New York City college of Technology

Professional Development

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 In this paper one will discuss the professional development skills that I have done during my college years at New York City college of Technology. Professional development is when an individual engages in trainings and academics to obtain more skills to improve in their careers (What Is Professional Development, 2020). Although I have never participated in any professional development training in college, the classes that I have taken have helped me to develop professionalism skills along with ethical skills to prepare me for my future career. For example, I have taken a class called entrepreneurship where it thought me the essentials about running a brick-and-motor business. That class taught me how to create my own business plan, which is an outline of how you want your business to run. That class have also taught me how to: write a professional letter to the bank to request capital, create a mission statement, to research your product to see if there is a need for it in the markets, and also how to do internal and external marketing. This class have helped me to obtain business and entrepreneurial skills that can help in with my future career goals in running my own business and in the workplace. Having a business mindset is important to me because it entails that I have the credentials to run my own business and also the knowledge of marketing and advertising.

 Another career goal that I have, is to becoming Public Relations manager for a beauty or fashion company. Public Relations professionals are individuals who helps promote and gain audience engagement for a brand or a client (Conklin, 2019). The reason why I want to be involved in this field is because I am good at representing a brand and I also know what a brand needs in order to look appealing to the public eye. I have taken classes such as business management and visual merchandising, which are classes that can be consider as professional development courses because my professors assigned me projects that could help me in the field of public relations. In my business management class, I was taught what was ethical and non-ethical for a brand and I also learned branding and marketing techniques that can help a brand’s image, such as doing internal and external marketing along with communicating with your audience. In visual merchandising my professor assigned a class project for us to do which was a press release. A press release is a short and compelling news story about a brand or client. My classmates and I had to choose as designer and a fashion show that they previous have done and create a press release about that fashion show, along with the press release we had to make invitations for the fashion show and we had to design a folder that fits the aesthetics of the brand. I did the brand Pyer Moss by Kerby Jean Raymond and I did his spring/summer collection “American, Also, Lesson 2”. I followed Raymond’s brand colors and also, I made sure to add his logo on the front and inside of the folder, so the person who is receiving the press release can know what brand it is. This project was fun to do, and it also helped me to understand how to research and how to do a press release for a brand. It made feel like I was a part of the brand’s public relations team. At the end I received a “A” letter grade for my press release and my creativity.

 Doing projects in college that can help you towards your career is similar to attending or participating in a professional development training because it is helping you towards your future. I am so grateful for the classes that had to take during my college years because it helped me to better my understanding in the business world along with other areas in business. Taking different marketing, business, and fashion classes helped me to see that have I options and that there are many careers in fashion that suit my skills that I will enjoy. Although I think school have done a good job in preparing for my future career, I still think it is important to attend a professional development events to obtain more knowledge and to enhance in my skills. Although I wasn’t able to attend a professional development event due to the coronavirus, I will definitely attend one in the near future.

References

Conklin, A. (2019, October 14). How to Get a Job in PR. Retrieved from <https://www.themuse.com/advice/4-steps-to-landing-that-killer-pr-job>

What Is Professional Development and Why is it Important? (n.d.). Retrieved April 6, 2020, from https://www.ahaworldcampus.com/b/what-is-professional-development