

COMM 205x: Communication Practicum Number of Units: 1 or 2

Summer 2022 (051) June 29th-August 9th

*Weekly meeting times TBD**

Section: 20386D (1 Unit); 20387D (2 Units)

Location: Online

Instructor: Dr. Chelsea Graham

Office: Via Zoom

Zoom Office Hours: By appointment

Contact Info: cmgraham@usc.edu

*This syllabus and portions of the course structure
have been borrowed with permission from
Dr. Hector Amaya.*

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.

*Our meeting time will be decided in accordance with your documented internship hours and time zone compatibility (**not** personal preference). If meeting times are incompatible, other arrangements will be available. All meetings will take place via Zoom or a telephone call. Meeting times can be flexible week-to-week with advanced scheduling and notice.*

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. Please provide contact information for your supervisor to Dr. Graham by the end of the first week.

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-.
- b. Completion of the course requires a written evaluation by your internship supervisor.

2. Blackboard and Zoom

- 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.
- d. All course meetings and Office Hours meetings will take place via Zoom.

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. Late work will not be accepted.

V. Grading

Assignment	Points
-------------------	---------------

Journal Assignments + Weekly Check-Ins (4 Journals/6 Check-ins)	40
Resume and Cover Letter	10
Industry Reading and Executive Summary	15
Elevator Pitch	5
Reflection Paper	30
TOTAL	100

Assignments:

1. Journal Entries & Weekly Check-ins

- a. At 4 points this term you will complete a journal entry. Sometimes it will be a specific prompt will relate to our course readings and discussions for that week, others will require you to reflect upon the week at your internship and give you space to process and unpack any new experiences you've had. These journal entries will be graded on their thoughtfulness and responsiveness to the prompt.
- b. Journal entries are due by 11:59 PM Pacific Time on the last day of the course week (keep in mind our course week runs Wednesday to **Tuesday**).
- c. Each week you will be required to check in with the instructor via Zoom or telephone for approximately one hour (Wednesday-Tuesday, excluding Saturday and Sunday). Times for this check-in will be based around mutual availability of classmates and the instructor. The weekly time can be flexible but there must be a meeting each week. During that meeting, we will discuss the assigned readings, assignments, or other issues that come up at the internship.
- d. These check-ins are meant to be a supportive place to learn from each other and explore the transition to the professional workplace.

2. Industry Reading and Executive Summary

- a. At the midterm of our course, you will be required to submit an executive summary that overviews a current issue within your given industry. You should identify a trade publication that is relevant to your industry. This can be done through a Google Search, the USC Libraries/Librarians, or asking your colleagues/supervisor.
- b. Identify an article that you find interesting or important to your industry. Ideally, this article should propose a solution to an existing problem/issue in your industry. Read the article and write a 1-2 page (single-spaced) executive summary that encapsulates the main ideas from the article for your hypothetical boss or supervisor. You should synthesize relevant information and key findings. What is the issue your industry is facing? What are the proposed solutions to this issue? How does the author(s) justify these solutions? In other words, what are the relevant takeaways from the piece that would be important for your boss to know?

3. Resume and Cover Letter

- a. Near the end of our term, you will submit a sample cover letter and resume geared towards a job posting you identify on ZipRecruiter, LinkedIn, or another job board.
- b. You do not need to apply for this job, but your resume and cover letter should be tailored toward the job.

4. Elevator Pitch

- a. During our last week of class, you will develop and deliver an elevator pitch during your final meeting with Dr. Graham. This speech should be no longer than 60 seconds, and adhere to guidelines outlined in the assigned reading.

5. Reflection Paper

- a. You will submit a final paper for this class that will largely be a reflection on your experience with your internship as it relates to your coursework and understanding of communication studies. More information will be available at a later date.

Grading Scale

95% to 100%: A/CR	80% to 83%: B-/CR	67% to 69%: D+/NC
90% to 94%: A-/CR	77% to 79%: C+/CR	64% to 66%: D/NC
87% to 89%: B+/CR	74% to 76%: C/CR	60% to 63%: D-/NC
84% to 86%: B/CR	70% to 73%: C-/CR	0% to 59%: F/NC

Grading Standards: Since this class is Credit/No Credit, our grading scale is best understood as the threshold for a Credit grade (C-). However, **you must complete all assignments in order to earn credit for this class.** Students with incomplete assignments will not receive credit in this class.

All written assignments will be well-written and adhere to professional formatting. It is my expectation that you utilize this class to practice professional writing that is appropriate for your chosen industry. All work must be your own, original thought. Plagiarized assignments will receive an automatic zero. Please consider practicing appropriate, professional e-mail etiquette as well.

Grading Timeline

Grading will be done within a week of deadline.

