

COMM 100-204 SOC CAREER PREP SEMINAR

Th 1-1:50 pm/Corboy Rm 301

Overview: Welcome to Loyola's School of Communication. The goal of this course is to introduce you to the tools, programs, and people you will encounter on your journey towards a successful career in journalism, communication, film and digital media, advertising, and public relations.

Outcomes:

- Understand what is unique about the SOC
- Explain what unifies the SOC
- Engage with the SOC faculty and advisors
- Know the resources available at Loyola

Objectives: This is a one-credit graded course, created to help you prepare for your professional career in communication. We will follow this path during the semester:
Discover – you will develop an inventory of your own knowledge, skills and interests.
Focus – you will learn about the communication sub-field that you are most interested in today.

Personal brand – you will develop the assets you need to tell your story via your resume, cover letter, LinkedIn page and professional portfolio; you will also consider how to make yourself findable to prospective employers. This will help you prepare for an eventual internship and/or job in the field.

Professor: **Alan Rado, MFA**
E-mail arado@luc.edu
Phone: 312-806-6243

About Me: As an experienced creative director, I've worked at major advertising agencies including DDB, DMB&B, BBDO and McCann Worldgroup, where I consistently developed award-winning campaigns and managed groups along the way. I've created and executed a wide range of integrated marketing campaigns for leading edge brands such as AT&T, Anheuser-Busch (Budweiser/Michelob Light), McDonald's, GM (Cadillac/Buick), Mazda, Jeep, and BP/Amoco. Since 2004, I've taught over 20 courses at six different colleges here in Chicago. In 2017, I received my MFA in Communication Design.

Grading and Evaluation: This is a one-credit graded course, created to help you prepare for your professional career in communication. We will follow this path during the semester. We will meet in person once a week. It's based on earning up to 100 points by attending and participating in class.

Course Organization: We will plan to meet for 50 minutes (1:00-1:50 pm). I will be available for individual, or group consultations as needed after class for an additional 25-30 minutes.

Attendance: You're allowed two unexcused absences. For each additional absence your grade will be lowered by 5 points. If you must miss a class due to a legitimate

cause, such as an illness or family emergency, it's your responsibility to contact me as soon as possible. Completing any missed work will be discussed at that time.

Participation: Regular participation is required to successfully pass the course. Participation includes attending each class, showing up on time, staying engaged with lectures, actively engaging in classroom activities, and completing homework assignments (there are no required textbooks).

Assignments: The following **Five Assignments** must be turned in throughout the semester for full credit:

- 1. Resume:** Create a professional resume that would be used to apply for an internship or job application.
- 2. Cover Letter:** Find a job or internship posted on the SOC Career Portal or RamblerLink and write a cover letter for the posting.
- 3. Elevator Pitch:** This is designed to help you begin to make a name for yourself as a professional communicator. You will develop an elevator pitch (a quick summary of your personal and professional story) and inventory your existing online presence.
- 4. Create a LinkedIn Profile:** Create a LinkedIn page for yourself to be used for professional networking. Send me an invite to connect with you on LinkedIn. Establish 5-10 connections. Submit a printed copy of your profile.
- 5. Networking (In person or via Zoom):**

Part A. Interview a professional who works in the field of communication about their job and career goals and submit a Q&A and reflection on what you learned (300 word minimum).

Part B. Interview a School of Communication faculty member about their research and career path and submit a Q&A and reflection on what you learned (300 word minimum).

Part C. interview an SOC junior or senior about their experiences in the school such as why they chose their particular major, their career plans, experience with SOC student organizations, and submit a Q&A and reflection on what you learned (300 word minimum).

Final Project: Research a specific job in your planned field. Additional instructions and guidelines for the final project will be distributed in class. The final project will be due on Friday May 3, 1-3 pm.

