

COMM 205x: Communication Practicum

Units: 2

Spring 2017—Thursday—5-6:20 pm

ASC G34

Instructor: Laurel Felt, PhD; www.laurelfelt.org

Office Hours: By appointment

Contact Info: felt@usc.edu

Annenberg Virtual Commons: <http://vc.uscannenberg.org/annenberg-it>

Annenberg IT Help Desk: ASC 234 | asctech@usc.edu | (213) 740-3901

Course Description

This course is designed to provide insights and tools to help you evaluate your career field of interest by bridging your classroom learning with “real world” experiences. This will be an applied setting for students to examine the theories and practices of professional workplace environments from a communication perspective. Students will utilize a range of research methods to examine an ongoing internship. Both an internship supervisor and professor will review students’ performance.

Learning Objectives

- To provide students with an opportunity to receive credit through a series of independent academic and practical activities as they simultaneously negotiate a pre-professional internship experience.
- To support students’ deeper understanding of their particular professional arena by encouraging them to follow current events, contribute to relevant conversations, create a personal brand, and reflect broadly on their diverse experiences.
- To host a forum in which students can exchange internship information and advice, process experiences, solicit recommendations, and develop a learning community.

Prerequisites: Sophomore standing; completion of at least 1 core Communication course

Co-Requisites: Students must work a minimum of 8-10 hours per week at their internship site. An internship supervisor must agree to complete an end-of-semester evaluation of a student’s performance.

Recommended Preparation: Get an internship. Create a resume and cover letter. Consider your favorite skills, personal learning style, priorities, and purpose.



Course Notes

1. Grading

- a. This course is graded CR/NR. The passing grade for CR is a C-.

2. Blackboard

- a. Blackboard will function as this course's "hub."
- b. The instructor will post readings to Blackboard, post Announcements to Blackboard, and send those Announcements as emails via Blackboard.
- c. Students will submit assignments to Blackboard via Turnitin.

Technological Proficiency and Hardware/Software Requirements

This class requires a moderate level of technological proficiency. The instructor believes in all students' capacity to learn and grow, and values the resources that USC provides so that students may enrich their technological proficiency. Some of these resources include: Annenberg Virtual Commons, Annenberg IT Help Desk, USC Information & Technology Services (<http://itservices.usc.edu/>), USC Libraries (<http://www.usc.edu/libraries/>), Lynda.com.

Peers' assistance is priceless. The instructor will happily meet with you one-on-one. Regardless of one's technological proficiency pre-COMM 205, all students can succeed.

In terms of hardware/software, none is required. Everything can be done via web browser.

Required Readings

- Garner, Bryan A. (2013). *HBR Guide to Better Business Writing: Engage readers, tighten and brighten, make your case*. Boston: Harvard Business Review Press.
- Every article, video, and book chapter posted to Blackboard under "Readings" tab

Recommended Readings

- Harvard Business Review. (2010). *On Managing Yourself*. Boston: Harvard Business Review Press.

Assignment Submission Policy

1. Written work – personal (e.g., reflection papers, resume, cover letter, memo)

- a. Post to Blackboard via Turnitin link by 11:59 pm on the due date
- b. *If you experience difficulties with Blackboard, then email the assignment to the instructor by 11:59 pm on the due date*

2. Spoken work (e.g., interview simulations elevator speech, discussions)

- a. Share in class on the due date



Additional Policies

1. Late and unfinished assignments

- a. Any material turned in late will be reduced one letter grade per calendar day late.
- b. Students must complete all assignments in order to receive credit in the course.

2. Late arrival to and early departure from class

- a. Class meetings are precious! Don't miss class. DON'T.MISS.CLASS.
- b. Due to extenuating circumstances, for a period of up to but not exceeding 15 minutes, you may ONCE arrive late or ONCE depart early from class without penalty. You cannot arrive late once AND leave early once. No no no.
- c. If you arrive late more than once, depart early more than once, or the amount of time by which you are late or leave early exceeds 15 minutes, then I will record an unexcused absence. One unexcused absence confers a participation penalty.

