

COMM 205x: Communication Practicum

Units: 1 or 2

Summer 2017

Online

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Office Hours: By appointment

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

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

USC Information & Technology Services: <http://itservices.usc.edu/>

USC Libraries: <http://www.usc.edu/libraries/> | Lynda.com

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.

Pre-Requisites: 1) Sophomore standing. 2) Acceptance of an internship OR significant work towards getting an internship such that the student has an internship by the semester’s Add/Drop date.

Co-Requisites: 1) Students must work a minimum of 8 hours per week at their internship site for the majority of the semester. 2) An internship supervisor must agree to complete an end-of-semester evaluation of a student’s performance.



Course Notes

1. Grading

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

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

Technological proficiency requirement: Basic to moderate.

Hardware/software requirement: None.

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

Optional but Highly Recommended Readings

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

Assignment Submission Policy

1. Personal written work (e.g., resume, essays)

- 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*

2. How to submit written work to Blackboard:

- a. Open the Assignment folder in COMM 204's Blackboard page.
- b. Click "View/Complete" underneath the specific assignment you want to submit.
- c. In the dialog boxes, type in your Submission Title and select from your files the document you want to submit. Click "Upload."
- d. Once your file is uploaded, click "Confirm."
- e. If your file is submitted successfully, you will see the following message appear on your screen and ALSO receive an email confirmation:

"Congratulations- your submission is complete! This is your digital receipt.

You can print a copy of this receipt from within the Document Viewer."

NOTE: If you do not receive the message above and/or an emailed digital receipt, then you did not submit your file successfully. Do it again.



3. **How to read my VERY USEFUL comments:**

- a. To view a marked paper, the student user will need to click on the blue “View” button next to the assignment.
- b. The student GradeMark paper view will open in a separate window in which the student may view or print the grade and comment information.
 - i. NOTE: Not all browsers will be able to display the complete features of the GradeMark product. If a browser that is not fully supported is being used, a notification will inform the user. http://turnitin.com/en_us/training/student-training/grademark-overview
- c. I can see if you’ve read my comments. When I grade, I open the assignment and see a list of every student in the course. Next to the student’s name is the title of his/her assignment, a blank space, and the grade. In the blank space, an icon appears if the student has read comments.

4. **If you don’t read my comments, you are shortchanging your education.** I am helping you. I spend a lot of time flagging grammar and other issues, challenging you to think through your argument and evidence, complimenting you on well-turned phrases and quality cases. This is what college is for. You cannot afford to graduate with poor writing skills and/or messy logic. Help me help you. Seriously.

Additional Policies

1. **Late and unfinished assignments**

- a. Any material turned in late will be reduced one letter grade per calendar day late.

2. **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	POINTS	%	CRITERIA
Essay #1: Goals	150	15%	1. Thoughtfulness, specificity, realism 2. Technical writing merit (e.g., grammar, spelling, etc) 3. Logistical requirements LENGTH: 1-2 pages; TIMELINESS: Due 7/5
Resume	200	200%	1. Structural soundness (e.g., name and address info at the top, educational experience, professional experience, skills, action verbs, specificity, autonomous tasks and achievements, 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 7/10
Essay #2: Industry Analysis -OR- Workplace Analysis	150	15%	1. Analysis of industry-wide change(s), stability, prognostication 2. Technical writing merit 3. Logistical requirements LENGTH: 1-2 pages; TIMELINESS: Due 7/17 1. Politics, culture, communication 2. Technical writing merit 3. Logistical requirements LENGTH: 1-2 pages; TIMELINESS: Due 7/17
Google Hangout DATE: Thurs, July 20 TIME: TBD	200	20%	1. Respectful, active listening (e.g., focusing only on the screen, nodding, responding verbally or non, etc) 2. Relevant, generous sharing (e.g., giving internship update, participating in discussion) 3. Logistical requirements LENGTH: 50 minutes; TIMELINESS: log on at mutually agreed upon time to be determined via Doodle
Essay #3: Informational Interview	150	15%	1. Discoveries, inspiration, analysis 2. Technical writing merit 3. Logistical requirements LENGTH: 2 pages; TIMELINESS: Due 7/31
Essay #4: Career Planning	150	15%	1. Thoughtfulness, specificity, realism 2. Technical writing merit 3. Logistical requirements LENGTH: 1-2 pages; TIMELINESS: Due 8/7
TOTAL	1000	100%	BE PROFESSIONAL

	Topic	Readings Due	Deliverable Due
Week 1 6/28	Business Writing	Garner, Bryan A. (2013). <i>HBR Guide to Better Business Writing</i> . Bb: Advice from Liz Ryan of Forbes	
Week 2 7/5	Resumes and Dragon-slaying Stories		Essay #1 (7/5) Resume (7/10)
Week 3 7/12	Branding & Strategic self-presentation	Bb: LinkedIn Bb: Self-presentation	Essay #2 (7/17)
Week 4 7/19	Networking	Bb: Talking to strangers	Google Hangout (7/20)
Week 5 7/26	Informational Interviews	Bb: Informational interviewing	Essay #3 (7/31)
Week 6 8/1	Ending your internship on a high note + Reflecting on lessons learned, Planning for the future	Bb: Elevator speech Bb: Exploring yourself	Essay #4 (8/7)

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/departments/departments-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.