** CMST 260: Professional Skills/ Communications Lab (001)**

**SPRING 2020**

**Class Time/ Location:** Tuesdays, 11:30-1:25pm, McClung 63

**Instructor:** Leslie Walton, lwalton@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 preparing for your career. This course guides 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.
* **One unexcused class absence for this course will be allowed.** For every class missed after your allowed absence your participation grade will be negatively affected. **If you cannot meet this attendance requirement, you should not take this course at this time.**

**Virtual Learning:**

Due to COVID-19, there are options for virtual learning for those at risk or who live with at risk family members. All assignments and class time is still mandatory for virtual learners. Please let instructor know if you wish to take the course virtually.

**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.

**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 *will* join the class to provide professional insight and discussion.

**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.***

**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:**

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**

It is your responsibility to know the assignments and keep up with what’s going on in class. 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 Announcements. 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.

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

Students should attend all regularly scheduled classes virtually or in person, as we will be discussing concepts and go over assignments pertinent to being successful in the class and your future career. 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. **There are 5 discussions that will be completed on Canvas through the duration of the course. Failure to complete the discussions will affect your participation score.**

**PathwayU (25 points):** Complete all 4 sections of the PathwayU Assessment and the Canvas discussion. *You do not have to submit proof of completion for this, instructor will check for completion upon due date.*

**Industry Overview Group Video Project (50 points):**

You will be assigned a group and a career/industry area to research using career exploration methods and resources went over in class. Each group will report findings in class in a 5-7 minute video presentation via Zoom, a cell phone, or other video programs.

**Career Exploration Assignment (50 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 Draft 1 (25 points):**

Resume must reflect a current job description of your choice. The draft must be turned in to instructor in class with a 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 & Reflection (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 & 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 2 pages double spaced. Suggested event options are listed on Handshake and will be announced in class. You may submit other career or professional development related events 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 1 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.*

**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 April 24th.**

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

**Course Schedule**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Week** | **Unit** | **Topic(s)** | **Required Reading & Discussions** | **Assignments Due** |
| **Week 1: Aug. 25th**  | ASSESS | -Class Overview & Introductions -Career Readiness | Syllabus, Vol Guide to Career Success |  |
| **Week 2:** **Sept. 1** | ASSESS | - Skills, Interests, Values | PathwayU Results**Discussion 1** | **PathwayU Assessment** |
| **Week 3:****Sept. 8th** | EXPLORE | -Industry Overviews-Career Exploration Resources |  |  |
| **Week 4: Sept. 15** |  | -Why Graduate School?-Graduate School Admissions | **Discussion 2** |  |
| **Week 5: Sept. 22** | PREPARE | -Job Fair Prep -Resume Basics -Cover Letters | Resume Guide | **Industry Overview Group Presentations** |
| **Week 6: Sept. 29** | PREPARE | Networking: What, Why, When, How | **Discussion 3** | **Resume Draft + job description****Cover Letter Draft + job description** |
| **Week 7:** **Oct. 6** | PREPARE | Social Media EtiquetteLinkedIn | Linked In Checklist | **Career Exploration Assignment** |
| **Week 8:****Oct. 13** |  | -Interviewing Basics | Interview Guide**Discussion 4** |  |
| **Week 9: Oct. 20** |  | **-**Interviewing Continued |  | **LinkedIn Assignment** |
| **Week 10:****Oct. 27** |  | -Evaluating Job Offers and Negotiation | **Discussion 5** |  |
| **Week 11:****Nov. 3** |  | **Guest Speaker: Financial Wellness** |  | **Big Interview Virtual Interview Assignment** |
| **Week 12:** **Nov. 10** | PREPARE | Ethics and Etiquette in the Job SearchProfessional Communication |  | **Final Resume and Final Cover Letter + job description**  |
| **Week 13:****Nov. 17** | PREPARE | **Guest Speaker** |  | **-Informational Interview Reflection**  |
| **Week 14:****Nov. 24** |  | Career Action Plan (CAP), SMART Goals |  | **-Event Reflection**  |
| **December 3rd**  |  |  |  | **-Career Action Plan**  |
| **December 7th**  |  |  |  | **ALL EXTRA CREDIT DUE** |

**Assignment Schedule**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Assignment** | **UNIT** | ***Competencies Applied*** | **Due Date** | **Points Possible** |
| **Pathway U Assessment & Discussion (online)** | ASSESS | *Critical Thinking, Career Management* | September 1st  | **25** |
| **Industry Overview Group Video Project (Canvas)** | EXPLORE | *Oral Communication, Digital Technology, Teamwork/ Collaboration* | September 22nd  | **50** |
| **Resume Draft** *with job description* **(Canvas)** | PREPARE | *Written Communication, Digital Technology, Career Management* | September 29th  | **25** |
| **Cover Letter Draft** *with job description* **(Canvas)** | PREPARE | *Written Communication, Digital Technology, Career Management* | September 29th | **25** |
| **Career Exploration Assignment (Canvas)** | EXPLORE | *Digital Technology, Career Management* | October 6th  | **50** |
| **LinkedIn Profile (online)** | PREPARE | *Digital Technology, Career Management, Professionalism* | October 20th  | **25** |
| **Big Interview Virtual Practice Interview (online)** | PREPARE | *Digital Technology, Career Management, Oral Communication* | November 3rd  | **50** |
| **Final Resume** *with job description* **(in class)** | PREPARE | *Written Communication, Digital Technology, Career Management* | November 10th  | **50** |
| **Final Cover Letter** *with job description* **(in class)** | PREPARE | *Written Communication, Digital Technology, Career Management* | November 10th  | **50** |
| **Informational Interview (Canvas)** | EXPLORE/ PREPARE | *Professionalism, Oral/ Written Communication, Career Management* | November 17th  | **100** |
| **Event Attendance Reflection Paper (Canvas)** | EXPLORE/ PREPARE | *Professionalism, Oral/ Written Communication, Career Management* | November 24th  | **100** |
| **Career Action Plan (Canvas)** | PREPARE | *Career Management, Professionalism/ Work Ethic* | December 3rd  | **50** |
| **Extra Credit Assignments** |  |  | December 7th  | *75* |
| **Class Participation** |  | *Professionalism/ Work Ethic* | Calculated at the end of semester | **100** |
|  |  |  | **Total Points Possible** | **700** |

**Extra Credit Opportunities**

*All extra credit must be submitted by Dec. 7th, 2020*

|  |  |
| --- | --- |
| **Extra Credit** | **Points Possible** |
| **Career Profile Completion** | 25 |
| **2nd Event Attendance Reflection Paper OR Informational Interview** | 25 |
| **Total Points Possible** | 50 |