

COMM 205x: Communication Practicum 1 or 2 units

Summer 2019 – Session I
Sections 20384 and 20385
Location: Online

Instructor: Laurel Felt, PhD
Office Hours: By appointment (via Zoom, GoogleHangout, or Phone)
Contact Info: felt@usc.edu laurelfelt@gmail.com
847.528.1350

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.

Class 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

Class Assignments:

Every written assignment should model business writing by striving for clarity and brevity; as such, the instructor will scrutinize grammar, style, and page length (maximum 2 pages).

- **Essay #1: Personal Goals** = Articulate with great specificity the goals to which you will hold yourself accountable at your internship. By the time the semester is over, what do you have to have learned/done in order for you to feel like your time was well spent?

- **Essay #2: Independent Project Proposal** = Outline a “win-win” project that you can do during your down time at site. What initiative can you spearhead (which earns you bragging rights) that will add value to your employer and help you to cultivate the skills and reputation that will enrich your professional trajectory?
- **Resume** = Respect contemporary best practices to create a killer resume. What high-impact tasks/projects have you solely executed, and what resulted from your efforts?
- **Essay #3: Informational interview** = Reflect on a conversation with an individual whose professional story could enrich your own decision-making. What new ideas and commitment to next steps emerged for you as a result of this interview?
- **Essay #4: Dragon-slaying Story** = Record yourself telling a short story (up to 2 minutes), using conversational language (read: grammatically imperfect, emotionally rich), in which you “saved the day” or made an important contribution to your workplace. Remember CAR – Context, Action, Result. How can you highlight the relevant skills you masterfully applied and also acknowledge contributions of team members?
- **Essay #5: Career Planning OR Follow-up Strategies** = Sketch out your approach to either moving forward with your career or maintaining/growing the network you’ve cultivated this semester. How do you leverage the insights and relationships you’ve gained?

Assignment Submission Policy:

Instructor: Describe how, and when, assignments are to be submitted.

Examples:

- A. All assignments are due by 11:59 pm PST on the dates specified. Lacking prior discussion and agreement with the instructor, late assignments will automatically lose one-third of a letter grade for each day late.
- B. Assignments must be submitted via Blackboard. If you experience difficulties with Blackboard, then email your assignment to the instructor by the deadline.

How to submit written work to Blackboard:

- 1) Open the Assignment folder in CMGT 510’s Blackboard page.
- 2) Click “View/Complete” underneath the specific assignment you want to submit.
- 3) In the dialog boxes, type in your Submission Title and select from your files the document you want to submit. Click “Upload.”
- 4) Once your file is uploaded, click “Confirm.”
- 5) 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.

How to read my VERY USEFUL comments:

- 1) To view a marked paper, the student user will need to click on the blue “View” button next to the assignment.
- 2) The student GradeMark paper view will open in a separate window in which the student may view or print the grade and comment information.

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

Breakdown of Grade:

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: 1-2 pages
Essay #2: Independent project(s) proposal	150	15	1. Proposal of win-win project(s) (i.e., keep you busy, growing, and leading AND bridge an organizational gap) 2. Technical writing merit 3. Logistical requirements LENGTH: 1-2 pages
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
Essay #3: Informational Interview	150	15	1. Discoveries, inspiration 2. Technical writing merit 3. Logistical requirements LENGTH: 2 pages
Essay #4: Dragon-slaying story	150	15	1. Unique contribution 2. Articulate spoken language 3. Logistical requirements LENGTH: Up to 2 minutes
Essay #5: Career Planning OR Follow-up Strategies	150	15	1. Thoughtfulness, specificity, realism 2. Technical writing merit 3. Logistical requirements LENGTH: 2 pages
Supervisor Evaluation	100	5	1. Quality skills and behaviors (e.g., average to outstanding) 2. Logistical requirements LENGTH: 1 page (see form)
TOTAL	1000	100	

Course Grading Policy:

You will receive details about each assignment/exam separately. **All assignments need to be completed and handed in on time to avoid a grade reduction. If you are unable to turn in an assignment due to illness or a personal emergency, you must provide written documentation that will allow you to be excused, or discuss your situation with me in a timely manner. Do no wait until the end of the semester to sort things out.**

In order to pass this class you will need to complete ALL of the assignments. Failure to complete one or more of them will result in a NC in the class.