How you'll be graded:

- Resume: 15%
- Cover Letter: 15%
- Elevator Pitch: 10%
- LinkedIn Profile: 10%
- Networking: 15%
- Final Project: 20%
- Attendance & Participation: 15%

Submit work on time: All homework and project assignments will be posted on Sakai. You will be required to post your completed work on Sakai. Submit all work before the posted

deadline, i.e., before the start of the class for which it is due. Also, some assignments will be needed to be handed in as a hard copy. **Late assignments will not be accepted.**

Academic Integrity: Academic integrity is the pursuit of scholarly activity in an open, honest, and responsible manner. Academic integrity is a guiding principle for all academic activity at Loyola University Chicago, and all members of the University community are expected to act in accordance with this principle.

Failing to meet the following academic integrity standards is a serious violation of personal honesty and the academic ideals that bind the University into a learning community. These standards apply to both individual and group assignments. Individuals working in a group may be held responsible if one of the group members has violated one or more of these standards:

1. Students may not plagiarize.
2. Students may not submit the same work for credit for more than one assignment (known as self-plagiarism).
3. Students may not fabricate data.
4. Students may not collude.
5. Students may not cheat.
6. Student may not facilitate academic misconduct.

Follow this link for more details about these standards, sanctions, and academic misconduct procedures:

(https://www.luc.edu/academics/catalog/undergrad/reg_academicintegrity.shtml)

Class Conduct: One important aspect of a Jesuit education is learning to respect the rights and opinions of others. Please respect others by (1) allowing all classmates the right to voice their opinions without fear of ridicule, and (2) not using profanity or making objectionable (including gendered, racial or ethnic) comments, especially comments directed at a classmate.

Sakai: All course materials will be located on Sakai which can be accessed at <https://sakai.luc.edu> Sakai is a web-based learning management system. You will be able to access it from any computer connected to the internet. Instructional guides and video tutorials for using Sakai are available at: <http://www.luc.edu/its/sakai/sakai-student-tutorials.shtml>

Course content, including syllabi, PowerPoints, lectures, etc. will be available online. You should check Sakai often for announcements, assignments, and other course content.

Student Support Resources:

- ITS Service Desk: helpdesk@luc.edu 773-508-4487
- Library Subject Specialists: <http://libraries.luc.edu/specialists>
- Student Accessibility Center: sac@luc.edu

- Writing Center: <http://www.luc.edu/writing/>
- Ethics Hotline: <http://luc.edu/sqlc/aboutus/> 855.603.6988

Email Messages: All email messages sent to students about this course will be sent to their Loyola email address. Students are expected to check their Loyola email address on a regular basis. You can access your web-based LUC email account at <https://outlook.luc.edu>.

Special Circumstances--Receiving Assistance: Students are urged to contact their instructors should they have questions concerning course materials and procedures. If you have any special circumstance that may have some impact on your course work, please let your instructors know so they can establish a plan for assignment completion. If you require assignment accommodations, please contact your instructors early in the semester so that arrangements can be made with Student Accessibility Center (SAC) (<http://www.luc.edu/sac/>).

Copyright: Copyright law was designed to give rights to the creators of written work, artistic work, computer programs and other creative materials. The Copyright Act requires that people who use or reference the work of others must follow a set of guidelines designed to protect authors' rights. Unfortunately, copyright law is complex and too often incomprehensible; that does not, however, excuse users from following the rules. The safest practice is to remember (1) to refrain from distributing works used in class (whether distributed by the professor or used for research); they are likely copyright protected and (2) that any research or creative work should be cited according to *[add the standards of your discipline, as MLA guidelines]*.

For LUC's copyright resources check online: <http://www.luc.edu/copyright>

Intellectual Property: All lectures, notes, slide decks and other instructional materials in this course are the intellectual property of the professor. As a result, they may not be distributed or shared in any manner, either on paper or virtually without my written permission. Lectures may not be recorded without my written consent; when consent is given, those recordings may be used for review only and may not be distributed. Recognizing that your work, too, is your intellectual property, I will not share or distribute your work in any form without your written permission.

