** CMST 360: Professional Skills/ Communications Lab (001)**

**FALL 2019**

**Class Time/ Location:** Tuesday 11:15-1:10, Haslam Business Building 103

**Instructor:** Leslie Poynter, lpoynter@utk.edu

**Co-Instructor:** Sara Gissel, sgissel@vols.utk.edu

**Office:** Center for Career Development 245 (201 Student Union)

**Office Hours:**  By Appointment

**Course Description:**

The professional development lab is designed to instruct students in effective career development, interviewing skills, resume writing, leadership and critical thinking.

*Course catalog description:* This lab covers professional and general skills (e.g., writing a resume, interviewing, etc.) for success in the field of Communication. Co-requisite: CMST 354 and CMST 356.

**Course Goals & Objectives:**

The purpose of this course is to help you understand and navigate the waters of preparing for your career. This course navigates your career development through 3 phases: **Self-Assessment, Career Exploration, and Career Preparation.** This course can help you utilize a proactive approach for the rest of your time in your undergraduate program and your first job search.

**Self-assessment:**

* *Self-assessment is an important first step to career decision making. Students will be aware of their individual skills, interests, and values and the importance of finding a career that aligns with them.*

**Career Exploration:**

* *Students will learn about the wide range of career opportunities available and become familiar with various job titles and the necessary preparation for each.*
* *Student will learn how to utilize online and in person resources to research the market, learn about organizations, and identify job opportunities.*

**Career Preparation:**

* *Students will learn how to prepare cover letters, resumes, and other materials needed in pursuing careers in communications related areas.*
* *Students will learn the importance of networking and strategies for growing and maintaining their professional network.*
* *Students will learn of issues relevant to the career-seeking process, such as salary requirements, medical benefits, retirement and flex-benefits, developing critical thinking skills to help decide on internship/entry-level job opportunities.*

**Open Records Act:**

This course adheres to the University’s policy regarding the use and release of student records that are governed by Public Law 93-380, the Family Educational Rights and Privacy Act and the Tennessee Public Records Act, which charges the University and its employees with protecting the confidentiality of the educational records or its prospective, current and former students. One way this affects you is that the professor cannot share or discuss grades via email.

**Students With Disabilities:**

Students with documented disabilities should notify the instructor immediately to discuss requests for special provisions. Students who have a disability that requires accommodations should make an appointment with the Office of Disability Services, 2227 Dunford Hall, (974-6087) to discuss specific needs and get official documentation of the disability.

**College Diversity Statement:**

The College of Communication and Information recognizes that a college diverse in its people, curricula, scholarship, research, and creative activities expands opportunities for intellectual inquiry and engagement, helps students develop critical thinking skills, and prepares students for social and civic responsibilities. All members of the College benefit from diversity and the quality of learning, research, scholarship and creative activities is enhanced by a climate of inclusion, understanding and appreciation of differences and the full range of human experience. As a result, the College is committed to diversity and equal opportunity and it recognizes that it must represent the diversity inherent in American society. The College is acutely aware that diversity and fairness are foundations that unite the College's faculty, staff, students, and the larger communication and information community (see <http://www.cci.utk.edu/diversity-> statement for CCI's full Diversity statement).

**Class Policies**

**Attendance**:

Due to the nature of the course, the speed at which we move through course material and the amount of work necessary for successful completion, it is required and critical that you attend class, be on time and ready to participate.

* You will be required to sign an attendance sheet at the beginning of every scheduled class session. If you forget to sign the attendance sheet you will be counted as absent (no exceptions).
* If you miss a class session, you are responsible for knowing what was covered; including announcements, class notes/handouts, and information regarding assignments. In order to obtain this information I recommend contacting a fellow student or the instructor in a timely manner.
* **Since we only meet once per week, one excused class absence for this course will be allowed.** For every class missed after your allowed one absence your participation grade will be negatively affected. **If you cannot meet this attendance requirement, you should not take this course at this time.**

**Tardiness and Leaving Early:**

Being late and leaving early is disruptive to the learning environment. You are expected to arrive on time for class and remain until dismissal. Students will be considered late if they enter class after the instructor has started lecturing course material. Students who leave class before it is over without prior notification to instructor will be counted as absent. Failure to adhere to this policy will negatively affect your attendance and participation grade.

**Digital policy:**

All cell phones, mobile devices and portable music players are strictly prohibited during class. **Please put your cell phone on** **silent**. There will be no texting or checking messages/emails during class. Laptops and other devices for taking notes are acceptable **ONLY** **during certain classes when notified on syllabus**; however, playing games, instant messaging or any other internet usage is prohibited. It is important that respect is shown to your colleagues, your instructor, and guest speakers. Failure to adhere to this policy will negatively affect your class participation grade.

