

Comm 100 (201) School of Communication Seminar

Fall 2018
Monday 2:45 – 3:35

Location: Corboy Law Center 901

Professor: David Kamerer, PhD, APR

Office: School of Communication 209

Email dkamerer@luc.edu (best means of communication)

Office Hours: Wednesdays and Thursdays, 2 - 4 p.m.

I can also be available before or after class, online, or by appointment

Texts: *No formal textbook; readings available on Sakai*

Ongoing readings: Please read the New York Times every day as part of your news diet. You can activate your free NY Times subscription through Loyola at: <http://libraries.luc.edu/nytimes>.

Overview

This course is your introduction and guide to how to get the most out of your School of Communication experience. You will learn about resources, clubs, activities and events that will help you learn outside of the classroom as well as in. We will also cover Chicago events and culture, news from the professional world, and anything else that will help you become a more successful student and graduate.

The bulk of the work will be in the area of personal branding. I will help you get your materials together, from resume and cover letter, to digital hub.

Catalog description

COMM 100 - School of Communication Seminar – This course introduces students to the opportunities, resources, and requirements in the School of Communication.

Grading

This is a pass/fail class. To pass, you must:

1. Attend class. You may miss no more than two classes with unexcused absences. More on my attendance policy: It is your responsibility to come to every class. I will take attendance. My attendance records reflect present or absent. Regardless of good or bad reasons offered, present is present and absent is absent. Late also counts as absent. I use an iPhone app to quickly and accurately take attendance at the beginning of each class. The data from this app becomes the definitive record of your attendance.

Related to attendance is participation: I will encourage professional behavior as part of the class activities. Here are some tips: Always come to class, on time (be reliable); always do

your best (work hard; be good at what you do); always reach out and contribute as best as you can (show hustle; work as part of a team). On days that we have guest speakers, take notes and ask questions. These attributes will help you succeed in your career as well as in life.

2. Turn in all the assignments (at a passing level of quality):

- resume
- cover letter
- LinkedIn profile
- social stream

Keeping in Touch

Get the most out of your professor! I am available to help you:

- During my office hours
- By email
- Online via Zoom
- By appointment at my office

Academic Integrity

Each student is expected to do his or her own work in the course. Allegations of academic misconduct will be forwarded immediately to the office of the Dean of the School of Communication for possible disciplinary action. Loyola regards academic dishonesty as an extremely serious matter with consequences ranging from failure of the course to probation to expulsion.

Academic misconduct includes:

- Cheating on exams or aiding other students to cheat. Any effort to gain an advantage not given to all students is dishonest whether or not the effort is successful.
- Stealing the intellectual property of others and passing it off as your own work (this includes material found on the Internet). Software will be used to identify plagiarism.
- Failing to quote directly if you use someone else's words, and cite that particular work and author. If you paraphrase the ideas of another, credit the source with your citation. Please ask me if you have questions about what constitutes plagiarism and/or how to cite sources.
- For closed-book exams, academic misconduct includes conferring with other class members, copying or reading someone else's test, and using notes and materials without prior permission of the instructor.
- Turning in the same work for two classes.

Classroom Behavior

To help create a positive learning community, silence your cell phones and mobile devices. Please refrain from social networking during lecture. If you must, please make it class-focused and minimize its impact on your attention to class discussion. Be respectful of fellow students and be in your seat when class begins.

Accommodations

Any student with a learning disability who needs accommodation during class sessions or exams should provide documentation from Services for Students with Disabilities to the instructor during the first week of class; this information will be treated in complete confidence. The instructor will accommodate students' needs in the best way possible, given the constraints of course content and processes. It is the responsibility of each student to plan in advance to meet their own needs and assignment due dates. Details are available at www.luc.edu/sswd.

Students are excused for recognized religious holidays. Please let me know in advance if you have a conflict.

Schedule

This schedule is presented as tentative. Guest availability may change. Occasionally, breaking news may warrant class discussion. I reserve the right to adjust the schedule for the good of the class. Look for weekly short readings on Sakai under "Resources."

Week 1, Aug. 27

Introductions, course and syllabus overview. Personal branding introduction.

Week 2, Sept. 3

LABOR DAY, no class

Week 3, Sept. 10

Building a great resume

Week 4, Sept. 17

Internships/job search

Résumé assignment due

Week 5, Sept. 24

Student media presentations/clubs

Week 6, Oct. 1

Student media presentations

Cover letter due

Week 7, Oct. 8
NO CLASS – FALL BREAK

Week 8, Oct. 15
Advising – the key to pain-free and on-time graduation

Week 9, Oct. 22
Study abroad - the opportunity of a lifetime
LinkedIn assignment due

Week 10, Oct. 29
Library

Week 11, Nov. 5
Get to know:
Advertising and Public Relations

Week 12, Nov. 12
Get to know:
Film and Digital Media
Social stream due

Week 13, Nov. 19
Get to know: Journalism and Communication Studies

Week 14, Nov. 26
Looking ahead

Week 15, Dec. 3
Wrap up, evaluate and celebrate.
There is no final exam for this class.