Grades will be assigned as follows:

CR outstanding, thoughtful and enthusiastic work
A to C above average work, demonstrating good insight into assignment needs improvement on ideas, argument and follow through
NC neither fulfilling the bare minimum nor showing adequate understanding of the material
D and below

This course awards 1000 points total. Each writing assignment will be worth 150 points, while supervisor evaluation is worth 100 points. Your grade will be calculated by summing your total semester points, as shown below:

CR = 1000-700

NC = 699-0

If you have concerns regarding a grade on a given assignment, you must appeal it in writing, stating the reasons why you feel the grade is inaccurate, within one week of receiving the graded assignment. No late appeals will be accepted for review.

Course Schedule: A Weekly Breakdown

	Topic	Readings Due	Deliverable Due
Week 1	Business Writing	Garner, Bryan A. (2013). <i>HBR Guide to Better Business Writing</i> . Bb: Exploring Yourself	Essay #1 (5/21)
Week 2	Resumes	Bb: Resume exemplars	Resume (5/28)
Week 3	Solving Business Pain	Bb: Advice from Liz Ryan of Forbes	Essay #2 (6/4)
Week 4	Informational Interviews	Bb: Informational interviewing	Essay #3 (6/11)
Week 5	Dragon-slaying Stories	Bb: Elevator speech	Essay #4 (6/18)
Week 6	Leveraging your internship deliberately	Bb: LinkedIn	Essay #5 (6/25) Supervisor evaluation (6/25)

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 Part B, Section 11, “Behavior Violating University Standards” policy.usc.edu/scampus-part-b. Other forms of academic dishonesty are equally unacceptable. See additional information in SCampus and university policies on scientific misconduct, policy.usc.edu/scientific-misconduct.

Support Systems:

Student Health Counseling Services - (213) 740-7711 – 24/7 on call
engemannshc.usc.edu/counseling

Free and confidential mental health treatment for students, including short-term psychotherapy, group counseling, stress fitness workshops, and crisis intervention.

National Suicide Prevention Lifeline - 1 (800) 273-8255 – 24/7 on call
suicidepreventionlifeline.org

Free and confidential emotional support to people in suicidal crisis or emotional distress 24 hours a day, 7 days a week.

Relationship and Sexual Violence Prevention Services (RSVP) - (213) 740-4900 – 24/7 on call
engemannshc.usc.edu/rsvp

Free and confidential therapy services, workshops, and training for situations related to gender-based harm.

Office of Equity and Diversity (OED) | Title IX - (213) 740-5086
equity.usc.edu, titleix.usc.edu

Information about how to get help or help a survivor of harassment or discrimination, rights of protected classes, reporting options, and additional resources for students, faculty, staff, visitors, and applicants. The university prohibits discrimination or harassment based on the following protected characteristics: race, color, national origin, ancestry, religion, sex, gender, gender identity, gender expression, sexual orientation, age, physical disability, medical condition, mental disability, marital status, pregnancy, veteran status, genetic information, and any other characteristic which may be specified in applicable laws and governmental regulations.

Bias Assessment Response and Support - (213) 740-2421
studentaffairs.usc.edu/bias-assessment-response-support

Avenue to report incidents of bias, hate crimes, and microaggressions for appropriate investigation and response.

The Office of Disability Services and Programs - (213) 740-0776
dsp.usc.edu

Support and accommodations for students with disabilities. Services include assistance in providing readers/notetakers/interpreters, special accommodations for test taking needs, assistance with architectural barriers, assistive technology, and support for individual needs.

USC Support and Advocacy - (213) 821-4710

studentaffairs.usc.edu/ssa

Assists students and families in resolving complex personal, financial, and academic issues adversely affecting their success as a student.

Diversity at USC - (213) 740-2101

diversity.usc.edu

Information on events, programs and training, the Provost's Diversity and Inclusion Council, Diversity Liaisons for each academic school, chronology, participation, and various resources for students.

USC Emergency - UPC: (213) 740-4321, HSC: (323) 442-1000 – 24/7 on call

dps.usc.edu, emergency.usc.edu

Emergency assistance and avenue to report a crime. Latest updates regarding safety, including ways in which instruction will be continued if an officially declared emergency makes travel to campus infeasible.

USC Department of Public Safety - UPC: (213) 740-6000, HSC: (323) 442-120 – 24/7 on call

dps.usc.edu

Non-emergency assistance or information.