3. Absent from class

- a. Class meetings are precious! Don't miss class. DON'T.MISS.CLASS.
- b. With a doctor's note, you may miss class once without penalty. Missing 2 or more classes is problematic and will be evaluated by the instructor.
- c. One unexcused absence confers a participation penalty. Two or more unexcused absences will result in failure to pass the class.

4. Use of technology in the classroom

- a. Cell phone use is prohibited.
- b. When your peers are speaking, your laptop and/or tablet should be closed. The instructor vehemently expects students to practice respectful, active listening. Why? Because doing so helps speakers to feel safe, and safety is non-negotiable. The instructor will not tolerate anyone hurting anyone. This also helps everyone to develop the capacity to focus, engage, connect, and collaborate. Such skills are imperative for 21st century workplaces. If your peers' ideas demand documentation, then you may take notes via paper and/or follow up later and ask them to repeat.

5. Grading questions

- a. After receiving a grade, students must wait for 24 hours before addressing the instructor. Please use this time to think through the strength of your case.
- b. If you have determined that your grade merits further review, then submit your complaint/rationale **in writing within the next week (7 days)**. Again, complaints or requests for reconsideration of a grade will not be considered unless they are submitted in written form and delivered after 1 day but before 8 days have elapsed.
- c. A complaint constitutes an argument, and will be evaluated by the standards of acceptable argumentation as presented in class readings and lectures.

Grading Breakdown, Description and Assessment of Assignments

ASSIGNMENT	PTS	%	CRITERIA
Essay #1: Goals	150	15	1. Thoughtfulness, specificity, realism 2. Technical writing merit (e.g., grammar, spelling, etc) 3. Logistical requirements LENGTH: 2 pages; TIMELINESS: Due 1/19
Resume	150	15	1. Structural soundness (e.g., name and address info at the top, educational experience, professional experience, skills, statements that begin with action verbs, results statements) 2. Technical writing merit (e.g., grammar, spelling, etc) 3. Aesthetic value (e.g., font size, font style, layout, line breaks and paragraph lengths, negative space, etc) → Consider “Will reading this hurt my eyes?” 4. Logistical requirements LENGTH: 1 page; TIMELINESS: Due 2/16
Essay #2: Industry Analysis OR Workplace Analysis	150	15	1. Analysis of industry-wide change(s), prognostication OR Analysis of culture, communication practices 2. Technical writing merit 3. Logistical requirements LENGTH: 2 pages; TIMELINESS: Due 3/9
Essay #3: Informational Interview	150	15	1. Discoveries, inspiration 2. Technical writing merit 3. Logistical requirements LENGTH: 2 pages; TIMELINESS: Due 4/6
Essay #4: Dragon-slaying story	150	15	1. Unique contribution 2. Technical writing merit 3. Logistical requirements LENGTH: 1 page; TIMELINESS: Due 4/27
Essay #5: Career Planning	150	15	1. Thoughtfulness, specificity, realism 2. Technical writing merit 3. Logistical requirements LENGTH: 2 pages; TIMELINESS: Due 5/4
Workshop Participation	50	5	1. Respectful, active listening (e.g., making eye contact, leaning forward, nodding, responding verbally or non, etc) 2. Proper use of technology (e.g., stowing cell phone, writing/typing solely to note-take) 3. Relevant, generous sharing (e.g., giving internship updates, brainstorming, answering/asking questions, etc) 4. Logistical requirements ATTENDANCE: Perfect OR one absence with a doctor’s note OR one late arrival/early departure of no more than 15 minutes
Supervisor Evaluation	50	5	1. Quality skills and behaviors (e.g., average to outstanding) 2. Logistical requirements LENGTH: 1 page (see form); TIMELINESS: Due 5/4
TOTAL	1000	100	

