

**COMM 205x: Communication Practicum
Fall 2013**

**NOTE: THIS CLASS WILL MEET FOUR (4) DAYS DURING THE SEMESTER;
MANY ASSIGNMENTS MUST BE SUBMITTED ONLINE**

Instructor: Russell Newman, Ph.D.
Section: 20385D; classroom meeting locations ASC G34 (four course meetings required)
E-mail: rnewman@usc.edu
Office: The world is my office at the moment. TBD.
Office Hours: *By appointment: meetings by telephone or other mediums of communication are acceptable, but you should feel free to email me anytime.*

COURSE DESCRIPTION

This course is open to Annenberg Communication majors only. Students will address communication issues in a field setting. They will evaluate communication practices using interview methodology. Projects are jointly evaluated by internship supervisor and professor. *Recommended preparation:* sophomore standing with at least one core Communication class finished. Students may register for 2 units and can receive a maximum of 4. Students must be registered to receive credit for this course. Students must work a minimum of 8-10 hours per week at their internship.

COURSE OBJECTIVES

- To provide students an opportunity to receive credit through a series of independent academic and practical activities and on-line discussions concurrently with a pre-professional internship experience. 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.
- To understand and evaluate the role of effective communication on the job market.
- Deliver internship information, advice and recommendations to other students

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

COURSE MEETINGS: (4 MEETINGS): For the flow of the class, the following weeks will feature us meeting in person. We will work to figure out a time that works for all during each week.

First meeting: Week of September 9
Second meeting: Week of September 30
Third meeting: Week of October 28
Fourth meeting: Week of November 18

GETTING AN INTERNSHIP: Students should contact Annenberg’s Career Development Office and request to be added to ASCJOBNET(daily internship listings via email). Students may also contact Career Development staff for an individual counseling appointment. When you are offered the internship, and you agree to take it, be sure to find out exactly what is expected in terms of schedule, skills, etc.

For assistance, you may contact:
Suzanne Alcantara, Associate Director, Annenberg Career Development
Office: ASC 140
Office Hours: By appointment
Phone: (213) 740-6045
E-mail: suzannea@usc.edu

Megan Hutaff, Assistant Director, Annenberg Career Development
Office: ASC 140
Office Hours: By appointment
Phone: (213) 821-1514
E-mail: meganh@usc.edu

Eligibility Letter

This letter states that you are eligible to receive credit for an internship. A student may present this letter to their internship host before they are actually registered if they meet the department's eligibility requirements. You can request an "Eligibility Letter" during office hours (9am to 5pm) from Annenberg's Career Development staff.

Internships and the Law: U.S. Department of Labor has developed six criteria for differentiating between an employee entitled to minimum wage or above and a learner/trainee who may be unpaid. See link below for more info: <http://annenberg.usc.edu/en/CurrentStudents/Careers/~media/Internship%20Guidelines.ashx>

Internships and International Students: Internships and International Students (from the Office of International Services): Curricular Practical Training (CPT) is work authorization that allows F-1 international students to participate in paid off-campus academic internships during their degree program. The purpose of CPT is academic, not just for employment purposes, and the internship must be considered an integral part of a student's degree program. Students must have a specific job/internship offer to apply. If the internship is an unpaid or volunteer position, CPT is not required. Students CANNOT accept any kind of compensation for work performed in an unpaid internship.

REQUIRED READINGS:

Required readings will be posted on Blackboard. There are no required texts for this course.

Additional readings may be assigned during the semester by the instructor and distributed via Blackboard (<https://blackboard.usc.edu>) and/or email.

WRITTEN ASSIGNMENTS: All of your assignments will be turned in **via Blackboard or by email**. Please use Times New Roman 12-pt font with 1-inch margins. There should not be any "extra space" between paragraphs.

EXPECTATIONS:

- Feedback to the instructor is essential and expected throughout the course. If this course is not a positive learning experiencing for you, I need to know immediately. I will do everything possible to create an environment in which you feel comfortable in giving me feedback. Please don't wait until the course is over.
- The success of a class like this is based on your active participation. We have very few class meetings, so please make sure to attend them and share information about your internships.

