational learning, for effective career self-management, skill-building, and career growth.