Recorded Synchronous Sessions: An online or blended course may use a software to record live, online class discussions. As a student in any class that holds synchronous sessions, your participation in live class discussions will likely be recorded. These recordings will be made available only to students enrolled in the class, to assist those who cannot attend the live session or to serve as a resource for those who would like to review content that was presented. All recordings will become unavailable to students in the class when the Sakai course is unpublished (i.e. shortly after the course ends, per the Sakai administrative schedule: <https://www.luc.edu/its/itrs/sakai/administrativeschedule/>). Students who prefer to participate via audio only will be allowed to disable their video camera so only audio will be captured. Please discuss this option with your instructor.

The use of all video recordings will be in keeping with the University Privacy Statement shown below.

Privacy Statement: Assuring privacy among faculty and students engaged in online and face-to-face instructional activities helps promote open and robust conversations and mitigates concerns that comments made within the context of the class will be shared beyond the classroom. As such, recordings of instructional activities occurring in online or face-to-face classes may be used solely for internal class purposes by the faculty member and students registered for the course, and only during the period in which the course is offered. Students will be informed of such recordings by a statement in the syllabus for the course in which they will be recorded. Instructors who wish to make subsequent use of recordings that include student activity may do so only with informed written consent of the students involved or if all student activity is removed from the recording. Recordings including student activity that have been initiated by the instructor may be retained by the instructor only for individual use.

Use of Artificial Intelligence, Generative AI (ChatGPT): AI can be a helpful resource, and we are all in the process of learning how it can assist us in becoming better communicators. This will be an ongoing conversation, one that we will have in class as the semester unfolds. You will be instructed on when using AI-assisted technology is permitted for an assignment. However, students are not to use it otherwise for an assignment, a test, a quiz, or any deliverable that will be graded. Presenting something generated by AI as your own without attribution is plagiarism.

Schedule: *Because of the fast-moving nature of the digital world, the following schedule is presented as tentative. I reserve the right to adjust the schedule for the good of the class.*

Week 1, Jan 18:

Class Overview

Developing a Resume

Resume Hard Copy Due - Week 2/Jan 25

Week 2/Jan 25:

Due - Resume Hard Copy

Developing a Cover Letter - Due Week 3/Feb 1

Week 3/Feb 1:

Library Resources / CONTACT: Autumn Mather amather@luc.edu

Hand Back Corrected Resume

Hand in Cover Letter Hard Copy

Final Resume Due - Week 4/Feb 8

Week 4/Feb 8:

Due - Final Resume

Hand Back Corrected Cover Letter

Developing your Elevator Pitch

Final Cover Letter Due - Week 5/Feb 15
Elevator Pitch Due - Week 5/Feb 15

Week 5/Feb 15:

Due - Final Cover Letter
Present Elevator Pitch in Class
Getting the most out of LinkedIn
LinkedIn Profile Due - Week 6/Feb 22

Week 6/Feb 22:

Present LinkedIn Profile
Start Networking Part A: Interview a Professional Due – Week 7/Feb 29

Week 7/Feb 29:

Present Networking Part A
Continue Networking Part B: Interview a School of Communication Faculty member Due - Week 9/Mar 14

Week 8/Mar 7:

Spring Break, no class

Week 9/Mar 14:

Present Networking Part B
Continue Networking Part C: Interview an SOC Junior or Senior Due – Week 10/Mar 21

Week 10/Mar 21:

Present Networking Part C

Week 11/Mar 28:

Easter Holiday, no class

Week 12/Apr 4:

Inigo Communications - Student Run Agency / CONTACT: inigocommunications@luc.edu
Begin FINAL PROJECT Due - Week 16/May 3 1-3 pm

Week 13/Apr 11:

WLUW Radio Station Tour / CONTACT: Eleni Prillaman eprillaman@lu.edu

Week 14/Apr 18:

Studio Tour / CONTACT: Jameson Chen jchn4@luc.edu / Jim Collins jcollin@luc.edu

Week 15/Apr 25:

Academic Advising / Contact: Ashely Gisiger agisiger@luc.edu / Lauren Sanchez lsanchez5@luc.edu

Week 16/May 3/1-3 pm:

FINAL PROJECT DUE