

LSC Use Only No:	LSC Action-Date:	UWUCC USE Only No.	UWUCC Action-Date:	Senate Action Date:
		10-566	App 4-5-11	App-4/19/11

Curriculum Proposal Cover Sheet - University-Wide Undergraduate Curriculum Committee

Contact Person Dr. Richard Lamberski	Email Address rjl@iup.edu
Proposing Department/Unit Communications Media	Phone 724-357-3771

Check all appropriate lines and complete information as requested. Use a separate cover sheet for each course proposal and for each program proposal.

1. Course Proposals (check all that apply)		
<input type="checkbox"/> New Course	<input type="checkbox"/> Course Prefix Change	<input type="checkbox"/> Course Deletion
<input checked="" type="checkbox"/> Course Revision	<input type="checkbox"/> Course Number and/or Title Change	<input checked="" type="checkbox"/> Catalog Description Change

COMM 395: Career Planning in Communications Media		

<i>Current Course prefix, number and full title</i>		<i>Proposed course prefix, number and full title, if changing</i>

2. Additional Course Designations: check if appropriate		
<input type="checkbox"/> This course is also proposed as a Liberal Studies Course.	<input type="checkbox"/> Other: (e.g., Women's Studies, Pan-African)	
<input type="checkbox"/> This course is also proposed as an Honors College Course.		

3. Program Proposals		
<input type="checkbox"/> New Degree Program	<input type="checkbox"/> Program Title Change	<input type="checkbox"/> Program Revision
<input type="checkbox"/> New Minor Program	<input type="checkbox"/> New Track	<input type="checkbox"/> Other

<i>Current program name</i>		<i>Proposed program name, if changing</i>

4. Approvals		
		Date
Department Curriculum Committee Chair(s)	<i>B. Burdick</i>	<i>12-9-10</i>
Department Chair(s)	<i>Paul P. Dunoff</i>	<i>12/9/10</i>
College Curriculum Committee Chair	<i>Janet [Signature]</i>	<i>3/15/11</i>
College Dean	<i>May Ann Rafath</i>	<i>3/16/11</i>
Director of Liberal Studies *		
Director of Honors College *		
Provost *		
Additional signatures as appropriate:		
(include title)		
UWUCC Co-Chairs	<i>Gail Sechrist</i>	<i>4/5/11</i>

* where applicable

Received

MAR 21 2011

Liberal Studies

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**COMM 395: Career Planning in Communications Media
Course Revision and Distance Education Proposal
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*This letter of support has been included based on feedback from the Department of Communications Curriculum Committee. The letter provides a rationale for the procedure for mock interviews outlined in the distance education proposal.

Summary of Proposed Changes and Rationale for Revision

1. Proposed Syllabus of Record (Attached)

2. Summary of Proposed Revisions

The purpose of these revisions is to establish a syllabus of record and to more accurately reflect the current embodiment of COMM 395: Career Planning in Communications Media. Specific changes include the following:

- I. **Change in Catalog Description**—The revised syllabus includes a change to the course prerequisites. The current prerequisite of a “minimum of 20 COMM credits” is problematic for students enrolled in the Communications Media program. Students often do not have 20 credits in the major at the time they need to take COMM 395 to begin planning their internship experience, for which this course is a prerequisite. Changing the prerequisite to junior or senior status, would allow students to take the course and assure timely progression through the program.
- II. **Course Outcomes**—Course outcomes have been refined and simplified to more accurately reflect the outcomes achieved through the course.
- III. **Detailed Course Outline**—A general outline of course topics and tasks and the timing of when each topic and task should be completed has been included in this section.
- IV. **Evaluation Methods**—Evaluation methods remain the same with minor changes in verbiage.
- V. **Example Grading Scale**—No change.
- VI. **Undergraduate Course Attendance Policy**—This section has been added given University requirements.
- VII. **Required Textbooks**—This section did not change.
- VIII. **Special Resource Requirements**—This section has been added.
- IX. **Bibliography**—The bibliography was updated to reflect more current resources.

3. Justification/Rationale of Revision

The following course has been revised to keep pace with changes in the IUP curricular process and to meet the requirements of recommendations from UWUCC. These recommendations include the following:

- Development of a syllabus of record.
- Revised catalog description.
- Revised course objectives, written at higher levels of the taxonomy and as outcomes.

4. The Old Syllabus of Record

This course pre-dates the syllabus of record concept (early 1980s). Currently, there is no syllabus of record. The most recent syllabus for the course has been attached for comparison.

Syllabus of Record
COMM 395: Career Planning in Communications Media

I. Catalog Description

1 class hour
 0 lab hours
 1 credits
 1c-01-1cr.

COMM 395: Career Planning in Communications Media

Prerequisites: Communications Media majors only with junior/senior status

The course serves as the primary skill-building and strategy-seeking experience for the internship program and later career entry and growth. Extensive writing, research, and individual counseling are involved.

II. Course Objectives

At the completion of this course, the student will

1. Demonstrate an understanding of the individual components of the career planning process.
2. Develop a competitive marketing package.
3. Employ job-seeking strategies and participate in a mock interview situation.
4. Compile a report of job market patterns for his or her chosen career field.