ADA COMPLIANCE STATEMENT

Any student requesting academic accommodation based on a disability is required to register with 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.

ACADEMIC INTEGRITY IS IMPORTANT! The Annenberg School for Communication and Journalism is committed to upholding the University's Academic Integrity code as detailed in the Scampus guide. Any serious violation or pattern of violations of the academic integrity code will result in the student's expulsion from the Communication major or minor. If you have any doubts about what is and is not an academic integrity violation, please check with me. The University presumes that you are familiar with its standards and policies; should you be found to have committed a violation, ignorance of these standards and policies will not be accepted as an excuse.

CLASS ATTENDANCE POLICY: ALL ASSIGNMENTS MUST BE COMPLETED AND ALL MEETINGS MUST BE ATTENDED TO PASS THIS CLASS.

PLAGIARISM/CHEATING: CREDIT YOUR SOURCES. Plagiarism involves using another person’s ideas or words without citing the original writer as the author of the idea or language being used. Copying ideas or language from any source without acknowledging the source is absolutely unacceptable. Having a friend or anyone else write any part of your speech or any other assignment is also unacceptable. If you copy ideas or words or have someone else write part of an assignment you will receive no points for this assignment and may fail the course. If you are in any doubt about whether you can use an idea or particular language, it is safer to acknowledge the source. Please ask the instructor if you are unsure about what to acknowledge at any time.

INTERNET SOURCES: Material taken from the Internet also requires acknowledgement in most cases, and should be treated in a way similar to other sources. Information taken from dictionaries and encyclopedias also requires acknowledgement.

MULTI-MEDIA COMPONENT: Please note that this class will involve the use of multimedia tools including the exchange of information through e-mailing, texting and file-sharing, Skyping, discussion boards and the submission of papers through Blackboard. Please understand that the use of these tools may be necessary to pass the class but every reasonable accommodation will be made to help all students succeed regardless of the level of technical knowledge.

GRADING QUESTIONS should be addressed in a timely manner. There is a 24 - hour “wait period” after receiving a grade, but then you should address questions within the next 5 days. You must submit your complaint/rationale to me **in writing**. Complaints or requests for reconsideration of a grade will not be considered unless they are submitted in written form; such a complaint constitutes an argument, and will be evaluated by the standards of acceptable argumentation as presented in class readings and lectures.

Course Outline/Weekly Schedule and Assignments

Week One 8/26-9/1	Introductions – INTRO SURVEY DUE SUNDAY, SEP. 1 AT 11:19 PM
Topic	Introductions
Objectives	In the ‘discussion’ section of blackboard for the course, please answer the following questions: <ol style="list-style-type: none"> 1. Introduce yourself with a brief paragraph – why are you a communication major? 2. Where are you interning? (Company, locale) 3. What is your work schedule? 4. How could our discussions or readings help you? What could this course provide you that you might not get from the work experience alone?
Assignments	Posted on Blackboard: Initial Student Surveys due Sunday, September 1, 2013 at 11:59 pm (10 points)

Week Two 9/2-9/8	[No meeting] FIRST REFLECTIONS DUE BY SUNDAY, SEP. 8 AT 11:59 PM
Topic	What is an internship?
Objectives	<ul style="list-style-type: none"> ❖ Identify legal requirements for unpaid internships ❖ Reflect on internship expectations ❖ Set specific internship goals
Readings	Internships and the Law: http://annenberglaw.usc.edu/en/CurrentStudents/Careers/~media/Internship%20Guidelines.ashx Top Tips for Internship Success: http://www.fastweb.com/career-planning/articles/573-top-tips-for-internship-success Getting the Most out of your Internship: http://blog.jobfully.com/2012/04/getting-the-most-out-of-your-internship-goal-setting/

