

## **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 as a career advisor. The Professional Mentoring Program will allow you to have one-on-one contact with a professional in your field of choice. The advice and assistance that can be provided by your Professional Mentor will provide you with a clear advantage in successfully entering your field of choice as you launch your career.

As with any relationship, the relationship between a Professional Mentor and a Mentee is not instantaneous and will need to be developed. This will be the responsibility of both the Mentee and the Professional Mentor, but the success of the relationship will, primarily be dependent on your efforts as the Mentee. Indeed, you will be expected to drive the relationship. It will take time to develop a mentoring relationship that will be beneficial to both you and your Professional Mentor.

Your success is a concern of your Professional Mentor. As such, your questions and needs will be of the utmost interest to your Professional Mentor. You will need to reach out to your Professional Mentor to seek advice – to seek the information and the assistance that you need to prepare yourself for your career.

This guide is to assist you with your relationship with your Professional Mentor. Please read through it, paying particular attention to the Statement on Harassment.

Enjoy your Mentoring experience!

## **Table of Contents**

Program Goals

Your Responsibilities

Getting Started

What's Next?

What to Do

Statement on Respect and Harassment in the Mentoring Relationship

## **Program Goals**

The Department and 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 to identify the requirements for success.
- Provide a point-of-contact with whom students 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.

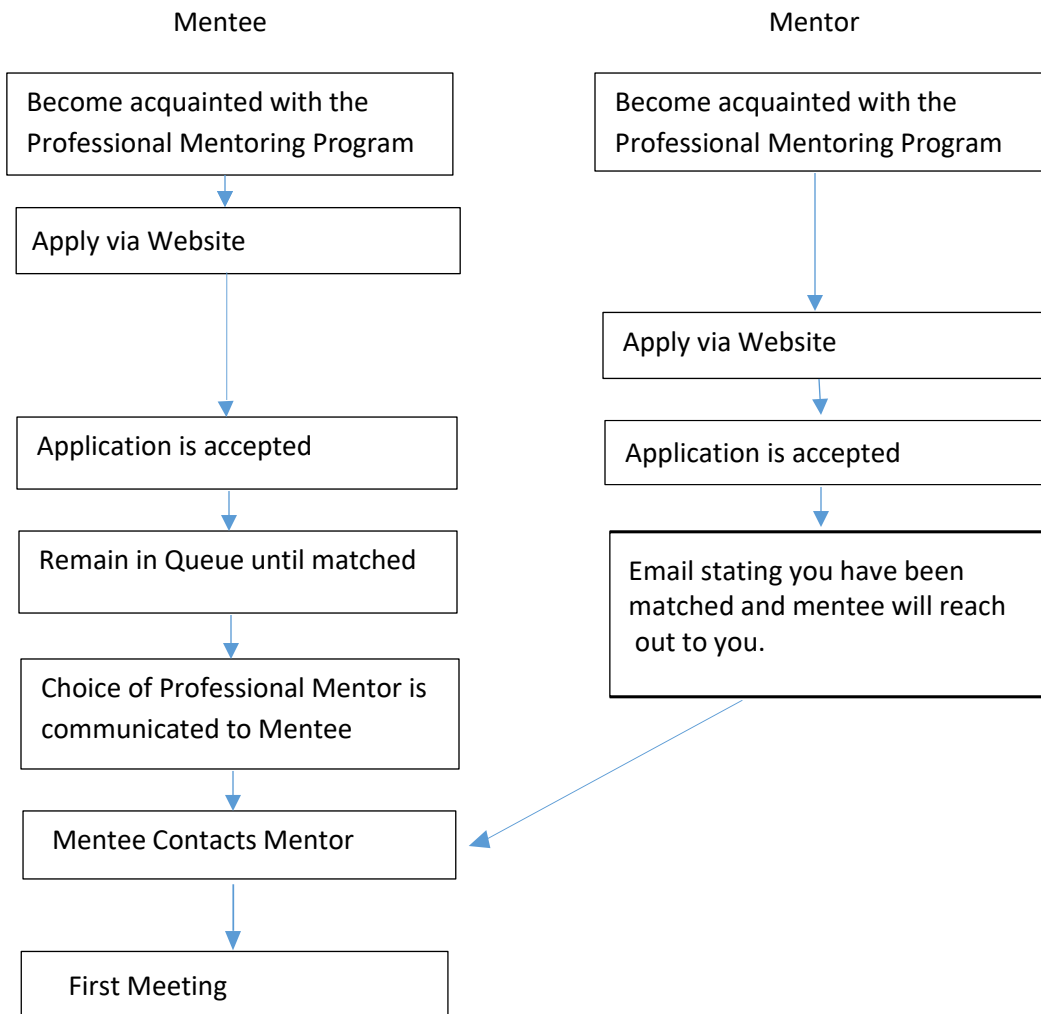
The Department of Marketing and Professional Sales' Mentoring Program strives to help in your development to facilitate a smooth transition into your career with a clearly defined career path and the contacts needed to be a success in any endeavor.