	Topic	Readings Due	Deliverable Due
Week 1 1/12	Overview: Introductions, Goals	Read about your industry (and continue throughout the semester)	Internship survey
Week 2 1/19	NO CLASS	Bb: Exploring Yourself	Essay #1: Goals
Week 3 1/26	NO CLASS	Bb: Communication theory for workplace success	
Week 4 2/2	NO CLASS	Bb: Advice from Liz Ryan of Forbes	
Week 5 2/9	Workshop: Resumes & Cover letters	Bb: Resume exemplars	
Week 6 2/16	NO CLASS	Garner. (2013). <i>HBR Guide to Better Business Writing</i> .	Resume
Week 7 2/23	NO CLASS	Garner. (2013). <i>HBR Guide to Better Business Writing</i> .	
Week 8 3/2	Workshop: Getting the most out of your internship, Navigating workplace politics	Bb: Self-presentation	<i>Recommended: Schedule an appointment your supervisor for a midpoint performance review</i>
Week 9 3/9	NO CLASS	Bb: Email etiquette	Essay #2: Industry analysis OR Workplace analysis
Week 10 3/16	SPRING BREAK		
Week 11 3/23	NO CLASS	Bb: LinkedIn	
Week 12 3/30	Workshop: Informational interviews	Bb: Informational interviewing	
Week 13 4/6	NO CLASS	Bb: Talking to strangers	Essay #3: Informational interview
Week 14 4/13	NO CLASS	Bb: Job interviewing	
Week 15 4/20	Workshop: Telling the story of your internship	Bb: Elevator speech	
Week 16 4/27	NO CLASS	Bb: Persuasion & negotiation	Essay #4: Dragon-slaying story
FINAL 5/4 4:30-6:30 pm	NO EXAM		Essay #5: Career Planning & Supervisor's evaluation of your performance

Statement on Academic Conduct and Support Systems

Academic Conduct

Plagiarism – presenting someone else’s ideas as your own, either verbatim or recast in your own words – is a serious academic offense with serious consequences. Please familiarize yourself with the discussion of plagiarism in *SCampus* in Section 11, *Behavior Violating University Standards* <https://scampus.usc.edu/1100-behavior-violating-university-standards-and-appropriate-sanctions/>. Other forms of academic dishonesty are equally unacceptable. See additional information in *SCampus* and university policies on scientific misconduct, <http://policy.usc.edu/scientific-misconduct/>.

Discrimination, sexual assault, and harassment are not tolerated by the university. You are encouraged to report any incidents to the *Office of Equity and Diversity* <http://equity.usc.edu/> or to the *Department of Public Safety* <http://capsnet.usc.edu/department/department-public-safety/online-forms/contact-us>. This is important for the safety whole USC community. Another member of the university community – such as a friend, classmate, advisor, or faculty member – can help initiate the report, or can initiate the report on behalf of another person. *The Center for Women and Men* <http://www.usc.edu/student-affairs/cwm/> provides 24/7 confidential support, and the sexual assault resource center webpage sarc@usc.edu describes reporting options and other resources.

Support Systems

If an officially declared emergency makes travel to campus infeasible, *USC Emergency Information* <http://emergency.usc.edu/> will provide safety and other updates, including ways in which instruction will be continued by means of blackboard, teleconferencing, and other technology.

A number of USC’s schools provide support for students who need help with scholarly writing. Check with your advisor or program staff to find out more. NOTE: USC Dornsife Writing Center, <http://dornsife.usc.edu/writingcenter/>, Taper Hall of the Humanities Room 216, is an excellent resource.

Students whose primary language is not English should check with the *American Language Institute* <http://dornsife.usc.edu/ali>, which sponsors courses and workshops specifically for international graduate students. NOTE: Please inform the instructor as soon as possible if English is not your primary language and you believe you may require special accommodations.

The Office of Disability Services and Programs http://sait.usc.edu/academicsupport/centerprograms/dsp/home_index.html provides certification for students with disabilities and helps arrange the relevant accommodations. NOTE: Any student requesting academic accommodation based on a disability is required to register with The Office of Disability Services and Programs (DSP) each semester. A letter of verification for approved accommodations can be obtained from DSP. Please be sure the letter is delivered to your instructor (or TA) as early in the semester as possible. DSP is located in STU 301 and is open 8:30 a.m. – 5:00 p.m., Monday through Friday. The phone number for DSP is 213-740-0776.