

## Student Mentee Guide and Instructions

Congratulations!

Welcome to the Department of Marketing and Professional Sales Professional Mentoring Program.

For the time you have remaining at Kennesaw State University, you will have the opportunity for a one-on-one relationship with a professional as a Professional Mentor to act as a coach and

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## Program Goals

The Department of Marketing and Professional Sales' Professional Mentoring Program seeks to prepare you for a successful career by connecting you to the business community. The goals of the program are:

- Develop confident students with leadership, teamwork, and critical and creative thinking skills through the coaching and feedback from a Professional Mentor.
- Supply students with a means to explore their chosen career field and identify the requirements for success.
- Provide a point-of-contact with whom student • can discuss their career goals and to develop a roadmap of how to reach them.
- Equip students with the skills to network and build connections with business and organizational leaders.
- Build connections between classroom learning and the world post-graduation.

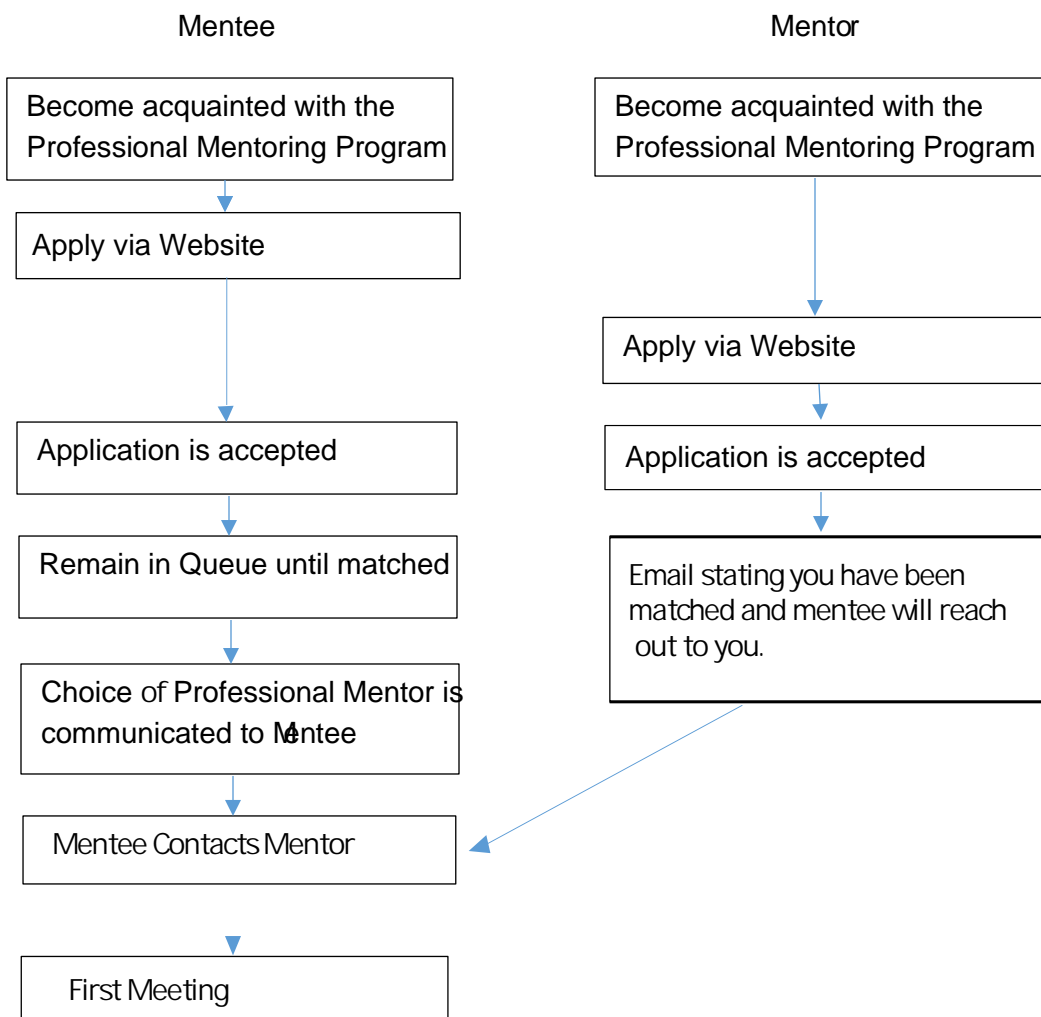
The Department of Marketing and Professional Sales' Mentoring Program strives to help in your development to facilitate a smooth transition into your career with a clearly defined career path and the contacts needed to be a success in any endeavor.