III. Detailed Course Outline

Week	Topic	Time
1	<p style="text-align: center;">Introduction to Course and Career Entry</p> <p>Assignments:</p> <ul style="list-style-type: none"> • Fill out “Student Course Profile” in <i>Personal Packaging Resources (PPR)</i> • Read from Reading Grid “Introduction to the Marketing Package” and “Basics to Job Hunting” • Fill out “Improving Your Odds” and “Self-Analysis” worksheets <i>PPR</i> • Read “Classified Ads Project” in <i>PPR</i> • Begin Classified Ads Study • Begin to draft resume • Register for the mock interview through the IUP Career Development Center <p>Assessments:</p> <ul style="list-style-type: none"> • Any of 10 LMS quizzes on 10 course reading sections (see reading grid) 	One hour
2	<p style="text-align: center;">The Process of a Professional Search Committee and Resume Basics</p> <p>Assignments:</p> <ul style="list-style-type: none"> • Continue Classified Ads Study • Read from the Reading Grid “Basic Rules of Writing” and “Resume” <p>Assessments:</p> <ul style="list-style-type: none"> • Any of the 10 LMS quizzes • Collect “Student Course Profile” 	One hour

Week	Topic	Time
3	Resume Basics and Advanced Concepts	One hour
	<p>Assignments:</p> <ul style="list-style-type: none"> • Continue Classified Ads Study • Review Readings of first five (5) sections from Reading Grid • View “Intern Video” <p>Assessments:</p> <ul style="list-style-type: none"> • Any of the 10 LMS quizzes • Intern Video Quiz • Collection of “Improving Your Odds” and “ Self-Analysis” worksheets 	
4	Variations of and in Resumes	One hour
	<p>Assignments:</p> <ul style="list-style-type: none"> • Continue Classified Ads Study • Review Readings of first five (5) sections from Reading Grid • Read from Reading Grid “Cover Letters” <p>Assessments:</p> <ul style="list-style-type: none"> • Any of the 10 LMS quizzes • Intern Video Quiz • Collection of Initial Resume 	
5	Maximizing Your Resume and Cover Letter Basics/Advanced	One hour
	<p>Assignments:</p> <ul style="list-style-type: none"> • Read from the Reading Grid “Job Search and Follow up Letters” and “Reference Listing” <p>Assessments:</p> <ul style="list-style-type: none"> • Any of the 10 LMS quizzes • Collection of Initial Cover Letter • Classified Ads Project Due 	
6	Maximizing Your Cover Letter and Introduction on References	One hour
	<p>Assignments:</p> <ul style="list-style-type: none"> • Read from Reading Grid “The Interview” • Begin filling out “Academic Calculation Sheet” in PPR • Fill out “Application Exercise from your Classified Research Study” from <i>Personal Packaging Resources</i> (course manual) <p>Assessments:</p> <ul style="list-style-type: none"> • Any of the 10 LMS quizzes 	

Week	Topic	Time
7	Obtaining References and Personal Marketing Strategies	One hour
	Assignments: <ul style="list-style-type: none"> • Review from Reading Grid “The Interview” Assessments: <ul style="list-style-type: none"> • Any of the 10 LMS quizzes • Submit “Application Exercise from your Classified Ads Research Study” 	
8	Interviews and Interviewing (Part I)	One hour
	Assignments: <ul style="list-style-type: none"> • Begin final resume and cover letter • Read from Reading Grid “Advanced Topics” Assessments: <ul style="list-style-type: none"> • Any of the 10 LMS quizzes 	
9	Interviews and Interviewing (Part II)	One hour
	Assignments: <ul style="list-style-type: none"> • Start preparing an internship proposal (optional) Assessments: <ul style="list-style-type: none"> • Any of the 10 LMS quizzes 	
10	Illegal Questions, Post Interviews, and Negotiations	One hour
	Assignments: <ul style="list-style-type: none"> • Optional reading from Reading Grid “Special or Selected Topics” • Begin to establish a marketing pool Assessments: <ul style="list-style-type: none"> • Any of the 10 LMS quizzes 	
11	Advanced Issues in Personal Marketing	One hour
	Assignments: <ul style="list-style-type: none"> • Review and Readings from Reading Grid • Continue to develop a marketing pool Assessments: <ul style="list-style-type: none"> • Any of the 10 LMS quizzes • Submit the “Academic Calculation Sheets” 	
12	Career Entry: The Internship Program	One hour
	Assignments: <ul style="list-style-type: none"> • Continue to develop a marketing pool Assessments: <ul style="list-style-type: none"> • Any of the 10 LMS quizzes 	
13	Refining Your Course Portfolio and Career Entry Basics	One hour
	Assignments: <ul style="list-style-type: none"> • Continue to develop a marketing pool • Review course portfolio Assessments: <ul style="list-style-type: none"> • Any of the 10 LMS quizzes • Submit final resume and cover letter 	

Week	Topic	Time
14	Finalizing Course Portfolio and Career Action Plan	One hour
	Assignments: <ol style="list-style-type: none"> Gather portfolio materials for COMM 475 Obtain and Read Department Internship Manual Assessments: <ol style="list-style-type: none"> Individual Mock Interview in the CDC Center Completed/Graded by this week Revised "Academic Calculation Sheets" submitted by this week (Optional) Submit an internship proposal Submit final course portfolio 	