**Class Participation**:

A professional atmosphere is expected and includes appropriate active participation. Participation that contributes to class discussion and the furthering of our understanding of class material that is well thought out, positive and professional is expected. **There will be several in class activities and discussion you are expected to participate in as part of your participation grade.** Your participation grade is based on both the quality and quantity of your participation and overall contributions to class discussion.

**Guest Speakers:**

There will be several guest speakers invited to class; many of them employers, alumni and professionals representing various industries. Students are required to be respectful to all guest speakers- this means absolutely no use of phones or laptops while guests are presenting. Students are encouraged to ask questions and engage with guest speakers.

**Plagiarism & Academic dishonesty:**All academic work must meet the standards contained in the University of Tennessee’s Academic Standards of Conduct and Honor Statement, in “Hilltopics.” Each student is responsible for knowing these standards before performing academic work. All assignments must be your work and your work alone. Any questionable behavior or violations of the standards presented in Hilltopics will result in a zero, or a lowered grade (for the assignment in question), or failure of the course, and possible expulsion from UT.

* **Academic dishonesty** (including plagiarism and cheating) involves misrepresenting, as your own work, any part of intellectual property created/written by another, submitting the same paper or substantially similar papers to meet the requirements of more than one course without the written approval and consent of all instructors concerned, depriving another student of necessary course materials, and/or interfering with another students work. This also includes the falsifying and/or tampering of data in order to achieve certain results. So that we’re clear on what is considered cheating and plagiarism, the following definitions are provided.
* **Plagiarism**:

Material that has been knowingly obtained or copied in whole or in part [without acknowledgement], from the work of others. This includes (but is not limited to) using in whole or in part another individuals academic composition.

* **Cheating**:

Doing academic work for another student, or providing one’s own work for another student to copy and submit as his/her own. [This can also include submitting the same work for more than one class without the consent of instructors].

***Commit yourselves to academic honesty; failure to do so negatively affects you and cheapens the value of a degree from the University of Tennessee.***

**Course Format & Required Text:**

Most materials will be distributed via **Canvas** (http://my.utk.edu). The course consists primarily of class discussions and various projects. Throughout the course of the semester, guest speakers *may* join the class to provide professional insight and discussion.

**Assignments:**

It is your responsibility to know the assignments, print out materials and keep up with what’s going on in class. You should check Canvasregularly for new readings and changes to the course schedule. Changes in the class schedule are up to the instructor’s discretion; changes may result from tailoring the class to this particular group’s needs, and/or the availability/unavailability of guest speakers. In the event of a class schedule change students will be informed of said change either verbally during regularly scheduled class time or via Canvas in advance. You are responsible for reading all materials prior to the period for which they are to be completed, and are expected to participate in discussion of said readings during the appropriate class time.

**Writing policy:   
Emailed assignments or hand-written assignments will not be accepted unless specifically noted**. Assignments will lose points for grammar, spelling, punctuation, margin and other format errors. This course requires students to adhere to APA formatting guidelines. This includes: black, Times New Roman font type, 12-point font size, one-inch margins on all four sides, and double-spaced.

**Due date policy:**

Due dates for written assignments and readings are provided on the attached course schedule and may also be given verbally by the instructor. Written assignments and readings are due on the dates specified by the schedule and the instructor. **Assignments are indicated to submit via Canvas or in class beginning on page 6 of syllabus and in the Course Schedule on page 8.**

**Late work:**

The deadlines for each assignment are absolute. Any assignment that is received after due date and time will be considered late. **Failure to submit an assignment on time will result in a deduction of half the overall points the assignment is worth (up to a week past an assignments deadline).** Assignments submitted more than a week past the assignment deadline will not be accepted. Technology trouble (i.e. computer or internet problems) is not an acceptable excuse for late work.

**In the instance where an absence occurs on a day when a student is scheduled to give a presentation or turn in an assignment, the student will receive a zero. The instructor must be notified in the event of an emergency within a timely manner and documentation (police report, doctor’s note, proof of attending a funeral) MUST be provided in order to establish make-up arrangements without penalty.**

**Assignments**

**Class Participation & Attendance (100 points):**

Students should attend all regularly scheduled classes, as we will be discussing concepts and go over assignments pertinent to being successful in the class and your future career. **It will be very difficult to pass this class if your attendance is poor.** In-class work may not be made up and it is your responsibility to find out what was missed when absent. Participation is essential for advancing your understanding of the material as well as your peers’ learning; therefore, participation in class discussions and activities will be a part of your grade. *You can lose participation points* by disrupting class and being disrespectful of others, by constantly arriving late and/or leaving early to/from class, or by use of your phone, computer or other electronics.