Assignments	<p>Initial Reflection Paper due. Please send to me via email (rnewman@usc.edu) with a subject line: Comm 205 Initial Personal Reflection, Your last name, Your first name. Assignment is due 11:59 pm on Sunday, September 8, 2013. (15 points)</p> <p>Please describe the company or organization for which you will be interning, including a brief description of their operations, and an explanation of the role of the particular division for which you will be working. Reflect on how you found the internship, what the interview process involved, and your understanding of what your responsibilities will be. Some things to think about: <i>What are your first impressions of your supervisor and other members of your department? What is the company focus and how do you think you will fit in? What type of "culture" or atmosphere do you think the company has? What will a typical day be like at the internship?</i> Finally, formulate goals that you have for this internship experience and reflect on them. <i>What do you hope to learn and accomplish?</i> Include in this discussion any specific projects you will be working on during the summer and what you hope your role will be in making sure the project is completed. Be specific about your goals. <i>What do you hope to accomplish with this specific project? What do you hope to learn? What challenges do you foresee? What skills do you possess that will help you add value to this project?</i> At least 2-3 pages double-spaced, but your paper may be longer. You will not be penalized if your paper is longer. I encourage you to think deeply about this experience.</p>
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Week Three 9/9 – 9/15	FIRST MEETING CREATION OF BLOG AND FIRST ENTRY DUE SUNDAY, SEP. 15 AT 11:59PM
Topic	Developing your brand while investigating your professional world
Objectives	<ul style="list-style-type: none"> ❖ To understand the role of social media in the workplace ❖ To develop and cultivate a positive online presence ❖ To investigate relevant sources to gain deep understanding of your professional field
Readings	<p>"7 Secrets of Getting Your Job Using Social Media" http://mashable.com/2009/01/05/job-search-secrets/</p> <p>"Build Your Brand" http://career-advice.monster.com/job-search/professional-networking/build-your-brand/article.aspx</p> <p>"Job Hunting in a Social Media World" http://www.wtnh.com/dpp/news/connecticut/job-hunting-in-a-social-media-world</p> <p>And then, being real about the role of social networking and beyond today:</p> <p>"NSA paid millions to cover Prism compliance costs for companies" http://www.theguardian.com/world/2013/aug/23/nsa-prism-costs-tech-companies-paid</p> <p>It's also worth your while to explore Glenn Greenwald's reporting on these issues: http://www.theguardian.com/profile/glenn-greenwald</p>
Assignment	<p>CREATE/START A BLOG: INITIAL BLOG SETUP AND FIRST POST DUE SUNDAY, SEPTEMBER 15 AT 11:59pm. Please create a blog using a free blog site (blogger.com, wordpress.com, livejournal.com, etc.). A blog can be an excellent supplement to your resume that can allow an employer a unique look at your personality in addition to your writing skills. Use this blog to discuss your feeling about an industry, current trends and current events in your career field of interest. Consider starting a blog related to your career interests. If you, for example, are interested in a career in advertising, consider blogging about industry trends, news and related topics. This can be a great way to market your skills and maintain knowledge about an industry.</p>

	<p>During the remainder of the practicum, you must post at least FOUR QUALITY ENTRIES. Each blog post is worth 10 points. Identify an industry publication/website/blog that you will be regularly reading (you may ask for help from your internship colleagues) and include it in your first blog post. Except for including an industry publication/website/blog that you will be regularly reading, there are no specific prompts for your blog.</p> <p>Please post your blog address on Blackboard under the appropriate “Discussion” tab.</p> <p><i>*You must repost your blog address each time your blog entry is due under the ‘DISCUSSIONS’ tab. No need to post blog entry. We will use your blog address to access each posting. Each Blog post is worth 10 points</i></p>
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Week Four 9/16 – 9/22	[No meeting – no assignments due]
Topic	Keeping your goals in mind; keeping up with your professional sources
Objectives	<ul style="list-style-type: none"> ❖ Staying on track and keeping enthused ❖ Stay on top of current events!
Readings	A Guide for Interns: ‘Your personal matrix’: http://blogs.hbr.org/glickman/2011/07/a-guide-for-summer-interns-you.html
Assignments	No assignments due.

