



# COURSE SYLLABUS

## Table of Contents

**Section 1: Course Information .....2**

Course Description .....2

Course Overview .....3

Course Workload .....3

Course Materials .....3

Course Topics .....4

Intended Learning Outcomes.....4

Late Work .....4

Extra Credit .....5

**Section 2: Southeastern Policies.....6**

**Section 3: Course Schedule.....7**

Aim, Learn, and Apply Descriptions .....7

Course Schedule .....8-17

**Section 4: Assessments..... 18-20**

## SECTION 1: COURSE INFORMATION

**Format:** Eight weeks.

**Course ID:** DCOM 4001

**Course Title:** Communication Seminar

**College:** College of Unrestricted Education – Department of Design & Communication

**Prerequisites:** Junior or senior level

**Credit Hours:** 1

**Instructor:** See the online course in MyFIRE for instructor contact information and availability.

### Course Description

This course readies the future communication professional for the job market by providing career advice on networking, interviewing, job searching, and the production of job application materials.

## Course Overview

Communication Seminar is a career-oriented, senior-level course intended for juniors and seniors. Students are guided in best practices in terms of career materials, and then they produce a cover letter, a resume, a professional development plan, and a portfolio. Students also learn about networking, job searching, and interviewing, and they practice being interviewed, networking with professionals, and searching job postings. Students are to analyze their academic career as well as any freelance, internship, part-time, or full-time work they have done and connect them to a career path.

## Course Workload

Time spent on course assignments will vary by student depending on familiarity with course content, reading rate of speed, writing rate of speed, and other individual factors. Based on averages for most students, it is estimated that the course workload estimate for this course is 20.32 (2.54 hours per week).

## Course Materials

1. No textbook required. There will be assigned readings in handouts and resources.

Required and optional textbooks are accessed and ordered through [SEU's bookstore](#).

**Disclaimer:** The resources utilized in this course provide information, thoughts and insights that should encourage critical thinking on the part of the student. Please note as well that as an Assembly of God institution, Southeastern University does not necessarily endorse specific personal, religious, philosophical, or political positions found in these resources.

## Course Topics

**The purpose of this course is to introduce, reinforce, and measure learning on the following topics:**

1. Introduction to Communication Seminar
2. Job Searching and Career Paths
3. Writing an Effective Cover Letter
4. Writing an Effective Resume
5. Networking with Communication Professionals
6. Interviewing with Communication Professionals
7. Portfolio Development
8. Portfolio Production and Final Exam

## Intended Learning Outcomes

**As a result of reading, study, and assessments in this course, the student should be able to:**

1. Demonstrate the ability to present oneself in a professional manner to potential employers.
2. Produce a portfolio that demonstrates their experience and education.
3. Demonstrate the ability to properly interview for a position in a communication profession.
4. Demonstrate the ability to network with colleagues and potential employers.

## Late Work

Turn work in on time as much as possible. Assignments turned in late are given a 20-point grade deduction each day they are late. Be sure to post in the forums on time, since that is measured with the class participation rubric. If there are extenuating circumstances, contact the professor.

## **Extra Credit**

There is no extra credit in the class.

## **SECTION 2: SOUTHEASTERN POLICIES**

### Academic Policies

View this link to see Southeastern's Policies regarding SEU's Mission and Vision Statements, Title IX Statement, Student Services, Class Participation, Official Email, MyFIRE Use, Technical Difficulties, Technical Support, Disability Statement, Academic Honesty, Course Evaluation, Official Withdrawal, Grading Scale, and Netiquette.


## SECTION 3: COURSE SCHEDULE

The **Course Schedule** provides a listing of your work in this course. The assessments are listed by Module and include the due dates and point values.


**Note:** Assignments are due by 11:59 p.m. EST on the due date, unless otherwise noted.

### AIM, LEARN, AND APPLY DESCRIPTIONS


#### Aim

 When you see the Aim icon, you will be introduced to topics and ideas that will be covered throughout this module. The AIM will also provide you with a glimpse into your learning objectives and an introduction to this module.

#### Learn

 When you see the Learn icon, all of your reading assignments will be listed and may include additional resources that your instructor is providing to help you complete the activities and assessments for the module.

#### Apply

 When you see the Apply Icon, it will be time to demonstrate your learning for the module. The items here are those in which you'll be graded and may include discussions, activities, assignments, quizzes, exams, and projects.

**MODULE 1:**  
**XX/XX/XX-XX/XX/XX**



- Identify various fields of communication and mass media.
- Describe career paths you are interested in.
- Analyze your academic career path and how it relates to a career.
- Find and list possible communication professionals to network with.



- Fields and Career Paths of Communication
- Video: Communication Fields Considerations



- Discussion for Week 1
  - Due: Monday, Tuesday
  - Points: Class Participation



**MODULE 2:  
XX/XX/XX-XX/XX/XX**



- Search on various job search websites.
- Find jobs that match your experience, education, and skills.
- Evaluate posted jobs in terms of perceived company culture, opportunity for advancement, and fit to your education.
- Develop a professional development plan.



