

<p>Loyola University Chicago</p> <p>Spring 2019</p> <p>SOC Seminar</p> <p>COMM 100</p> <p>Thursdays 10-10:50 am</p> <p>Corboy Law Center Room 523</p>	<p>Instructor: Patty Lamberti</p> <p>Email: plamberti@luc.edu</p> <p>Phone: 312-915-6860</p> <p>Office Hours:</p> <p>Thursdays</p> <p>11-12 or by appointment</p>
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Course Description:

Welcome to Loyola’s School of Communication. The goal of this one hour course is to introduce you to the tools, programs and people you will encounter on your journey towards a BA and a successful career in journalism, communication, digital media and film studies or ad/pr.

Topics we will cover include:

- graduation requirements for the three majors
- plagiarism
- library databases and other research tools
- internships
- resumes
- cover letters
- career resources

We will also take steps towards preparing you for a happy and fulfilling life after graduation. We’ll tackle where to find jobs, and best practices for networking. If time permits, and you’re interested, we’ll talk about repaying student loans, negotiating salaries, preparing for interviews, etc.

The fact that this is a pass/fail, one-credit course shouldn’t lead you to believe it’s a “blow off” class. It may actually be the most important class you take at Loyola.

Grading and Evaluation:

This course will be graded on a pass-fail basis. It's easy to pass, but somehow, I've had students fail. You only need to do a few simple things to pass:

1. Most of the value of this course will be garnered from attending and participating in the class sessions; consequently, regular participation is required to successfully pass the course. Any more than two absences will result in a failing grade for the course. **Previous students have failed this course for missing more than two classes.** Don't join their group. If you don't pass this course, you can't register for other SOC classes.

2. You also have to complete three of the following tasks. Due dates are listed at three different dates throughout the semester. **Students have failed this course for not completing three, simple tasks by the due dates.** Don't join their group. If you don't pass this course, you can't register for other SOC classes.

Tasks and Assignments:

You must complete three of the following assignments, by the due dates listed on the syllabus. Please turn in the assignments via the Sakai assignment submission tool.

1. Submit a picture of a business card, brochure, etc. from a table you visited at the **Marketing, Communication & Media Career Fair on** Tuesday, January 29, 3-5:30 p.m. - Schreiber Center, Quinlan School of Business
2. Attend any of these Career Week events and provide me with a picture of the crowd along with the date and time of the event via Sakai.
3. Tuesday, January 22, 5-7 p.m. - Regents Hall, Lewis Towers
 - **Better Business Writing**
Learn tips on how to write cover letters and professional emails from experts in business and communication.
Wednesday, January 23, 5-7 p.m. - Regents Hall, Lewis Towers
 - **Resume Round-Robin**
Bring your resume and have professionals review and offer tips on how to improve.
Thursday, January 24, 5-7 p.m. - Regents Hall, Lewis Towers
 - **Networking Secrets**

Get a fresh profile photo, tips on your LinkedIn site, dress for success, how to network, and other advice.

Tuesday, January 29, 3-5:30 p.m. - Schreiber Center, Quinlan School of Business

4. Join a student group at SOC and take a picture of your first meeting (SPJ, PRSSA, Ad Club, Rambler Sports Locker, Beta Rho, etc.) Submit a picture from the group meeting, club name and date and time of the meeting you went to via Sakai.
5. Attend the In Motion Dance/Film Festival March 22, 7:00-8:15p, screening of award-winning short films from all over the world or March 24, 1-2p, screening of award-winning films from student and emerging filmmakers from across the country. Provide me with a picture of the crowd along with the date and time of the event via Sakai.
6. Interview a communication professional about his/her job and career path/history. Submit the audio file or your notes through Sakai.
7. Attend the AD/PR end of year party, at which industry professionals mingle with students. Monday, April 15, 6:00-9:00, Kasbeer Hall. Write two sentences about it.
8. Go to the Inigogo, Loyola's student-run PR agency, to learn about what they do at their end of year party on April 25 at 5 p.m. Provide me with a picture of the crowd along with the date and time of the event via Sakai.
9. Go into the office hours of a School of Communication faculty member who you'd like to know better. Introduce yourself, talk about school/careers for a few minutes, and send me a photo of the two of you via Sakai.
10. Apply for a communication-related internship or job – provide me with a copy of your cover letter via Sakai.
11. Create a web site that showcases your personality, work samples, resume, etc. Submit the link via Sakai.
12. Create a fully completed LinkedIn profile (photo, resume, etc). Give me the link via Sakai.