## 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 or 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 the information that you provided in the application. It does not matter where your Professional Mentor presently works or whether they are self-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 close 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 leading 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 may 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 limiting. What information are you interested in?

Let your Professional Mentor get to know you. In addition to the basics, let them know your questions that you may have about your education and your career preparation. Doing so will provide your Professional Mentor with the insight that they can use to beginning mentoring you.

If meeting with your Professional Mentor over a meal, expect that you will pay for your meal and that your Professional Mentor will pay for theirs. If your Professional Mentor should choose to pay for your meal, it is obligatory that you respond with a written thank-you note, email, or text thanking them immediately following the meal. If your Professional Mentor should treat at more than one meeting, it is obligatory that you thank them after each occurrence. If your Professional Mentor should pay for your meal, please recognize that they are going beyond what is expected of them as a Professional Mentor. You will not be expected to pay for your Professional Mentor's food.

## 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 your 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 the communications!
- Likewise, you need to respond to any communication from your Professional Mentor in a timely and professional manner. If your Professional Mentor contacts you when you are unable to have a conversation due to other activities and time commitments, suggest an alternative time for a conversation.
- Your relationship with your Professional Mentor lasts at least as long as the time that you are taking classes at Kennesaw State. Remember that life does not end for your Professional Mentor over the summer and your relationship with them shouldn't either. You should maintain at least monthly contact with your Professional Mentor throughout the summer.
- Once you have graduated, the relationship with your Professional Mentor does not need to come to an end. Although the nature of it will change, many alumni maintain their relationships with their Professional Mentors for years after graduation. After graduation, it is often as important, if not more important, to maintain mentoring relationships.

If you encounter any problems or have any questions, please contact:  
MarketingMentoringProgram@kennesaw.edu

## 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 listing 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-search-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.
- Explore how your Professional Mentor balances their time. What kinds of tools and aids do they use to best manage their time.
- Ask for meetings with your Professional Mentor's contacts for different points of view and to make connections with the companies and industries that you wish to enter.
- Ask to accompany your Professional Mentor to professional meetings and gatherings.
- Engage your Professional Mentor in your job search process. Seek their advice. Make use of their contacts. Involve them in the evaluation of competing offers.



## **Department of Marketing and Professional Sales Statement on Respect and Harassment in the Mentoring Relationship**

### KSU Intellectual Diversity & Interpersonal Relations Position Statement

Kennesaw State University is an educational community composed of individuals from different ethnic, racial, and religious groups and of different genders, political beliefs, ages, abilities, and sexual orientations. In light of this diversity, Kennesaw State University is resolved to contribute to the development of an integrated, pluralistic society in which individuals model and support humaneness and respect for the individual. Kennesaw State University is committed to a diversity of intellectual viewpoints. We trust in a genuine free marketplace of ideas where faculty and students are encouraged to express their considered opinions openly. We further believe that this intellectual exchange is healthy, democratic, and produces new insights. The exchange of ideas is also a splendid means of encouraging "critical thinking" as long as it is conducted within an atmosphere that respects the dignity of all concerned. The University is also committed to providing quality education, which is enhanced by the perspectives provided by individuals and groups with varying backgrounds and views. Racism, sexism, and other discriminatory attitudes and behaviors impede learning and working. Conversely, respect for differences enhances educational and work experiences. Kennesaw State University is dedicated to creating an environment that cherishes and nourishes this diversity. (Approved by the KSU Faculty Senate Feb. 25, 2008).

All forms of harassment or disrespect are unacceptable in the Professional Mentoring Program. Harassment entails the creation of a hostile or threatening environment and can consist of uninvited or unwelcome verbal, physical, or visual conduct. Harassment can also include verbal, physical, or visual conduct that may be welcomed or invited, but is inappropriate given the nature of a mentoring relationship.

If a participant in the Professional Mentoring Program feels that any they have been harassed, the individual is required to immediately end the relationship, follow the process outlined at <https://equity.kennesaw.edu/titleix/policies-procedures.php>, and contact the Chair of the Department. All complaints will be considered serious and will be addressed via university procedures.