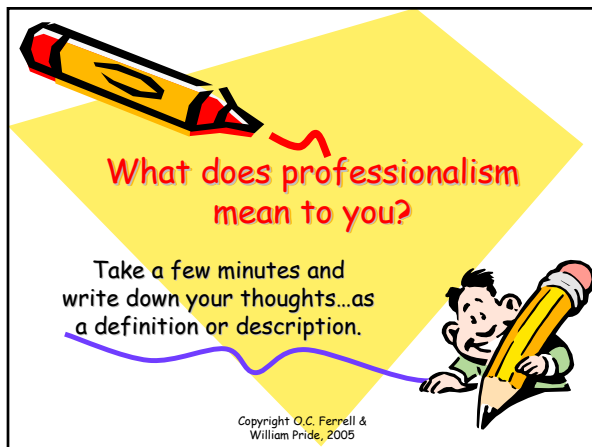


Professionalism in Marketing


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What does professionalism mean to you?



Take a few minutes and write down your thoughts...as a definition or description.



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One Student's Perception...

Professionalism...in a word - it's an attitude. Also, the way in which an individual conducts oneself in certain situations ...the way you speak, the way you dress, the way you are organized, etc. It is setting standards and complying with them



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Business Success is a Matter of Principle

- Values are the most effective way to differentiate an individual or organization.
- Professionalism is an attitude.



Walt Disney & Mickey Mouse



Milton Hershey

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What caused her downfall?

- Greed
- Arrogance
- "Untouchability"
- Lack of civility & compassion
- "Can't Touch Me" attitude
- Failure to acknowledge wrongdoing
 - lying, coverup & legalistic shelter



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Professionalism is key to career success

- professionals agree to organization-wide shared values
- teamwork is a mandatory part of the organizational culture
- focus on relationship building
- trust is the glue that holds the organization together

- Adapted from: David H. Maister (1997)
True Professionalism, New York: The Free Press.



Workplace 'rudeness' is on the rise...

- 61% feel there is more rude behavior at work than in the past
- a halo effect occurred after Sept. 11 whereby 74% felt Americans were more thoughtful and caring
 - only 34% felt this change would last long
- 80% of respondents feel that 'lack of respect and courtesy' is a serious national problem

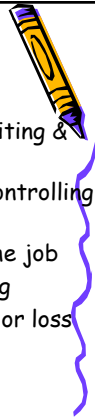


» Source: Oliver Libaw (2005) "We're Ruder Than Ever," Poll Finds," www.abcnews.com/US/print?id=91777, accessed April 12, 2005.



Abrasive and Abusive Conduct...

- silence
- glaring eye contact: "the look"
- brevity or abruptness
- snubbing or ignoring others
- insults and put downs
- Source: Ryan and Oestreich (1998)
- blaming, discrediting & discounting
- an aggressive, controlling manner
- threats about the job
- yelling & shouting
- angry outbursts or loss of control
- physical threats

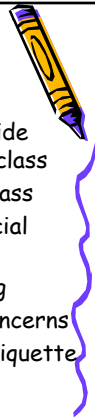


Professionalism Issues in the Classroom...

- proper language
- tardiness & absenteeism
- excessive talking
- working on other assignments
- plagiarism & citation abuse
- reading outside materials in class
- sleeping in class
- desiring special treatment
- renegotiating
- teamwork concerns
- cell phone etiquette



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Cheating on the Rise...

- a national survey by Rutgers Management Education Center found that 75% of high school students engage in serious cheating
 - over half have plagiarized from the Internet
 - 50% said copying test answers was not cheating
 - students can buy 'research' papers at SchoolSucks.com on almost any subject for \$9.95/page



- Source: Kathy Slobogin (2002) "Survey: Many Students Say Cheating's OK," www.cnn.com, April 5, accessed April 12, 2005.

Why students say they cheat...

- academic pressure to succeed
- adult world sets poor examples
- honor is a thing of the past
 - no one believes in it any more
- culture in high school places more value on test scores & grades than integrity



- Source: Source: Kathy Slobogin (2002) "Survey: Many Students Say Cheating's OK," www.cnn.com, April 5, accessed April 12, 2005.

Electronic Advances Contribute to the Problem...


- gadgets make cheating easier
 - web enabled cell phones, camera phones, text messaging
- students are not adequately developing their interpersonal skills
 - students email, not visit faculty during office hours
 - 1,650 Duke freshman were given Apple iPods upon arriving on campus the fall of 2004



- Source: Paul Davidson (2005) Gadgets Rule on College Campuses, USA Today, www.usatoday.com, accessed April 12, 2005.

What's Happening in the Workplace...


- more than 2/3 of employees experienced some sort of rudeness, disrespect or incivility
- workers who complain about bad treatment may experience retaliation
- unhappy employees cost the company \$
 - sick leave, medical leave & turnover

 - Source: Catherine Valenti (2005) "Workers Who Complain Suffer Consequences," www.abcnews.com, accessed April 12.

Email Etiquette...

- you have no privacy
- you have no control
- once you send a message, it's gone
- Remember Harry Stonecipher at Boeing



 - Source: Paul Eng (2005) "E-Mail Etiquette for Employees and Execs," www.abcnews.com, March 8, accessed April 12.

Codes of Ethics for Students

- Establish your expectations of students
- Examples
 - Colorado State University
 - [Student Code of Ethics](#)
 - Duquesne University
 - [Student Code of Ethics](#)



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