IV. Evaluation Methods

The following evaluation methods will be used:

- **Quizzes (25%)**—Ten online quizzes will be administered through the University learning management system. Quizzes are based on information presented in the course manual. Quizzes will consist of a combination of multiple choice and true/false items covering terminology, definitions, and basic concepts from the assigned readings and/or online reference material. Quiz results will be immediately available to students. Students will have multiple opportunities to take each quiz and prove mastery of key concepts.
- **Resume (25%)**—Students will create a personal resume to be presented to employers. Students will be expected to submit a draft resume following the required format for instructor feedback and to submit two copies of the final resume for final evaluation. Resumes will be evaluated on student ability to follow the required formats, capture and convey his/her experience, and demonstrate proper grammar and punctuation.
- **Classified Ads Study (10%)**—Students will conduct an employment research study in the form of a classified ads project. In this project, students will examine the classified advertisements in their Communication Media emphasis to determine employer expectations and use this information to inform the career planning process. The result will be a final report of their findings. Evaluation criteria for the Classified Ads Study is included in the *PPR* manual; an example will also be provided to students.
- **Mock Interview (15%)**—Students will be responsible for scheduling with the Career Development Center a mock interview. Students will be evaluated on their ability to follow appropriate interview protocol. An interview grading form will be provided.
- **Cover Letter (15%)**—Students will develop a targeted cover letter to be presented to employers. Students will be expected to submit a draft cover letter following the required format for instructor feedback and to submit two copies of the final cover letter for final evaluation. Cover letters will be evaluated on student ability to follow the required formats, capture and convey his/her experience, and demonstrate proper grammar and punctuation.
- **Academic Calculation Sheet (5%)**—Students will complete a Communications Media Academic Calculation Sheet. This sheet will be used to determine student eligibility for internship and to enhance the career planning process with their advisors.

- **Course Participation (5%)**—Due to the workshop format of this course, participation is expected. Students will be evaluated on their ability to prepare for and participate in the course and to meet deadlines.

NCATE Assessment Matrix

COE&ET Conceptual Framework	Program Objectives	Course Objectives	Assessment Technique
1,2,3,4	1,2,4,7,8	1	Online Quizzes Mock Interview Marketing Package
1,2,3,4	1,2,3,4,6,7,8	2	Worksheets Classified Ads Project Marketing Package
2,4	1,2,3,4,8	3	Online Quizzes Classified Ads Project Mock Interview
1,2,3	1,2,4,6,7,8	4	Online Quizzes Application Exercise Classified Ads Project

V. Example Grading Scale

The following grading scale will be used:

90-100%=A

80-89%=B

70-79%=C

60-69%=D

Below 60%=F

VI. Undergraduate Course Attendance Policy

Per University policy, students are expected to attend class regularly and to participate fully in class sessions. However, major life crises (e.g., death of a loved one, health issues) do occur from time to time. In these cases, student may need to be excused from class sessions. In the event that a student must miss a class session, he or she should contact the instructor. Students who miss class are responsible for all content missed for that class session and will still be expected to submit the requested work by the deadline given in the course syllabus. Attendance will be taken randomly throughout the semester; students may miss one of these sessions without penalty.

VII. Required Textbooks, Supplemental Books, and Readings

Lamberski, R.J. (2009). *Personal packaging resources*. Indiana, PA: Copies Plus.

IUP Career Development Center. (2009). *Career development center guide*. Indiana, PA:

IUP Career Development Center.

VIII. Special Resource Requirements

Students will be required to participate in IUP's Mock Interview Program through the Career Development Center. Students are responsible for registering with the Career Development Center and paying the assessed fee.
Students may also be required to purchase supplies such as resume paper.

IX. Bibliography

- Baird, B. (2010). *The internship, practicum, and field placement handbook: A guide for the helping professions* (6th ed.). Upper Saddle River, New Jersey: Prentice Hall.
- Bolles, R. (2010). *What color is your parachute? 2011: A practical manual for job-hunters and career-changers*. Berkeley, California: Ten Speed Press.
- Breidenbach, M. (2000). *Career development: Life and career strategies and technologies* (4th ed.). Upper Saddle River, New Jersey: Prentice Hall.
- Carter, C. & Izumo, G. (2001). *The career toolkit: Skills for success* (3rd ed.). Upper Saddle River, New Jersey: Prentice Hall.
- Dahlstrom, H. (2008). *The job hunting handbook: How to land and interview, impress the hiring manager, and get the job*. Franklin, Massachusetts: Dahlstrom & Company, Inc.
- Deluca, M. (2010). *Best answers to the 201 most frequently asked interview questions* (2nd ed.). McGraw-Hill Publishing Companies.
- Enelow, W., Kursmark, L. (2010). *Cover letter magic: Trade secrets of professional resume writers* (4th ed.). Indianapolis, Indiana: Jist Works.
- Enelow, W. (2003). *Best keywords for resumes, cover letters, and interviews: Powerful communications tools for success*. Impact Publishing.
- Fry, R. (2009). *101 great answers to the toughest interview questions* (6th ed.). Course Technology PTR.
- Kador, J. (2010). *301 best questions to ask on your interview* (2nd ed.). New York: McGraw-Hill Inc.
- Kennedy, J. (2009). *Cover letters for dummies* (3rd ed.). For Dummies.
- Kennedy, J. (2008). *Job interviews for dummies* (3rd ed.). For Dummies.
- Kennedy, J. (2011). *Resumes for dummies* (6th ed.). For Dummies.
- Lock, R. (2004). *Job search: Career planning guidebook, book ii* (5th ed.). Pacific Grove, California: Wadsworth Publishing Company.
- Nadler, B. (2008). *Everything resume book: Create a winning resume that stands out from the crowd* (3rd ed.). Cincinnati, Ohio: Adams Media Corporation.
- Parker, Y. (2002). *The damn good resume guide: A crash course in resume writing* (4th ed.). Berkeley, California: Ten Speed Press.
- Rosenberg, A. (2007). *The resume handbook: How to write outstanding resumes and cover letters for everyday situation* (5th ed.). Cincinnati, Ohio: Adams Media Corporation.