**PathwayU (25 points):** Complete all 4 sections of the PathwayU Assessment and write a 1 page, double-spaced reflection on your results. *Must be submitted via Canvas by due date in order to receive full credit*.

**Career Exploration Assignment (100 points):**

Using the Career Exploration Worksheet as a guide, research your career of choice by using the resources discussed in class. Each question must be answered in full, completed sentences, typed. Points will be taken if questions are not answered thoroughly.

*Must be submitted via Canvas by due date in order to receive full credit*.

**Resume Drafts 1 & 2 (30 points):**

Resume must reflect a current job description of your choice. Draft 1 must be turned in in class for a peer review. The 2nd draft must be turned in to instructor in class with peer reviewed 1st draft and job description attached. Resume must reflect guidelines discussed in class and in the Resume Guide.

*Must be turned in to instructor in class with job description attached by due date to receive full credit.*

**Cover Letter Draft (25 points):**

Cover letter must reflect the guidelines discussed in class and in Resume Guide. Letter should be written in response to a current job description and job description must be turned in with assignment.

*Must be turned in to instructor in class with job description attached by due date to receive full credit.*

**InterviewStream Practice Interview (50 points):**

Must complete the InterviewStream Assignment online using webcam. If you do not have the equipment needed, please let instructor know BEFORE the assignment is due.

**LinkedIn Profile (25 points):**

For this assignment go to the LinkedIn website (www.linkedin.com), create a *complete* profile, and connect with instructor (Leslie Poynter), as well as two other individuals relevant to your desired industry of employment.

**Informational Interview (100 points):** You must complete an informational interview with a professional working in a career field of interest to you. Do not interview anyone within your immediate family as the goal of the assignment is for you to expand your network. This interview should be done in person, over the phone, or over Skype/ FaceTime**, not email or text.** You will turn in an essay which will cover: interviewee’s name, profession/title, date of meeting, a synopsis of your conversation including what you learned, any follow-up activities that were recommended, and how this will impact your career goals. This assignment should be typed. Your essay should be a thorough reflection and at least two typed pages double-spaced. *Must be submitted via Canvas by due date in order to receive full credit.*

**Event Attendance and Reflection (100 points):**

You must attend one event pertaining to your desired career field or professional development and turn in a reflection essay addressing the purpose of event, something new you learned and how it applies to your career/job search.  Reflection paper should be typed, double space and at least 1 full page. Suggested event options are listed on Canvas and will be announced in class. If you attend a Center for Career Development event, you MUST SWIPE IN at the event. **If you do not swipe in you will not receive credit for the assignment**. You may submit another career-related event for approval by your instructor – you are encouraged to ask instructor in advance of attending the event to ensure credit will be granted.

*Must be submitted via Canvas by due date in order to receive full credit.*

**Final Resume (50 points):** Your final resume must include Draft 2 with instructor corrections and the job description. Points will be taken if corrections are not reflected in the final draft.

*Turn in to instructor in class* *by due date to receive full credit.*

**Final Cover Letter (50 points):** Your final cover letter must include the first draft with instructor corrections and the job description. Points will be taken if corrections are not reflected in the final draft.

*Turn in to instructor in class by due date to receive full credit.*

**Career Action Plan (50 points):** The Career Action Plan (CAP) is meant to help you think about the actionable steps to achieve your career goals and complete a plan of action. The CAP template and example is in Canvas. Complete the CAP typed.

S*ubmit to Canvas by due date in order to receive full credit.*

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| --- | --- | --- | --- |
| **Assignment** | **Theme** | **Due Date** | **Points Possible** |
| **Pathway U** | ASSESS | September 3rd | 25 |
| **Industry Overview Presentation** | EXPLORE | September 17th | 25 |
| **Career Exploration Assignment** | EXPLORE | September 24th | 100 |
| **Resume Draft 1** *with job description* | PREPARE | October 1st | 15 |
| **Resume Draft 2** *with job description* | PREPARE | October 8th | 15 |
| **Cover Letter Draft** *with job description* | PREPARE | October 15th | 20 |
| **LinkedIn Profile** | PREPARE | October 29th | 25 |
| **InterviewStream Practice Interview** | PREPARE | November 12th | 25 |
| **Final Resume** *with job description* | PREPARE | November 19th | 50 |
| **Final Cover Letter** *with job description* | PREPARE | November 19th | 50 |
| **Event Attendance Reflection Paper** | EXPLORE/ PREPARE | November 26th | 100 |
| **Career Action Plan** | PREPARE | December 3rd | 50 |
| **Informational Interview** | EXPLORE/ PREPARE | December 9th | 100 |
| **Class Participation** |  | Calculated at the end of semester | 100 |
|  |  | **Total Points Possible** | **700** |

