

COM 308 Applied Communication

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Course Description: This course explores the varied fields of communication. Students will be exposed to varied career fields where they may utilize their COMM and/or COMI degree. Students will also learn and practice job-seeking skills including job search, resume and cover letter preparation, and interviewing protocol and skill, and skill self-assessment.

Learning Objectives:

- Students will become familiar with the various fields/occupations their degree(s) prepare them for
- Students will demonstrate job search skills
- Students will have a fully developed resume, and a working knowledge of cover letter construction
- Students will have entry-level appropriate interviewing skills
- Students will have a better idea of where they will/would like to work upon graduation

Course Policies

- **Attendance** in this course is mandatory. Your learning in this course is contingent on your regular participation in class. Each day that you are not *prepared and present* beyond the first two, your letter grade for participation will drop by 10%
- **Plagiarism and/or Cheating** will not be tolerated. Anyone caught engaging in either of these activities will automatically fail the course, and will be referred to the Dean of Students, as is outlined by University Policy.
- **Assignments** and tests are to be taken as scheduled. Late assignments will be accepted at the instructor's discretion in the case of emergencies only. All late work is subject to up to 50% reduction in points.

Teaching Philosophy

I believe that learning is more meaningful, and comprehensive when students are actively involved in their learning process. I believe lectures are usually boring, and that most students can read. I believe if students are prepared (have read the material), and we spend our time together in an active way, that we all stand a pretty good chance of learning something. I request that students who choose to take my courses do their best to be cooperative, prepared, awake, and engaged. I'll do my best to do the same. I believe in a relaxed classroom *and* stringent academic standards, if you can hold that paradox we'll have a pretty good semester.

Assignment Description

- Interview assignment: 20%. For this assignment students will be responsible for researching a company and position of their choice that they may be interested in attaining upon graduation. Key components of this assignment include: preparation of a **resume** and **cover letter** for the specific job they would like to apply for and a **1-2 page organization/position research paper**. Students will also take part in a **mock interview** at the Career Services Center and will write a **2-3 page analysis** of their interview based on a combination of feedback from the career counselor and their own analysis of their video-taped interview. Please keep in mind that these interviews need to be schedule a minimum of 2-3 weeks in advance with the Career Services Center 481.0689 and **MUST** be scheduled in the month of October.
- Portfolio assessment: 20%. Students will submit their electronic portfolios for a mid-career assessment. By the end of the semester, students will have updated their portfolios to include work from other mid-level classes, as well as the resumes created in this class.
- Job Shadow Experience: 20%. Students will network to find a professional, working in a career field that they are interested in exploring. Students will spend a minimum of 6 hours shadowing this professional- this can be done in either one or two days over the course of the semester. Students will then write a 2-3 page analysis of how well (or not) this career would fit with their own interests/strengths/talents/education.
- Attendance for Guest Lectures: 20%. Students are expected to attend every class that a guest lecturer is presenting at. Attendance to these lectures and participation in questions will account for your attendance/participation portion of the course. Class for Guest Lecturers is mandatory.

Tentative Agenda

August 27	Intro to course.
September 3	Self Assessment and Job Seeking Strategies Stewart and Cash chapter 7.
September 10	Resume's and Cover Letters. Stewart and Cash Chapter 8.
September 17	Interviewing class discussion and Resume Critique (bring resume)
September 24	Guest Lecturer: 2:30 American Red Cross & 3:30 TBD
*October 1	Guest Lecturer: 2:30 Indiana's News Center & 3:30 WXKE
*October 8	Guest Lecturer: 2:30 Parkview Hospital & 3:30 Parkview Hospital.
October 15	Submit final work and portfolio

****Interviews at the Career Center MUST be conducted these weeks***