- Stebbleton, M., Henle, M. (2010). *Hired! The job-hunting/career-planning guide* (4th ed.). Upper Saddle River, New Jersey: Prentice Hall.
- Whitcomb, S. (2010). *Resume magic: Trade secrets of a professional resume writer* (4th ed.). Indianapolis, Indiana: Jist Works.
- Yate, M. (2010). *Knock 'em dead cover letters: Great letter techniques and samples for every step of your job search* (9th ed.). Cincinnati, Ohio: Adams Media Corporation.
- Yate, M. (2005). *Knock 'em dead 2006: The ultimate job seeker's guide*. Cincinnati, Ohio: Adams Media Corporation.
- Yate, M. (2010). *Knock 'em dead resumes: Standout advice from America's leading job search authority* (9th ed.). Cincinnati, Ohio: Adams Media Corporation.

COMM 395 Reading Grid	<i>Personal Pkg. Resources</i>	<i>Career Development Center Guide</i>
Introduction to the Marketing Package	1-4	
What is a marketing package	3	
The concept of packaging (marketing)	3	
What is a résumé	3	4
Reasons for writing a résumé	4	
What is a cover letter	4	10
Basics to Job Hunting	5-17	
Exploring the Job Market		2-3; 13, 15, 26-27
Common job-hunting mistakes	6	
Myths about the job search/market		1
Why graduates fail	6	
What employers want	7	
How professionals job hunt	7	
Improving your odds	8-11	
The philosophy – The attitude	12	
Deciding what to do – self analysis	12-14	
Learning about the job market	15	2-3
Planning your job search	15	2-3; 13-15
Developing a job feeder system	16	
Job search strategies	17	13-15
Classified Ads Project; Your Market	18-20	
What is the Classified Ads Project	19	
How to develop a Classified Ads Project	19	
Instructions for a Classified Ads Project	20	
Basic Rules of Writing	21-23	
Most frequently violated grammar rules	22	
Varying sentence structure	22	
Voice and tense	23	
Action words	23	6
Résumé	24-37	
Basic layout of a two-page résumé	25	
Basic layout of a one-page resume	26	7
Types of résumés	27-28	4, 8-9
What to include in your résumé	28-29	4-5
What to omit from your two page résumé	29	6
Constructing your résumé	29	4-5
The do's and don't of writing a résumé	30	6
Word Processing requirements	30	6
How employers read and evaluate a résumé	30-31	
Common résumé criticisms	31	8
Tips for writing a résumé	31	6
One page résumés	32	7
What to omit from your one page resume'	32	
Tips for scannable résumés	33	8
Online Résumés	33	9
Sending Résumés through e-mail	33-34	10

COMM 395 Reading Grid	<i>Personal Pkg. Resources</i>	<i>Career Development Center Guide</i>
Tips for writing online résumés	34	9
Narrative Résumés	34-35	
Résumé checklist-Two Page Resume'	36-37	
Cover Letters	38-45	10-11
Basic layout of a cover letter	39	11
General rules of cover letter	40	10
Steps to a persuasive cover letter	40-41	10
Planning a cover letter	41-42	10
Developing your profile	42	
Elements of a cover letter	42	10-11
The body of a cover letter	43	10-11
Typing and layout	43	11
Length	44	11
Tips for writing a good cover letter	44	10-11
Cover letter checklist	45	
Job Search and Follow-Up Letters	46-49	12-15
Tips for writing letters	47	10; 12
Parts of a letter	47	
The thank-you letter	47	12
The follow-up letter	48	12
The application letter		10-11
The networking letter	48	
The acceptance letter	48	12
The rejection letter	48	12
Corresponding through e-mail	49	10
A basic checklist	49	
Reference Listing	50-53	
Definition of a reference listing	51	8
Who to list on a reference listing	51	8
Who not to list on a reference listing	51	8
Creating a reference listing	51	9
Tips on writing a reference listing	51	9
Letters of recommendation	52	9
Example of a reference listing	53	
The Interview	54-71	15-20
Introduction to the interview	55	15
Types of interviews	55-56	2-3; 16
Preparing for the interview	56	16
Researching a company	57	29-30
Dressing for the interview	58	20
The interview structure	59	16
During the interview	59	17
Body language	60	17
Interview etiquette	60-61	17
Interview questions	61-63	19
Legal issues during an interview	63-64	20