VI. Assignment Submission Policy

- A. All assignments are due on the dates specified. Lacking prior discussion and agreement with the instructor, late assignments will automatically be given a grade of F.
- B. Assignments must be submitted via Blackboard

VIII. Laptop Policy

All undergraduate and graduate Annenberg majors and minors are required to have a PC or Apple laptop that can be used in Annenberg classes. Please refer to the **Annenberg Digital Lounge** for more information. To connect to USC's Secure Wireless network, please visit USC's **Information Technology Services** website.

IX. Course Schedule: A Weekly Breakdown

<u>Week</u>	<u>Topic</u>	<u>Readings, Tasks, and Assignments</u>
<u>Week 1:</u> June 29-July 5 <i>*No Individual Meetings on July 4</i>	My Interests, Goals, and Strengths	<u>Task:</u> Complete the Career Aptitude Test on Blackboard <u>Assignment:</u> Complete Journal Assignment #1, Submit by July 5 at 11:59 PM PT
<u>Week 2:</u> July 6-July 12	Introduction to Better Business Writing	<u>Read:</u> Sections 1 & 2 in Garner <u>Assignment:</u> Complete Journal Assignment #2, Submit by July 12 at 11:59 PM PT
<u>Week 3:</u> July 13-July 19	Soft Skills vs. Hard Skills	<u>Read:</u> -“The Top 12 Soft Skills Employers Seek” -“Hard Skills vs. Soft Skills: What’s the Difference?” <u>Assignment:</u> Complete Journal Assignment #3, Submit by July 19 at 11:59 PM PT
<u>Week 4:</u> July 20-July 26	Industry-Specific Trends	<u>Read:</u> -An article of your choosing from a Trade Journal relevant to your industry/field -Section 3 in Garner -“Write Better Executive Summaries” <u>Assignment:</u> Submit your Executive Summary by July 26 at 11:59 PM PT
<u>Week 5:</u> July 27-August 2 <i>*No Individual Meetings July 29</i>	Cover Letters and Resumes	<u>Read:</u> -“How to Get Hired by Your Dream Company” -“How to Write a Cover Letter for a Job” -“Best Resume Formats with Examples and Formatting Tips” <u>Submit:</u> -Journal Entry #4 -Your Resume and Cover Letter targeted towards a job posting you find on a job board site (LinkedIn, ZipRecruiter, etc.). -Both Submitted by August 2 at 11:59 PM PT

<p>Week 6: August 3-August 9</p>	<p>Planning for the Future and Reflections</p>	<p>Read: -“How to Land Your First Job After College” -“7 Things to Do in College for a Post-Grad Job” -“How to Create an Elevator Pitch with Examples” Task: Develop an Elevator Pitch and deliver to Dr. Graham during your scheduled meeting. Assignment: -Complete Reflection Paper, Submit by August 11th at 11:59 PM PT Supervisor Evaluation due August 11th</p>
---	--	---

Statement on Academic Conduct and Support Systems

a. Academic Conduct

Plagiarism

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.” Other forms of academic dishonesty are equally unacceptable. See additional information in *SCampus* and university policies on scientific misconduct, policy.usc.edu/scientific-misconduct.

The School of Communication maintains a commitment to the highest standards of ethical conduct and academic excellence. Any student found responsible for plagiarism, fabrication, cheating on examinations, or purchasing papers or other assignments will be reported to the Office of Student Judicial Affairs and Community Standards and may be dismissed from the School of Communication. There are no exceptions to the school’s policy.

In addition, it is assumed that the work you submit for this course is work you have produced entirely by yourself, and has not been previously produced by you for submission in another course, without approval of the instructor.

b. Support Systems

Counseling and Mental Health - (213) 740-9355 – 24/7 on call

studenthealth.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 and Services (RSVP) - (213) 740-9355(WELL), press “0” after hours – 24/7 on call

studenthealth.usc.edu/sexual-assault

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

Office of Equity and Diversity (OED)- (213) 740-5086 | *Title IX* – (213) 821-8298

equity.usc.edu, titleix.usc.edu

Information about how to get help or help someone affected by 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. The university also prohibits sexual assault, non-consensual sexual contact, sexual misconduct, intimate partner violence, stalking, malicious dissuasion, retaliation, and violation of interim measures.

Reporting Incidents of Bias or Harassment - (213) 740-5086 or (213) 821-8298

usc-advocate.symplicity.com/care_report

Avenue to report incidents of bias, hate crimes, and microaggressions to the Office of Equity and Diversity |Title IX for appropriate investigation, supportive measures, and response.

The Office of Student Accessibility Services - (213) 740-0776

osas.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

uscса.usc.edu

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.

Annenberg Student Success Fund

<https://annenberg.usc.edu/current-students/resources/annenberg-scholarships-and-awards>

The Annenberg Student Success Fund is a donor-funded financial aid account available to USC Annenberg undergraduate and graduate students for non-tuition expenses related to extra- and co-curricular programs and opportunities.