

mco 503-01

Summer 2019

Online

Salem
State
University

communications seminar



Course description.

This capstone course focuses on helping students reflect on and critique their body of work in the major and assisting them in the formation of their professional identities. Using materials gathered from current and previous class assignments, publications, and internships, students will create a professional portfolio suitable

for presentation at job interviews in the communications industry.

Required text.

Levit, A. (2014). *They don't teach corporate in college: A twenty-something's guide to the business world* (3rd ed.). Pompton Plains, NJ: Career.

Readings on Canvas.

Policies.

Communication

Please allow a 48-hour response time for me to reply to your emails. You may contact me via text message

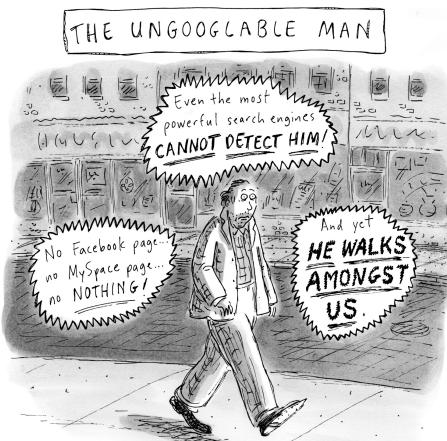
but please remember to include your name in the text so I know with whom I am corresponding.

Late Assignments

I will deduct up to 10 percent per day late for all late assignments. Any work that is not made up within 10 days of the original due date will not be accepted.

Grading

I will not discuss any grades on the day it is posted. All such discussions will take place at least 24 hours after the grade has been received.



Source: © Roz Chast/The New Yorker
Collection/www.cartoonbank.com R. Chast

contact
info

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grading

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|-------------------------|-----|-----------|
| Portfolio Check Point 1 | | July 14 |
| Digital Brand | 5% | July 21 |
| Portfolio Check Point 2 | | July 28 |
| Job Search | 10% | August 4 |
| Resume & Cover Letter | 10% | August 11 |
| Interview Assignment | 10% | August 16 |
| Final Portfolio | 40% | August 16 |
| Discussion Board Posts | 15% | |
| Activity Participation | 10% | |

Course assignments.

Digital Brand

Create/update a complete LinkedIn account, to include professional networking. Clean up and “professionalize” your digital brand. (LO1, LO5)

Job Search

Conduct a job search of an appropriate communication position. Research the employer. Write a 2-3-page paper summarizing your job search process/experience. (LO3, LO5)

Resume & Cover Letter

Based on the position you researched in the Job Search assignment, you will craft a resume and cover letter for that position. (LO3, LO6)

Interview Assignment

A list of typical interview questions will be posted on Canvas. You will create a video responding to those

questions as if this were a real Skype interview. (LO1, LO2, LO3, LO4)

Portfolio Term Project

This project will be completed over the entire term, with several deadlines throughout the term.

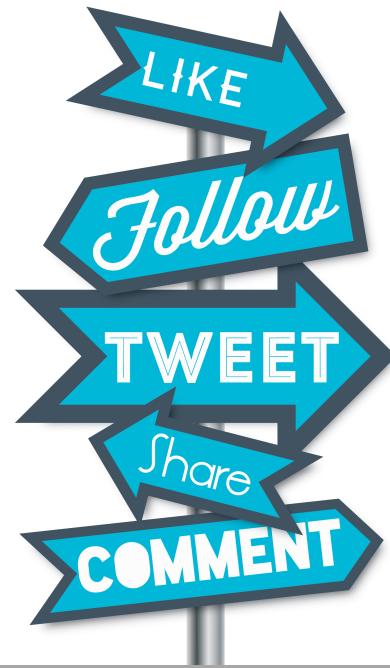
Check Point 1: Digital portfolio site creation

Check Point 2: Six revised pieces

Final: Completed portfolio

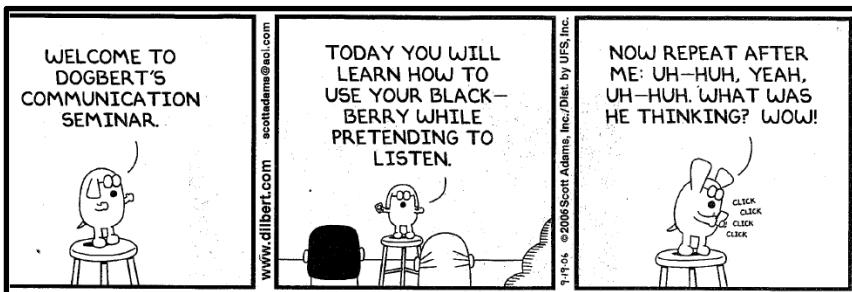
You will create a digital portfolio highlighting your best communication work completed throughout your college career. You will be required to revise old assignments based on previous instructors' feedback and my own feedback. All final versions will be compiled in a professional online portfolio.

