

<b>Loyola University Chicago</b> <b>Spring 2015</b> <b>SOC Seminar</b> <b>COMM 100</b>	<b>Instructor: Patty Lamberti</b> <b>Email: <a href="mailto:plamberti@luc.edu">plamberti@luc.edu</a></b> <b>Phone: 312-915-6860</b> <b>Office Hours:</b> <b>SOC Room 223</b> <b>Tuesdays 4-5</b> <b>Thursdays 2:30-3:30 or by appointment</b>
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**Course Description:** Welcome to Loyola’s School of Communication. The goal of this one hour course is to introduce you to the tools, programs and people you will encounter on your journey towards a BA and a successful career in journalism, communication, digital media and film studies or ad/pr. Topics we will cover include graduation requirements for the three majors, plagiarism, library databases and other research tools, internships, resumes, cover letters, networking and career resources. I will do my best to provide you with information and resources that ARE NOT already covered in Univ 101.

We will also take steps to prepare you for a happy and fulfilling life after graduation. To this end, we’ll work towards developing your resume and online portfolio. We’ll tackle where to find jobs, and best practices for networking. If time permits, and you’re interested, we’ll talk about repaying student loans, negotiating salaries, preparing for interviews, etc.

The fact that this is a pass/fail, one-credit course shouldn’t lead you to believe it’s a “blow off” class. It may actually be the most important class you take at Loyola.

**Grading and Evaluation:** This course will be graded on a pass-fail basis (credit-no credit). It’s easy to pass, but somehow, I’ve had students fail. You only need to do a few simple things to pass:

1. Most of the value of this course will be garnered from attending and participating in the class sessions; consequently, regular participation is required to successfully pass the course. Any more than three absences will result in a failing grade for the course. **Previous students have failed this course for missing more than three classes.** Don’t join their group. If you don’t pass this course, you can’t register for other SOC classes.
2. You also have to complete two of the following tasks. Due dates are listed at three different points throughout the semester. **Students have failed this course for not completing two, simple tasks by the due dates.** Don’t join their group. If you don’t pass this course, you can’t register for other SOC classes.

**Tasks and Assignments:**

Because I teach this course to 35 people, plus other courses, my inbox is a messy place. So do not email me assignments. They will get lost in my inbox, and you won't receive credit, which may result in a failing grade. **HARD COPIES ONLY! DO NOT EMAIL ASSIGNMENTS!**

You must complete two of the following assignments, by the due dates listed on the syllabus.

1. Provide proof (business cards, brochures, notes you took during a session, etc.) that you attended one session at the School of Communication Career Week and/or the School of Communication job fair.
  - a. Don't worry about what you wore to school that day. Show up for one or all of these events.
  - b. I think you're in college to land meaningful jobs post graduation. These events will help you do that!
2. Join a student group at SOC and turn in a one page reflection of what you like or don't like about the group (SPJ, PRSW, Beta Rho, etc.)
3. Interview a communication professional about his/her job and career path/history and email me an audio recording of the interview or transcribe the interview into a Word doc.
4. Interview a School of Communication faculty member about their research and career path and email me an audio clip of the interview or transcribe the q&a
5. Apply for an internship or job – give me a copy of your cover letter. I'll provide you with feedback.
6. Give me a copy of your resume. I will provide you with feedback.
7. Create a blog or web site – turn in a hard copy of the homepage along with the URL
8. Create a fully completed LinkedIn profile (photo, resume, etc). Print out a copy of your profile.
9. Submit an article/photo/video/writing to the Phoenix, Hub Bub or LUC Chameleon. Provide me with the submission.
10. Visit the Museum of Broadcast Communications and take a photo of your favorite exhibit. Print out the photo along with a paragraph on why it was your favorite exhibit.

**Due date policy:** One of the main goals of this class is to teach you SOC policies and make it clear that there are consequences for not following these policies. So the deadline policy for this class is very strict.

There are only two projects due in this class. They are due on the dates listed on this syllabus. They are due at the beginning of class - hard copies only. You cannot walk into class ten minutes late and turn in a project. You cannot turn in a project after the deadline. If you don't turn a project in on time, you won't get credit for it. Credit for all three projects is required in order to pass this class.

**That said, life happens. If you are truly sick, or have an emergency on the day a**

**project is due, you must turn in proof of your illness and emergency – which I may verify. Acceptable proof includes a doctor’s note, a police report, an obituary, etc. The proof must include a reference to the date and time. Email me the project. Traffic, not hearing your alarm, etc. are not acceptable excuses.**

**Participation and Professionalism:** You are majoring in communication, so you must communicate in class. You will never be penalized for voicing your opinions, whatever they may be. You will, however, be penalized for disrupting the class. Talking on cell phones, texting, using laptops, interfering with classmates, e-mailing, sleeping, putting your head down, closing your eyes and hoping I don’t notice, doing Sudoku, instant messaging, checking Facebook or any other web site and other disruptions (which includes arriving late or leaving early) will lead to failure of the course. The golden rule? While we are talking, don’t touch anything electronic.

**Laptop and cell phone policy:** Although technology is an integral part of communication, it doesn’t always help you learn. The more you multitask, the less you learn – Studies prove it! Multitasking is also disruptive to me and the students around you.

**Email Policy:** I will respond to emails within 48 hours. Assignments may not be emailed to me. If you miss class on the date an assignment is due, refer to the due date policy.

**Academic Dishonesty Policy:** Plagiarism of any form, of any kind and of any length will be reported to the Dean of Students and the student will automatically receive a failing grade for the course. Cheating on in-class assignments or any other work associated with this class will receive a similar punishment. As you know, plagiarism constitutes using another’s words or ideas without acknowledgment. I will consider it equally dishonest to invent quotes, facts, scenarios and so on. I will occasionally check to verify that you have indeed completed the task which you are writing about.

### **Schedule**

**Because this class features so many guest speakers, it is subject to change. Check Sakai regularly.**

Week One: January 13

Topic: What is this class all about? Who is the person next to me? Resume comparison

Week Two: January 20

Lecture: CDC Brigitte Petersen - How we’ll help you job hunt before you graduate/SOC Tour

Week Three: January 27

Topic: Studying Abroad. Is it too expensive? What are the qualifications? Guest speaker John Goheen.

Week Four: Feb 3

Topic: Digital Film and Media Studies – what does that mean? Guest speaker: Aaron Greer

Week Five: Feb 10 **ACTIVITY ONE DUE**

Topic: How to graduate in four years – Guest speaker Shawna Cooper Gibson

Week Six: Feb 17

Topic: Student groups – why they matter; Guest speakers

Week Seven: Feb 24

Topic: Plagiarism – do you really know what it means?

Week Eight: March 2 **NO CLASS SPRING BREAK**

Week Nine: March 10

Topic: Guest speaker – Richelle Rogers

You can have a fabulous career!

Week Ten: March 17

Topic: **OPTIONAL PRIVATE MEETINGS IN MY OFFICE ROOM 223 TO DISCUSS ANY CAREER/SCHOOL ISSUES YOU WANT TO COVER ONE-ON-ONE**

Week 11: March 24

Lecture: How do I find out about job titles? Where do I find a job? Will I ever really get a job I truly like?

Week 12: March 31

Topic: Internships – the Good and the Bad and Guest Speaker

Week 13: April 7

Topic: Field Trip

Week 14: April 14

TBD

Week 15: April 21 **FINAL ACTIVITY DUE**

final evaluation; final party