

# SUNY Empire Academic Catalog

HOME > UNDERGRADUATE CATALOG > UNDERGRADUATE PROGRAMS > SCHOOL OF BUSINESS > CAREER SELF-MANAGEMENT AND SELF-MARKETING: MICRO CREDENTIAL

2023-2024 Edition

Search Catalog



ABOUT EMPIRE STATE UNIVERSITY  
UNDERGRADUATE CATALOG

#### Undergraduate Programs

School of Arts and Humanities

School of Business

Career Self-Management  
and Self-Marketing: Micro  
Credential

School of Human Services

School of Nursing and Allied  
Health

School of Science,  
Mathematics and Technology

School of Social and  
Behavioral Sciences

Harry Van Arsdale School for  
Labor Studies

UNIVERSITY CALENDAR

UNDERGRADUATE ADMISSIONS

TRANSFER CREDIT

PARTNERSHIPS

GETTING STARTED AND  
REGISTRATION

TUITION AND FEES  
(UNDERGRADUATE)

FINANCIAL AID

EARNING AN UNDERGRADUATE  
DEGREE

ACADEMIC SUPPORT

ONLINE LIBRARY

STUDENT SERVICES

STUDENT ACTIVITIES

SAFETY AND SECURITY

POLICIES

UNIVERSITY LEADERSHIP &  
GOVERNING AND ADVISORY

## CAREER SELF-MANAGEMENT AND SELF-MARKETING: MICRO CREDENTIAL

OVERVIEW

PROGRAM DETAILS

LEARNING OUTCOMES

Empire State University awards a 4-credit micro credential in Career Self-Management and Self-Marketing upon successful completion of the 4-credit online course MRKT 4050 Career Self-Management and Self-Marketing. This micro credential introduces students to advanced topics in career self-management, individual skills management and development, self-marketing, and personal branding. Throughout the course, students will engage in a series of interlinked learning activities aimed at identifying, benchmarking, evaluating, peer-reviewing, documenting, presenting, and improving their job-related skills. They will learn how to use contemporary learning theories and powerful management and marketing tools for effective self-development and self-promotion.

Currently, there is a growing understanding of the necessity to embed career competencies and skill-building activities in the design of undergraduate and graduate degrees, particularly within the business and management environment. In an ever-changing job market landscape, college graduates need to be prepared to professionally manage oneself by proactively scanning the job market, identifying and mastering the required skill sets, and developing effective strategies for individual skills management, self-improvement, and self-marketing. The amount of knowledge and skills that are needed for effective self-development is far beyond introductory career development courses, which is why forward-thinking institutions incorporate advanced career development learning at the senior undergraduate and graduate levels. While career self-management is one of the most important graduate attributes, in many academic programs this life-saving skill is significantly overlooked. This micro credential is designed to help individuals develop, implement, and sustain their personal strategies for success in the competitive marketplace.

## ENROLLMENT

- Current Empire State University students may enroll as they would any other SUNY Empire undergraduate course using [MySUNYEmpire](#).
- Non-SUNY Empire students may enroll in the course by following [the undergraduate non-degree study process](#).

## PROGRAM COORDINATOR

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GOVERNING AND ADVISORY  
GROUPS

UNDERGRADUATE COURSE  
INVENTORY

APPENDIX I - GUIDELINES FOR  
STUDENTS MATRICULATED  
BEFORE FALL 2022

GRADUATE CATALOG

FACULTY

SEARCH COURSES

COURSES A-Z

CATALOG A-Z INDEX

CATALOG CONTENTS

BROWSE THE TERM GUIDE

 PRINT OPTIONS



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