13. Submit an article/photo/video/writing to the Loyola Phoenix. Provide me with a copy or link via Sakai.

14. Attend a lecture/talk on campus. Submit a picture of the speaker along with the date and time of the speech via Sakai.

15. Take a quiz based on Briggs Myers typological approach to **personality**. Knowing this can provide insight into what type of career best suits you. Send me your four-letter result along with one sentence about how you think it might apply to your future via Sakai.

16. Sign up for a radio show at WLW, Loyola's radio station (or join their staff). Send me the details about your new gig via Sakai.

Due date policy: One of the main goals of this class is to teach you SOC policies and make it clear that there are consequences for not following these policies. So the deadline policy for this class is very strict.

There are only three projects due in this class. They are due on the dates listed on this syllabus. They are due at the beginning of class via Sakai. Again, submit what is required via the Assignments tab on Sakai.

You cannot walk into class ten minutes late and submit the assignment. You cannot turn in a project after the deadline. If you don't turn a project in on time, you won't get credit for it. Credit for all three projects is required in order to pass this class.

Participation and Professionalism: You are majoring in communication, so you must communicate in class. You will never be penalized for voicing your opinions, whatever they may be. You will, however, be penalized for disrupting the class. Talking on cell phones, texting, using laptops, interfering with classmates, e-mailing, sleeping, putting your head down, closing your eyes and hoping I don't notice, doing Sudoku, instant messaging, checking Facebook or any other web site and other disruptions (which includes arriving late or leaving early) will lead to failure of the course. The golden rule? While we are talking, don't touch anything electronic.

Laptop and cell phone policy: Although technology is an integral part of communication, it doesn't always help you learn. The more you multitask, the less you learn. Multitasking is also disruptive to me and the students around you.

Email Policy: I will respond to emails within 48 hours. Assignments may not be emailed to me. If you miss class on the date an assignment is due, refer to the due date policy.

Academic Dishonesty Policy: Plagiarism of any form, of any kind and of any length will be reported to the Dean of Students and the student will automatically receive a failing grade for the course. Cheating on in-class assignments or any other work associated with this class will receive a similar punishment. As you know, plagiarism constitutes using another's words or ideas without acknowledgment. I will consider it equally dishonest to invent quotes, facts, scenarios and so on. I will occasionally check to verify that you have indeed completed the task which you are writing about.

Schedule

Because this class features so many guest speakers, it is subject to change. Check Sakai regularly.

Week One: January 17

Topic: What is this class all about? Who is the person next to me?

Week Two: January 24

Topic: face to face interpersonal skills

Week Three: January 31

Topic: Student loans (Matamoros, Daniel)

Week Four: Feb. 7

Topic: Tour of SOC studio. Meet at 51 East Pearson room 100 (in lobby)

Week Five: Feb 14

ACTIVITY ONE DUE

Topic: Rambler Sports Locker, PRSSA, Ad Club

Week Six: Feb 21

Topic: Ingigo, the student run PR firm

Week Seven: Feb 28

Topic: Why is everyone talking about diversity? Why students should care.

Week Eight: March 7

No class Spring Break

Week Nine: March 14

ACTIVITY TWO DUE

Topic: Money, Money, Money

Week Ten: March 21

Topic: Guest Lecture: Richelle Rogers on how to decide if you should go to grad school

Week 11: March 28

Lecture: How do I find out about job titles? Where do I find a job? Will I ever really get a job I truly like? Jobs and Resumes

Week 12: April 4

Topic: Lauren Sanchez – What you need to know before registration.

Week 13: April 11

Topic: Internships – the Good and the Bad and Guest Speaker (Michael Limon)

Week 14: April 18

Topic:

Week 15: April 25

FINAL ACTIVITY DUE

final evaluation; final party