COMM 395 Reading Grid	<i>Personal Pkg. Resources</i>	<i>Career Development Center Guide</i>
Questions to ask the company	64	19
Questions not to ask the company	64	
Closing the interview	65	17
Dealing with the unexpected	66	20
Unnecessary reasons for interview failure	66	
After the interview	67	17
Second interviews	67	18
Lunch/dinner interviews	67	21
Do's and Don'ts when dining	68	21-22
Miscellaneous things you should know or do	69	28
Points to remember	69	
Pre-Interview Checklist	70	
Interview tips	70	16-17
Post Interview Checklist	71	
Testing		18
Advanced Topics	72-75	
Informational interviews	73	
Employment agencies	74	
Temping	74	
Separating the winners and the losers	74	
How to evaluate potential employers	75	26
Things to consider during job selection	75	26
The Electronic job search		2, 13-15
Special or Selected Topics		
Graduate School		24-25
Networking		14
Dressing for the job		20
Financing a Graduate Degree		24
Career Fairs		3; 13; 27
Tips for International Students		23

Most Recent Syllabus

Career Planning in Communications Media

COMM395 - 1 Credit

Department of Communications Media

Indiana University of Pennsylvania

Class Meetings (See last page for a lecture grid):

Fall 2009 (Duration of semester class meetings - Monday, August 31 to Monday, December 14)

Wednesday, Section 1 (CRN 11880) – 11:15a.m. – 12:05 p.m.; Room G-7 Stouffer

(*Note*: 1st meeting day is Wednesday, September 2)

Friday, Section 2 (CRN 11882) – 11:15a.m. – 12:05 p.m.; Room G-7 Stouffer

(*Note*: 1st meeting day is Friday, September 4)

*Please do not attend the other section unless you ask my permission in advance.

Special dates (Estimated as best I can!):

April 1	Deadline to apply for December 2009 graduation (<i>Did you do it?</i>)
Aug. 31	Drop/Add Begins
Sept. 6	Drop/Add Ends
Sept. 25	D/F Repeat forms due in Registrar Office, Clark Hall
Sept. 29	IUP Career Expo – Possible Extra Credit
Oct. 12	Pass/Fail forms due in Registrar Office, Clark Hall
Oct. 26 or 27	IUP-CDC Etiquette Dinner – Possible Extra Credit
Nov. 4	Individual course withdrawal deadline (See “Grading System: Withdrawal Grades” later in the syllabus)
Nov. 13	Total semester withdrawal deadline
Nov. 15	Deadline to apply for May 2010 graduation (Careful of degree confirmation)
Dec. 14	Incomplete “I” grade change for Spring ’09 due in Registrar’s Office
Dec. 15-18	Final Examinations (<i>You are expected to participate in any culminating activity!</i>)
Dec. 20	December 2009 Commencement (<i>Sunday</i>)
April 1, 2010	Deadline to apply for August/December 2010 graduation (<i>on URSA</i>)

Class will not be held on (See last page for a lecture grid):

Sept. 7	Labor Day
Nov. 21-29	Thanksgiving Break
Nov. 30	Dr. Lamberski will not hold class!

Instructor:

Richard J. Lamberski, Ph.D. - Professor, Communications Media

Office: 127 Stouffer Hall, IUP, Indiana, PA 15705-1087 **E-mail:** rjl@iup.edu

Web Address: <http://www.coe.iup.edu/rjl> (See Instruction, COMM 395, Special Resources Available)

Telephone: (724) 357-3771

Moodle Address: <http://moodle.iup.edu> (Moodle will be used to access COMM 395 resources and testing)

WebCT Address: <http://www.iup.edu/webct> (WebCT will be used to access the Career Development Center resources and testing)

Note: My answering machine is always on (when operating), so feel free to leave a message at any time, 24 hours a day, seven days a week. I will return your call as soon as I can.

Note: Please use your IUP email account only for correspondence (due to virus protection and now an official IUP policy). You are NOT allowed to forward your email to an external account.

Office Hours:

Monday: 10:00am-12:00pm

Tuesday: 10:00am-12:00pm

Wednesday: 10:00-11:00am

Thursday: 10:00am-12:00pm

Friday: 10:00-11:00am

Please note: I keep over one hour of flextime for office hours should the above times not fit your schedule. Please see me to schedule a special appointment time or send me an email.

Note:

Office hours are by appointment in 20 minute blocks of time. If you need more than 20 minutes, talk to me before signing up for two or more consecutive time blocks. An appointment calendar is posted on my office door for your convenience. If you schedule an appointment and fail to cancel that appointment in a timely manner or do not show up for your scheduled appointment, you will lose points toward your final course grade. My time and your time are limited and important!

Course Description:

The course serves as a primary skill-building and strategy-seeking experience for the internship program and later career entry and growth. Extensive writing, research, and individual counseling are involved.