Week Five 9/23 – 9/29	[No meeting] SECOND BLOG POST DUE SUNDAY, SEP 29 AT 11:59 PM (10 points)
Topic	Team and Small Group Communication
Objectives	<ul style="list-style-type: none"> ❖ Think through internship experiences since last meeting and how they compare to student expectations ❖ Think through relevance of the current events you’re reading about
Readings	Will be posted on Blackboard
Assignment	Blog Post #2 due Sunday, Sep. 29 at 11:59 pm (10 points)

Week Six 9/30 – 10/6	SECOND MEETING SECOND PERSONAL REFLECTION DUE SUNDAY, OCTOBER 6 AT 11:59 PM
Topic	Communication: Theory and Application
Objectives	<ul style="list-style-type: none"> ❖ To reflect on the application of communication theory to the workplace ❖ To reflect on communicating in the workplace ❖ To assess student progress and reevaluate student goals and objectives
Readings	Think back here to work you’ve done in your classes. What seems to apply?
Assignments	Personal Reflection: Mid-point Reflection DUE SUNDAY, OCTOBER 6 at 11:59pm - please send to me via email (rnewman@usc.edu) with a subject line: “COMM 205, Your Last Name, First Name: Mid-point Appraisal.” Discuss the organizational structure and your experiences navigating within it as well as what your experience with the organization’s culture and political environment. <i>Discuss some of the ways in which the communication theories discussed in your classes apply to you current work situation.</i> Discuss the goals you identified in the first reflection paper and comment on whether you have made progress or whether your goals shifted. (15 points)

Week Seven 10/7 – 10/13	[No meeting]
Topic	Conflict in the Workplace/Conflict Resolution
Objectives	<ul style="list-style-type: none"> ❖ To discuss the presence of conflict in the workplace ❖ To develop strategies for addressing conflict
Readings	Will be posted on Blackboard
Assignments	Guided discussion (5 points)

Week Eight 10/14 – 10/20	Online Blackboard Discussion BLOG POST #3 DUE SUNDAY, OCT. 20 AT 11:59 PM
Topic	Diversity in the Workplace
Objectives	<ul style="list-style-type: none"> ❖ Discuss diversity within your organization ❖ Discuss the importance of effective and sensitive communication
Readings	Will be posted on Blackboard
Assignment	Guided discussion on Blackboard (5 points) Blog Post #3 due by 11:59 PM Sunday, October 20 (10 points)

Week Nine 10/21 – 10/27	No meeting SUBMIT VERSION OF YOUR RESUME TO ME AND TO ANNENBERG CAREER SERVICES BY 11:59 pm SUNDAY, OCTOBER 27
Topic	Ethics in the Workplace
Objectives	<ul style="list-style-type: none"> ❖ Brass tacks on making yourself marketable to employers
Readings	Will be posted on Blackboard.
Assignment	Submit resume to me and to Annenberg Career Services for review, due Sunday, Oct. 27 at 11:59pm

Week Ten 10/28 – 11/3	THIRD MEETING Thinking about resumes and their construction Start thinking about your informational interviews!
Topic	Internship Wrap Up
Objectives	<ul style="list-style-type: none"> ❖ Final discussion and reflection on internship ❖ Moving forward → Career ❖ Share Lessons Learned ❖ Course Assessment
Assignments	Let me know with whom you will do your informational interview by Sunday, November 3 at 11:59pm.