## Your Professional Mentor

Individuals chosen to serve as Professional Mentors are professionals possessing an undergraduate degree and have at least five years experience in a marketing/marketing-related position who have indicated interest in working with a student Mentee to further their development and better prepare them for a successful career.

Your Professional Mentor is chosen based on information that you provided in the application. It does not matter where your Professional Mentor presently works or whether they are employed. Please note that you will not get a job at your Professional Mentor's company as a result of this mentor-mentee relationship.

The selection process is as follows:



## Your Responsibilities

The success of your mentoring experience will be dependent on how you approach the relationship. The relationship with your Professional Mentor must be a priority and must possess the characteristics of any good relationship. You will need to:

- Invest the time necessary.
- Be honest and trustworthy.
- Be willing to accept guidance and feedback as well as any criticism.
- Stay in touch with your Professional Mentor.
- Be proactive- do not wait for your Professional Mentor to contact you take the initiative.
- Respond to communications from your Professional Mentor ASAP, but definitely within two days.
- Offer ways to lend assistance to your Professional Mentor. Relationships are not one way streets.
- Be willing to ask questions and share your thoughts.
- Be committed to the Professional Mentoring Program and to your Professional Mentor.

Please do what is necessary to ensure a successful mentoring experience.

## Getting Started

It is your responsibility to initiate the relationship with your Professional Mentor. The first step is to contact your Professional Mentor, to arrange for your first meeting. You should initialize contact with your Professional Mentor within 2 days of being assigned a Professional Mentor. Your Professional Mentor will be waiting to be contacted by you. Start off the relationship on the right foot and respond promptly.

The time and location of the meeting is to be determined between you and your Professional Mentor. The suggested location of your first meeting is to be on campus or possibly a restaurant set to campus.

The purpose of the meeting is to begin to get to know your Professional Mentor and for your Professional Mentor to get to know you. Hence, the meeting will be of a casual nature. Therefore, business casual dress is appropriate.

Conversations can be developed and maintained through asking questions. Your Professional Mentor will appreciate your interest and will likewise seek to understand more about you. Your Professional Mentor will be expecting that you will lead much of the first meeting. They have been told to expect you to ask several questions about themselves.

There are a variety of areas of inquiry that you can pursue. Some of the areas include asking your Professional Mentor about where they are from, their educational background including where they went to college and their major, their career path including how they chose their particular career path, their present position including details about the position, why they chose to be Professional Mentor, and their hobbies and interests. These are only examples and are not to be viewed as a checklist. (mitformal.org/538-a0-Td)

## What's Next?

What happens after the first meeting? Relationships need to be sustained and the burden of sustaining the relationship ultimately falls upon you. It is your responsibility to maintain contact with your Professional Mentor! Although the program benefits both you and your Professional Mentor, the establishment of the Professional Mentoring Program was driven by your needs. Hence, it is your responsibility to:

- Reach out to your Professional Mentor.
- Share your needs, questions, and requests for assistance with your Professional Mentor.
- At a minimum, you should contact your Professional Mentor at least monthly via the form of communication that is most convenient to both parties. Communication is vital to the success of the relationship between you and your Professional Mentor. Professional Mentors never complain about too many contacts. Remember that it remains your role to initiate theesouia abcc22.8 (.

## What to Do?

The nature of the meetings between Mentees and their Professional Mentors vary widely depending of the interests and the needs of both parties. Below is a list of possible activities:

- Invite your Professional Mentor to campus events such as the Tetley lectures.
- Invite your Professional Mentor to campus activities such as arts attractions or sports activities.
- Ask your Professional Mentor for their opinion on current business events.
- Ask your Professional Mentor to review career research related materials such as your cover letter and your resume.
- Ask your Professional Mentor for their input into your academic assignments, such as identifying possible topics and reviewing your work.
- Ask your Professional Mentor for suggestions concerning choice of courses to take.
- Ask your Professional Mentor to provide feedback on your soft skills, including etiquette, your presence and attire, your professional image, and your conversation skills. Ask for ways that each of these areas can be improved.
- Ask your Professional Mentor about their position and their company. Ask for the option of shadowing them during one of their days on the job.
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Department of Marketing and Professional Services Statement on Respect and Harassment in the Mentoring Relationship

KSU Intellectual Diversity & Interpersonal Relationships Division S