There is NO Final Exam.



Extra Credit

There may be extra credit opportunities available throughout the course. I will notify you as these arise.



| Course goals. |
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| G1. Facilitate the development and understanding of your professional identity and your position in the professional world. |
| G2. Culminate the critical thinking, writing, and speaking skills cultivated throughout college in a senior-level capstone experience. |
| G3. Facilitate the revision, organization and presentation of all work created in the major concentration. |
| Learning objectives. |
| LO1. Develop and understand the purpose of a professional identity |
| LO2. Understand how to prepare for and successfully execute a job interview |
| LO3. Understand how to research and find appropriate and applicable positions in the communication field |
| LO4. Understand the purpose of and how to create a professional quality communication portfolio |
| LO5. Understand the significance of social media and social networking in the contemporary job market |
| LO6. Understand how to research and write a successful cover letter and resume |

The fine print.

Academic Dishonesty Policy

Any act of academic dishonesty attempted by a Salem State University student is unacceptable and will not be tolerated. Charges of academic dishonesty are reviewed through a process that allows for student learning and impartial review. Performing, aiding or inciting any of the actions listed under the full academic dishonesty policy constitutes an offense subject to disciplinary action. For more information, visit: catalog.salemstate.edu/content.php?catoid=19&navoid=2098

Reasonable Accommodation

Salem State University is committed to providing equal access to the educational experience for all students in compliance with Section 504 of The Rehabilitation Act and The Americans with Disabilities Act and to providing all reasonable academic accommodations, aids and adjustments. Any student who has a documented disability requiring an accommodation, aid or adjustment should speak with me immediately. Students with disabilities should provide documentation to and schedule an appointment with the Office for Students with Disabilities and obtain appropriate services. If you have a disability and will need accommodations to complete course requirements, please contact disability services in Berry Library & Learning Commons Room 20

University Declared Critical Emergency

In the event of a University declared critical emergency, Salem State University reserves the right to alter this course plan. Students should refer to www.salemstate.edu for further information and updates.

Title IX & Sexual Assault

The university recognizes that sexual misconduct and power based violence (sexual assault, domestic violence, dating violence, stalking) is a very traumatic crime and as such it will endeavor to work with students who are victims to reduce fears and concerns regarding their personal safety. Any individual who believes he/she may have experienced sexual harassment or any type of sexual aggression may receive important information and assistance regarding the university's policies and responsive processes. In addition, upon request, the student conduct office will make resources available regarding who can discuss the process and what it means. For a list of university resources, visit: www.salemstate.edu/27036.php

Summer 2019 Tentative Course Schedule

| Date | Topic | Assignments |
|---------------|----------------------------------------|--------------------------------------------------------------------|
| Week 1 | | |
| 7/8 | Introductions Professional Identity | |
| 7/11 | | Discussions and activity due 2 pieces of work due |
| 7/14 | | Portfolio Check 1 due Peer responses due |
| Week 2 | | |
| 7/15 | Social media & Professionalism | |
| 7/18 | | Discussions and activity due 2 pieces of work due |
| 7/21 | | Digital Brand due Peer responses due |
| Week 3 | | |
| 7/22 | Professional portfolios | |
| 7/25 | | Discussions and activity due 2 pieces of work due |
| 7/28 | | Portfolio Check 2 due Peer responses due |
| Week 4 | | |
| 7/29 | Finding the right job | |
| 8/1 | | Discussions and activity due 2 pieces of work due |
| 8/4 | | Job Search due Peer responses due |
| Week 5 | | |
| 8/5 | Landing the interview | |
| 8/8 | | Discussions and activity due 2 pieces of work due |
| 8/11 | | Resume & Cover Letter due Peer responses due |
| Week 6 | | |
| 8/12 | Acing the interview | |

8/15 **Discussions and activity due
2 pieces of work due**

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|------|-----------------------------------------------------------------------|
| 8/16 | Interview Assignment due Final Portfolio due Peer responses due |
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**I reserve the right to alter this schedule at any point during the session.*