

SCHOOL OF COMMUNICATION COMM 100 Spring 2015

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T 10:00AM – 10:50AM
SOC 010, WTC
Office Hrs: T/R 1-2 PM
or by appointment.

School of Communication Seminar

Course Description:

Welcome to the School of Communication at Loyola University Chicago. In a changing media world, students must distinguish themselves in an increasingly competitive and global job market. Being successful in the field of communication requires forward thinking and positioning oneself while still in school. In order to do so, it is important to be aware of all the opportunities offered to students by our school.

Course Objectives:

This class is designed to help students to be successful at our school and beyond by acquainting them with the staff, faculty, clubs, institutional culture, resources and urban environment that make up the School of Communication. At the end of this class, students should understand how to begin to chart a career course, find an internship, network, and study abroad.

Course Readings:

Throughout the semester the instructor will guide students through core material that is accessible through our Sakai course system, Loyola Libraries, and the Web. As a key learning outcome of the course, students will be able to further hone their skills engaging with a wide variety of digital media. Technologies are permitted in the classroom with the understanding they are to be used for full participation in course objectives.

Course Organization:

This course consists of a 50-minute class once a week.

*All assignments must be completed in order to pass the course.

*All assignments must be submitted on time or marks will be deducted.

Course Website: <https://sakai.luc.edu/>

Our Sakai space is where we will post information on COMM 100 online. It will also act as a community space where you can share your own interests and draw the class's attention to items of interest. So, check it often for course updates and other information.

You are expected to ask questions and seek out information needed to fulfill the course requirements as an active learner. Additionally, seeking out technical skills to solve new

media problems is a key element in this class (and a transferable skillset beyond our classroom). Depending on how you build your own responses to assignments, you may need to seek out more sophisticated technical skills. Your investment in your own learning outcomes will show.

Assignments and Grading:

Students will complete five small assignments during this course. Students need to complete all assignments on time in order to receive a passing grade. This means that papers need to be turned in in **hard copy by the beginning of the class period** they are due. Each assignment will be marked “credit” or “no credit.” If a student receives “no credit” for a paper, s/he will have to do a rewrite until s/he receives a “credit.” In order to receive credit for an assignment, students need to demonstrate that they completed the assignment in a thoughtful manner, using proper grammar and spelling. No more than two rewrites will be allowed per semester per student. A third rewrite will result in a failing grade.

In order to pass for this class, students need to receive credit for all five assignments. Students need to turn in the assignments in hard copy at the beginning of class. Exceptions are only made if students are absent because of a documented illness, family emergency or official Loyola activity. It is the responsibility of the student to notify the instructor as far in advance as possible if such a situation were to come up.

Two late assignments will result in a fail.

Attendance/Participation

This course covers a wide range of material and we have a lot of work to do together. First off (and so important), attendance is the most basic thing to ensure success in the course. Making it to class on time and being present for the seminar is essential to your success in COMM 100 and a sign of mutual respect. Second, teamwork is a central aspect of our daily class life, so please come prepared to talk about the material and issues of the day. Both the professor and your peers will be supporting and evaluating your participation throughout the semester. You are responsible to one another in fulfilling our shared course objectives that include in-depth participation and discussion grounded in any assigned material you will read before our class meetings.

Attendance counts. Documentation for university-authorized absences must be cleared with the professor in advance. It is your responsibility to ask classmates for announcements you may have missed by arriving late. In the case of severe illness, death in the family, or religious holiday, the professor will help you find ways to make up the work.

More than three undocumented absences will result in a “Fail” for this class.

In the unfortunate event that you fall ill, especially with a contagious ailment, please aid in preventing the spread of infection by not coming to class. Rather, submit any documentation you are able to provide the professor when you are healthy and able to come to class.

Participation

As mentioned above, it is crucial to make your voice heard in this course. There will be plenty of different settings (lecture, the discussions, your presentations, online) to contribute to our evolving discussion over the semester.

Students are expected to participate actively in class discussion and come to class prepared to fulfill course objectives. Failure to do so will result in a “Fail” for this class. Students who are at risk of failing the class for this reason will be warned by the instructor at the mid-semester point.

Deadlines

Assignments are due on the dates indicated in the schedule below. It is the responsibility of the student to manage any scheduling conflicts with the course or missed time. I will not grant extensions except in the direst of circumstances and under no circumstances will I grant an extension within 24 hours of a due date. So please plan your semester ahead of time. As the old adage goes: *Plan your work. Then work your plan!*

All assignments must be completed in order to pass the course.

Student Meetings

I have regular office hours as indicated on the syllabus and you may contact me via email to arrange alternative meeting times.

COURSE SCHEDULE AND ASSIGNMENTS (Subject to change if necessary)

Week 1: January 13
School of Communication Seminar: Introductions, objectives, and directions
Readings and Preparation: <ul style="list-style-type: none">▪ Students should come to subsequent lectures prepared and with any corresponding readings completed in advance.
Week 2: January 20
Strengths, Weaknesses, Opportunities, Threats: Skills Inventory
Week 3: January 27
Career Week
ASSIGNMENT #1 DUE: My Loyola Plan
Week 4: February 3
Putting Research Into Practice: Ad/PR
Guest Speaker: Dr. Pamela Morris

Week 5: February 10
Advising
Guest Speaker: Dr. Shawna Cooper-Gibson

Week 6: February 17
University Culture AMA: what you've always wanted to know but never got to ask
ASSIGNMENT #2 DUE: Career Charting Exercise

Week 7: February 24
Managing Professional Identities and Associations

Week 8: March 3
SPRING BREAK – NO CLASS SCHEDULED

Week 9: March 10
Creativity and Sociality in the global marketplace
<ul style="list-style-type: none"> ▪ ASSIGNMENT #3 DUE: Networking ▪ Mentor identification

Week 10: March 17
Internships and Opportunities
Guest Speaker: Ms. Cheryl McPhilimy

Week 11: March 24
Social and Interactive Media

Week 12: March 31
Learning in and out of classroom
ASSIGNMENT #4 DUE: Profile of Mentor
Guest Speaker: Prof. Richelle Rogers

Week 13: April 7
Tools and Tips of the Trade

Week 14: April 14
ASSIGNMENT #5 DUE: Resume/Cover letter

Week 15: April 21
Careers in Communication Workshop

Have a great break!

Academic Integrity

The School of Communication is committed to the highest standards of academic excellence and ethical support. The School expects that the grades in this course will bear some reasonable relation to established university-wide practices with respect to both levels and distributions of grades.

Please consult the Loyola School of Communication statement on “Academic Integrity” for information and guidelines.

<http://www.luc.edu/soc/Policy.shtml>

These policies, procedures and guidelines will be assiduously upheld. They protect your rights, as well as those of the faculty. It is particularly important that you be aware of and avoid plagiarism, cheating on exams, submitting a paper to more than one professor, or submitting a paper authored by anyone other than yourself. Violations of these principles will result in a failing grade in the course, and be reported to the proper university office. If you have any doubts about any of these practices, you must confer with the professor.

Students with Disabilities

Any student that needs special accommodation during exams or class periods should provide documentation from Services for Students with Disabilities confidentially to the instructor. The instructor will accommodate that student's needs in the best way possible, given the constraints of the course content and processes. It is the student's responsibility to plan in advance in order to meet their own needs and assignment due dates.