Course Prerequisites:

All students enrolled in this course must take and **SUCCESSFULLY PASS** this class prior to their internship experience.

All students enrolled in this fall course should be either a - COMM major or COMM minor.

(Other university students are permitted, given space and instructor's approval. Please see me.)

Note 1: If you are graduating in August 2011 or later, you might want to enroll in COMM 395 for the Fall 2010 semester.

Note 2: You will most likely want to take COMM395 this semester if you are a candidate for a summer 2010 Internship Program experience and therefore will graduate in May 2010, August 2010, or December 2010.

Note 3: To be an intern candidate you should expect to have between 24 to 36 COMM credits **completed** by the end of the Spring 2010 term; your credits taken in the major should indicate a "**focus**"; you may be requested to obtain additional COMM courses before your internship experience begins.

In addition to each of the above conditions, the student **MUST** have junior or senior status by the end of the spring term. Also, the University requires that you be in **GOOD** academic, financial, and ethical **STATUS BEFORE** beginning any internship experience.

This course is **REQUIRED** for all Communications Media Majors and is part of the Department's core requirements. Taking this course does not guarantee that a student will be placed successfully in an internship setting nor obtain employment.

COMM Minors may enroll in this course (COMM 395) as part of their eighteen credit COMM Minor's requirements. COMM Minors can **NOT** count internship credits (COMM 493) as part of their COMM Minors program, but may apply internship credits toward their other University requirements (usually free electives or optional out of the department electives). COMM Minors may be considered for a possible Summer 2010 internship placement only if they are near completing the COMM Minor's program (15 or more credits by the end of the Spring term).

The Department does **NOT** grant fall or spring internships, unless there are extreme reasons presented. The Department no longer allows post-baccalaureate internships. The Department currently grants 6, 9, or 12 credit internship experiences only; an intern must “log” 40 or more hours of work experience per University credits received. For example, for a 12-credit internship a student must log at least 480 hours.

The University recommends no more than 15 experiential credits within the 120 graduation credit requirements for a baccalaureate degree. In other words, you can **NOT** have more than 15 credits of internship credit and practicum credit (within or external to your major) within your 120 credits toward graduation; you may exceed 15 experiential credits if you go beyond the 120 graduation credit requirements.

While the University encourages an internship experience within a 500-mile radius of the University, the Department has no restrictions. Therefore, you are free to seek an internship at any location; you must have the internship coordinator’s permission and may have extra supervision requirements. **The number of credits you should seek for an internship experience is highly conditional on the number of total COMM credits you have taken, your desired graduation date, your grade point average, whether you are going on to graduate school someday, and financial or family reasons.** You should discuss the “best” fit with your COMM academic advisor; should you still have questions, do not hesitate to see me during my office hours.

Course Objectives:

For **ALL** students enrolled in this course:

- Acquire awareness, strategies, and techniques for developing an individual marketing package and plan.
- Gain an understanding of the basic job search methods, procedures, patterns, and anticipated pay and benefits.
- Develop a competitive resume.
- Develop an influential cover letter.
- Produce a summary of your Undergraduate education (Academic Calculation Sheet).
- Participate in a mock interview.
- Produce a market research study based upon classified ads (newspaper and Internet).
- Participate in at least one career audit and action planning session with your COMM advisor.
- Demonstrate an understanding of basic career terminology and concepts through examination(s).
- Demonstrate self-motivation and professional discipline by meeting deadlines.
- Submit support forms accurately and on time.

STUDENTS SEEKING A SUMMER INTERNSHIP EXPERIENCE (Spring Activities)

- Develop a working internship proposal (See COMM 493 Workbook, after December 1st). Or http://www.coe.iup.edu/rjl/instruction/395/395_index.htm, and click on Internship Proposal Example
- Identify, contact, interview, and follow-up to 5 or 6 internship sites.
- Assist in correcting or adding to the Department’s internship database.
- Submit Department and University support forms accurately and on time.
- Attend **two mandatory evening workshops** (spring term; January and March).

Text Material:

- **Career Packet.** Electronically available within the "Career Resources" section of the Career Development Center's WebCT page. The packet consists of the Career Development Guide, résumé tips, cover letter tips, interview tips, and the Mock Interview Guide. (You will be given instructions from the Career Development Center in order to pay for this packet and the Mock Interview from IUP Marketplace; **I will announce when available**).
 - **Note:** You will not be able to do the Mock Interview without prior payment through IUP Marketplace.
 - For extra credit: IUP-CDC Etiquette Dinner, \$15, the evening of October 26th or 27th (time, location, payment and registration procedures will be announced and/or posted)
- Lamberski, R.J. (2009 Edition). **Personal Packaging Resources.** Indiana, Pennsylvania: Copies Plus. (Available from Copies Plus, 1052 Oakland Avenue, Indiana, Pa 15701; **I will announce or post when available**).

Additional Costs and Materials

You will be required to duplicate resumes, cover letters, classified ads project, and other forms required for class. You should be prepared to assume the costs of typing, telephone, printing, and mailing (Spring Semester) of your developed marketing materials to prospective internship supervisors or employers.