**Grading Scale**

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| --- | --- | --- |
| A | 90-100% | (630 – 700 points) |
| B | 80-89% | (560 – 629 points) |
| C | 70-79% | (490 – 559 points) |
| D | 60-69% | (420 – 489 points) |
| F | 0-59% | (0- 419 points) |

**Extra Credit**

There are several opportunities to receive extra credit in this course. Please take advantage of them to increase your final grade. **All extra credit is due by December 12th.**

**Career Profile Completion (25 points):** Log in to your Career Profile at this link: <https://career.utk.edu/students/career-profile/> and add any internships you have had, if you have accepted a full-time job, are committed to attending graduate or professional school, or enlisting in the military.

**2nd Event Attendance Reflection (25 points)**

**2nd Informational Interview (25 points)**

**In Office Mock Interview (25 points):** Schedule a mock interview with a Peer Career Advisor in the Center for Career Development by visiting the office (201 Student Union), calling 865-974-5435, or scheduling online via Handshake: <https://career.utk.edu/handshake/>. Email instructor the day/time of your interview AFTER you have completed it to receive credit. *Mock interviews are not available to schedule during Fall Break or finals week.*

**Extra Credit Opportunities**

*All extra credit must be submitted by December 12th, 2019*

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| --- | --- |
| **Extra Credit** | **Points Possible** |
| **Career Profile Completion** | 25 |
| **2nd Event Attendance Reflection Paper OR Informational Interview** | 25 |
| **PathwayU Completion** | 25 |
| **In Office Mock Interview** | 25 |
| **Total Points Possible** | 100 |

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| **Week** | **Theme** | **Topic(s)** | **Required Reading, Preparation & Materials** | **Assignments Due** |
| **1: August 27th** | ASSESS | -Class Overview & Introductions  -Career Readiness | Syllabus |  |
| **2: September 3rd** | ASSESS | ***Find Your Path***  -PathwayU  - Skills, Interests, Values  -Informational Interviewing | -PathwayU Results  -Guide to Informational Interviewing | PathwayU Assessment |
| **3: September 10th** | EXPLORE | -What Can I Do with Communication Studies?  -Industry Overview  -Career Exploration Resources | *\*Bring computer to class\** |  |
| **4: September 17th** | EXPLORE | -Industry Overview Presentations | *\*Bring computer to class\** |  |
| **5: September 24th** | EXPLORE | -Job Fair Overview  -Resume Guide |  | Career Exploration Worksheet (CANVAS) |
| **6: October 1st** | EXPLORE/  PREPARE | ***Tell Your Story***  -Resume Basics  -Peer Resume Review | Resume Guide  *\*Bring computer to class\** | Resume 1st Draft (in class) |
| **7: October 8th** | PREPARE | -Tailoring Your Resume  -Cover Letters | Resume Guide  *\*Bring computer to class\** | -Resume 2nd Draft + job description (in class) |
| **8: October 15th** | PREPARE | -Networking and Social Media | Linked In Checklist, Networking Tips  *\*Bring computer to class\** | -Cover Letter + job description (in class) |
| **9: October 22nd** | PREPARE | -Why Graduate School?  -Graduate School Admissions |  |  |
| **10: October 29th** | PREPARE | -Interviewing Basics | Interview Guide | -LinkedIn Profile |
| **11: November 5th** | PREPARE | -Interviewing Continued | Interview Guide |  |
| **12: November 12th** | PREPARE | ***Forge Your Future***  -Evaluating Job Offers and Negotiation |  | -InterviewStream Assignment |
| **13: November 19th** | PREPARE | -Professionalism and Etiquette in the Workplace |  | -Final Resume and Final Cover Letter + job description (in class) |
| **14: November 26th** | PREPARE | -Personal Finance/ Budgeting (GUEST SPEAKER)  -Career Action Plan (CAP), SMART Goals | *\*Bring computer to class\** | Event Reflection (CANVAS) |
| **15: December 3rd** | PREPARE | -Wrap Up/ Optional Class |  | -Career Action Plan (CANVAS) |
| **December 9th** |  |  |  | -Informational Interview Reflection (CANVAS) |

**Course Schedule**