Week Eleven 11/4 – 11/10	[No meeting]
Topic	Using Informational Interviews to Develop Your Career
Objectives	<ul style="list-style-type: none"> ❖ Discuss contributions and accomplishments of internships.
Readings	Read ahead for the informational interview: “Informational Interviews” http://jobsearch.about.com/cs/infointerviews/a/infointerview.htm “How Does an informational Interview Work” http://www.careerbuilder.com/Article/CB-481-Getting-Ahead-How-Does-an-Informational-Interview-Work/ “Informational Interview Sample Questions” http://www.ynpntwincities.org/storage/ELN618.pdf

Assignment	<p>“Accelerate Your Career Development through Informational Interviews” http://www.jobjournal.com/article_full_text.asp?artid=2322</p> <p>Informational Interview: Pick one person employed at your internship and conduct an informational interview with them. An informational interview is talking with a practicing professional for the purpose of learning more about their job. This type of interview provides a rare opportunity to gain invaluable, up-to-date knowledge about a specific business or industry from an “insider.” This should not be your immediate supervisor. It may be the company president or vice president. It is up to you who you want to interview and how. Perhaps you can invite them to lunch or coffee, or they may prefer to talk to you at their office. Your objective should be to learn about their career path and how they got where they are today. Why do you want to know more about this person’s job? What do you need to ask that person to understand who he/she is as a person, or how he/she got to hold this position? Please write a 2-3-page summary of the interview and be prepared to post a 2-3 minute summary presentation about what you learned from this assignment in class. (20 points). THIS WILL BE DUE NEXT WEEK.</p>
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Week Twelve 11/11 – 11/17	No meeting INFORMATIONAL INTERVIEWS DUE AT 11:59 PM, SUNDAY, NOVEMBER 17
Topics	❖ Gaining the skills to <i>truly</i> network
Objectives	❖ Mastering the informational interview
Readings	Two chapters from Michael Golding, “Knock-out Networking!” As cheesy as it sounds, but immensely useful and down to earth. Will be posted on Blackboard.
Assignments	INFORMATIONAL INTERVIEW WRITEUP DUE AT 11:59PM, Sunday, November 17 – emailed to rnewman@usc.edu with subject line COMM 205, Your Last Name, Your First Name: Informational Interview.

Week Thirteen 11/18 – 11/24	FOURTH MEETING FINAL BLOG POST DUE AT 11:59pm SUNDAY, NOVEMBER 24
Topics	❖ Informational interviews: a real art
Objectives	❖ Share experiences in the informational interviews ❖ Think more deeply about networking and your professional careers
Readings	Will be posted to Blackboard.
Assignments	BLOG POST #4 DUE AT 11:59PM SUNDAY, NOVEMBER 24 AT 11:59 PM

Week Fourteen 11/25 – 12/1	No On-Campus Meeting: HAPPY THANKSGIVING
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Week Fifteen 12/2 – 12/6	No On-Campus Meeting: FINAL REFLECTION PAPER DUE SUNDAY, DECEMBER 1 AT 11:59pm, SUPERVISOR ASSESSMENT DUE FRIDAY, DECEMBER 6
Topics	❖ Internship Wrap-Up
Objectives	❖ Submit remaining assignments, reflect on internship experience
Assignments	Final Reflection Paper /Career Action Plan: Pulling together the resources provided throughout the semester, create a career action plan or “Preparing/Finding Your Post Graduation Plans”. Synthesizing your experience so far, please write a (3-6 page) summary of how you will approach your future career exploration AND/OR describe how what you have been working on relates to communication as your field of study. Address what skills you have learned and how this has helped to develop your career path. Students will address what skills and experience they need to develop to meet their career objectives. What future experiences (internships, skill building, networking,

courses, etc.) do you realize you need to tackle in order to be an attractive candidate for your post graduation work experience? Please indicate how experiences in this course or at an internship have helped you redefine your course of action for deciding on a career path. This can also include identifying one or more websites from professional organizations or job search sites that would be useful for you in your career planning.

Please email me your final reflection at rnewman@usc.edu with the subject line "COMM 205, Your last name, first name: Final reflection." **(20 points) DUE SUNDAY, DECEMBER 1 AT 11:59 PM**

Submit supervisor assessment (10 points) – DUE FRIDAY, DECEMBER 6

The evaluation will be given to your supervisor at the end of the semester. This will not affect your grade.