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FOR IMMEDIATE RELEASE:

NEW TEAM-TAUGHT COURSE TO FOCUS ON PROFESSIONAL STRATEGIES

CHARLESTON -- A course designed to prepare persons to be competent, competitive and successful in entering a field of employment in the 21st century will make its debut during Intersession 1997 at Eastern Illinois University.

The main focus of the new course -- BAS-4000, Professional Strategies for Success -- is on research to find a compatible employer, preparation of the resume, preparation for the interview and the expectations of a new employee in today's highly competitive, culturally diverse and international job market.

"Often times we hear from businesses that college students don't know proper business etiquette -- how to interview or how to have dinner with a client, for example. There are some uncertainties there, and we hope to correct that with this class," said Nancy Marlow, professor of marketing. "We hope to teach our students such skills as how to dress for an interview, how to dress for the job, how to handle international relations and how to write a resume -- in short, how to be a professional."

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Objectives of the course also include: to identify, plan and execute professional development needs for achieving goals; to communicate effectively, orally and in writing; to collaborate successfully with others in achieving goals; to increase understanding of the development and dynamics of entering the job market in the 21st century; to understand the importance of the "professional image;" to understand the concept and operation of the "corporate culture;" to gain an understanding of the responsibilities of professional etiquette; to understand customs, courtesies and protocol of the international market; and to demonstrate a knowledge of and sensitivity to cultural diversity in the workplace.

BAS-4000 is a two-credit-hour elective course that is open to all majors. Marlow will teach the course during Intersession 1997, which begins Monday, May 12. The course will be team-taught by faculty from the School of Business, the School of Family and Consumer Sciences, Military Science and the School of Technology. The course will be offered in the summer, spring and fall semesters, and it will meet twice a week. Students must have 75 credit hours to enroll in the course.

Anyone interested in BAS-4000, Professional Strategies for Success, should pick up a Summer School 1997 Class Schedule, containing registration procedures, from the Registration Office located in the basement of McAfee Gymnasium or call 217/581-3831 for further information.