You should also be prepared to assume the costs in developing a portfolio for potential internship supervisors or employers (usually prepared during the Spring Semester while taking COMM 475 Senior Portfolio Presentation). In addition, you will have costs related to on site interviews (travel, meals, and perhaps lodging), telephone calls, and follow-up correspondence (Spring Semester).

Lectures and Preparation:

Note that the lectures are meant to **review** material you have already read (if material was assigned to read in advance), to introduce new or related material, and/or to help you with areas you are having difficulty with. As an advanced required course, you will be expected to be prepared. Part of your grade for this course will reflect your preparation, meeting deadlines, and perceived ability to **work independently** and **maintain a positive attitude**.

Class Attendance:

With the exception of the final culminating activity, the University Policy on class attendance (see your Undergraduate Catalog "Undergraduate Course Attendance Policy") will be followed. However, the instructor will not be responsible for any information you missed by not attending classes, unless a legitimate medical or personal excuse is provided and accepted. I realize that missing class sometimes can not be helped; therefore, I would recommend you get to know two or three people in class who you can telephone to get missed notes and assignments. If you must miss class, another member of the class or a friend should turn in assignments due that day during the class meeting. Always make copies of all work submitted.

Examinations:

There will be on-line examinations given during the semester. The examinations are based on readings and lectures and are not comprehensive in nature. The examinations may consist of the following formats: multiple choice, true/false, or missing statements. **YOU ARE EXPECTED TO BE AVAILABLE DURING FINALS WEEK!** The culminating activity will be the **clearance** of your final class folder.

Typed Assignments:

You will be required during the semester to hand in typed assignments in the form of resumes, cover letters, reflection or summary papers, and other support documents or correspondence. The deadline for these works will be provided in advance. The work is to be submitted on the deadline date in class. Tardiness will be penalized at the rate of one letter grade (10% points) per 24-hour period late. A late assignment must be hand delivered to me, thus avoiding confusion of when the paper was finally submitted and to prevent possible loss. As mentioned above, if you must miss class, another member of the class or friend should turn in assignments due that day during the class meeting. As a resource, for students needing grammatical help, you might want to use the free IUP Writing Center <http://www.iup.edu/writingcenter> or call (724) 357-3029.

Extra Credit Sessions:

During the semester I will announce workshops sponsored by the Career Development Center or other campus organizations for you to attend. Notice of these workshops will be posted on the COMM Internship Bulletin Board located outside of room G-6 Stouffer. You will receive one or two % extra credit depending on the workshop; these percentages are added to your final course average.

Grading System:

<u>Weight</u>	<u>Checklist/Grade Received</u>
5%	Course preparation, participation, and ability to meet deadlines
25%	Initial Resume & 2 copies of the Final Resume
5%	Final Submission of COMM Academic Calculation Sheet
15%	Initial Cover Letter and 2 Copies of the Final Cover Letter
25%	Online Examination(s)
10%	Employment Research Study with Appended Classifieds Ads (15 citations minimum; see assignment rubric on Moodle)
15%.....	Mock Career Placement Interview, Career Development Center, Pratt Hall (mid October to mid-December)
1-10%.....	Extra Credit(s) for attending specials sessions sponsored by IUP Career Development Center or other organizations
100 to 90.0 = A	
89 to 80.0 = B	There will be no deviations from this scale.
79 to 70.0 = C	You must pass COMM 395 prior to enrolling
69 to 60.0 = D	in an Internship Program (COMM 493).
Below 59.9 = F	

Incomplete Grades I do not grant incomplete grades unless for extreme medical or personal emergencies. So, do not ask unless you have a valid emergency.

Withdrawal Grades I will award a withdrawal grade only if you have officially withdrawn from the class or University. I must be provided with an Official University notice of that withdrawal (will appear on my banner account); if notice is not received, I must award an ‘F’ grade, given current University policy.

Disagreement in an Awarded Grade: The likelihood of an unfair grade being awarded to you is remote. But calculation or interpretation errors are possible. You are always free to discuss any grade with me. In almost all cases, this is sufficient. However, if we need to, we can first go to the Chairperson of the Department, and second to the Dean of the College for their unbiased input. As a last resort there is an IUP Student Grade Appeal Policy outlined in your current Undergraduate Catalog. My commitment is to always make you feel you have been fairly graded.

Changes: I reserve the right to modify the weighting of material, or add/delete categories given unexpected events during the semester. I will, however, only make changes with the majority consent of the class.

Note: For your protection and records, keep your original materials and make a clean copy of any material submitted to me. Material submitted is usually retained for your Department Internship Folder.

Ethics Policy:

The following ethics policy will be enforced in my classes at all times. **Please** be sure to observe the following list of ethical tips.

- Please do not come in to class late. It disrupts the rest of the class that was punctual. If it is necessary that you come to class late, please take a seat in the rear of the classroom.
- Also, if you intend to leave class early, please sit in a chair closest to the rear door.
- I realize that you will make new friendships in class and will occasionally have the urge for conversation. I would appreciate while I am lecturing or while other people are asking or answering questions that these conversations, perhaps are best done by passing notes!
- Please do not wear caps or hats in class. It will limit viewing in class, keeps me from seeing your eyes and unfortunately I am a traditionalist who feels that hats should not be worn in public buildings (State Law).
- There will be no use of tobacco products while in class. Do not bring any form of tobacco to class with you.
- Do not bring food and beverage to class (the exception to this is bottled water). You have enough time in between classes to get something to eat. Make sure that all food and beverage is consumed outside of the classroom.
- **Please turn off all pagers, cell phones or other personal technology devices.**
- If you feel drowsy, get up and take a walk to the bathroom!

Final Comments:

- I want you to make as high a grade as possible.
- Come to see me during office hours if you need clarification or help.
- My philosophy of teaching is I do not. That is I do not teach, I share the resources and experiences. If you find or have something of value to share with the class, share it! We will all benefit.
- Set realistic goals and pace yourself; keep aware and make the deadline dates.
- I would appreciate your comments or corrections on this syllabus, handouts, readings, examinations, or any other part of the course.
- My ultimate goal in this course is to share resources and strategies to make you professionally competitive for life; we both better hope that we succeed!!

Lecture Number	Wednesday Section I	Friday Section II
1	September 2	September 4
2	September 9	September 11
3	September 16	September 18
4	September 23	September 25
5	September 30	October 2
6	October 7	October 9
7	October 14	October 16
8	October 21	October 23
9	October 28	October 30
10	November 4	November 6
11	November 11	November 13
12	November 18	November 20
NO CLASSES	November 25	November 27
14	December 2	December 4
15	December 9	December 11

Course Preparation Checklist

1. To access the system, visit <http://moodle.iup.edu>.
2. Enter your username and password when prompted (this will be the same user name and password you use to log on to the IUP network). If you do not know this information, you can obtain it at <http://ursa.iup.edu>.

Once you have logged into Moodle, click the My Moodle link in the upper right-hand corner to access your list of courses.

Choose COMM 395 from the list to access the course page. You should attempt to become familiar with Moodle. The course includes a handout, A Brief Introduction to Moodle. Information may also be obtained at the IUP Moodle Landing page at <http://www.iup.edu/moodle>.

3. You should keep this letter and the IUP technical support numbers handy in case you are unable to access your account information or the course. The IUP technical support contact is

IUP Technology Service Center
724-357-4000
it-support-center@iup.edu
<http://www.iup.edu/itsupportcenter>

Taking Exams in Moodle

The following help sheet is designed to provide you with tips for how to successfully take exams, tests, and quizzes in Moodle.

Prior to taking the exam

- Get to know Moodle. Log on and learn how to move through the system and where to locate course content, activities, and important information.
- If you have any documented disabilities that would prevent you from participating in the online testing process or would require testing accommodations, you must notify and discuss appropriate accommodations with your instructor.
- Make sure your computer is in good working order and that you have the appropriate software installed.
- You must disable any pop-up blocking software.
- Gather any materials that you will be permitted to use on the exam (e.g., notes, textbook, study guides).
- Pick a location where you can work uninterrupted for the time of your exam.
- Know whom to contact in case something goes wrong. In most cases, you should contact your instructor *immediately* if you experience issues while taking an exam.
- Most importantly, ***be prepared***. Make sure that you have completed required readings, participated in required course activities, taken notes, and studied.

Taking the exam

Your instructor has the ability to set up Moodle to control exam availability, the amount of time to take the exam, the number of questions presented at one time, and the order in which the questions are presented. These factors will differ by instructor/course. Be aware of the testing conditions for a given exam. The following are some general points to keep in mind when taking exams in Moodle:

- You must take the exam during the availability window set by your instructor. For example, an exam may only be available from Monday, August 31, 2009 at 12:00 a.m. until Monday, December 14, 2009 at 11:55 p.m.

- You may be permitted to take the same exam more than once during the availability period. However, all attempts must be completed within the availability period.
- Allow enough time to take the exam. Exams will shut down when the availability period ends.
- Exams that are timed will close when time has run out, and you will be unable to complete any incomplete questions or items.
- When responding to questions, make sure to click the Save Without Submitting button at the bottom of each page of the exam before moving on to subsequent pages. You may then advance to the next page by clicking the page number or the Next link.
- Once you have completed all questions, click the Submit All and Finish button. You will receive a warning message to confirm that you are done with the quiz and do not wish to make changes. If you are sure you are finished, click OK. Your quiz will be submitted for grading.
- If you have multiple attempts to take the exam, your instructor may set a time limit between each attempt.
- This time limit is put into place to require you to take time to review your responses and study your materials to improve your score for your next attempt.
- If you experience problems during the exam—system timeouts, failure of the system to save your responses, etc.—contact your instructor *immediately*.
- You *must* complete all attempts at taking the exam within the given period of availability and in the time allotted for each attempt.

After the exam

- Your instructor may set the exam up to allow you to review your responses and to see missed items. You may also be able to receive your grade immediately. If either of these items have been permitted, they will be visible at the end of the exam.
- If this is your first attempt at the exam, use this opportunity to review your responses and note questions about which you were not sure of the answers. Use the information to prepare for your next exam attempt.
- When you are finished with Moodle, make sure you log out of the system and close the Web browser.

Good Luck!