- Job Search Websites.
- Instructions and Example Professional Development Plan.
- Professional Development Plan Template.
- Video: Searching on Job Sites
- Video: Professional Development Plan Instructions



- Discussion for Week 2
  - Due: Monday, Tuesday
  - Points: Class Participation

**MODULE 3:**  
**XX/XX/XX-XX/XX/XX**



- Write clear and concise prose in a cover letter.
- Use effective action verbs to describe accomplishments.
- Apply appropriate formatting in a cover letter.
- Customize a cover letter to a specific job posting.
- Apply educational and professional background to the writing of a cover letter.
- Critique other cover letters using relevant criteria.



- Sample Cover Letters.
- Cover Letter Formatting Instructions.
- Video: Writing an Effective Cover Letter



- Assignment: Cover Letter
  - Due: 100
  - Points: Monday
- Discussion for Week 3
  - Due: Monday, Tuesday
  - Points: Class Participation

**MODULE 4:**  
**XX/XX/XX-XX/XX/XX**



- Write clear and concise prose and bullet points in a resume.
- Use effective action verbs to describe accomplishments.
- Apply appropriate formatting in a resume.
- Customize a resume to a specific job posting.
- Apply educational and professional background to the writing of a resume.
- Critique other resumes using relevant criteria.



- Sample Resumes
- Resume Instructions
- Video: Resume Overview
- Video: Resume Setup Instructions



- Assignment: Resume
  - Due: 100
  - Points: Monday
- Discussion for Week 4
  - Due: Monday, Tuesday

- Points: Class Participation

**MODULE 5:  
XX/XX/XX-XX/XX/XX**



- Demonstrate the ability to network with colleagues and potential employers.
- Write a concise and effective e-mail to a communication professional.
- Explain your educational background to a local communication professional over the phone.
- Report with notes from a conversation with a communication professional.
- Give feedback to other students on their networking notes.



- Networking Benefits and Practices
- Networking and Professionals Instructions
- Video: Networking Overview



- Discussion for Week 5
  - Due: Monday, Tuesday
  - Points: Class Participation

**MODULE 6:  
XX/XX/XX-XX/XX/XX**



- Understand Describe considerations when interviewing for jobs.
- Demonstrate the ability to present oneself in a professional manner to potential employers.
- Demonstrate the ability to properly interview for a position in a communication profession.
- Participate in a mock interview with a colleague.
- Demonstrate readiness for a job in a mock interview.



- Interviewing Overview and Tips.
- Mock Interview Instructions.
- Video: Interviewing Overview and Best Practices



- Discussion for Week 6
  - Due: Monday, Tuesday
  - Points: Class Participation

**MODULE 7:**  
**XX/XX/XX-XX/XX/XX**



- Compile class assignments as items for a portfolio.
- Compile freelance, internship, or work related projects as items for a portfolio.
- Tailor a portfolio for a specific career field or job opportunity.
- Critique a professional portfolio.



- Portfolio Assignment Instructions
- Video: Portfolio Overview and Examples



- Discussion for Week 7
  - Due: Monday, Tuesday
  - Points: Class Participation

**MODULE 8:  
XX/XX/XX-XX/XX/XX**



- Sign up for a website service to produce a professional portfolio.
- Convert various work products to online format.
- Upload various work products to an online portfolio.
- Produce a professional portfolio for employment.
- Demonstrate knowledge of career considerations in communication by taking a final exam.



- Final Exam Study Guide
- Video: Course Conclusion



- Discussion for Week 8
  - Due: Monday, Tuesday
  - Points: Class Participation
- Assignment: Portfolio
  - Due: Tuesday
  - Points: 100
- Assignment: Final Exam
  - Due: Tuesday



○ Points: 100

## **SECTION 4: ASSESSMENTS**

### **Class Participation**

#### **Description**

This assessment is to assess how much and to what extent students participated in the class, with an emphasis on meaningful and timely discussion from initial posts and responses on the forums.

#### **Total Possible Points**

20

#### **Grade Weight**

20%

---

### **Cover Letter**

#### **Description**

Students should research their educational background, professional experience, skills, and interests in order to connect them to a job posting. They then write an effective cover letter, following the instructions and formatting in the video lesson and handout.

#### **Total Possible Points**

100

#### **Grade Weight**

10%

## **Resume**

### **Description**

Students should research their educational background, professional experience, skills, and interests in order to connect them to a job posting. They then write an effective resume, following the instructions and formatting in the video lesson and handout.

### **Total Possible Points**

100

### **Grade Weight**

20%

---

## **Portfolio**

### **Description**

Students should collect their class assignments, freelance work products, and relevant examples from part-time or full-time positions, and add them to a portfolio. Add at least 10 work products, with or without categories, to the online portfolio, following the instructions and formatting in the video lesson and handout.

### **Total Possible Points**

100

### **Grade Weight**

40%

## **Final Exam**

### **Description**

The final exam is meant for students to demonstrate knowledge of communication

career considerations. The questions are multiple choice and true/false.

**Total Possible Points**

100

**Grade Weight**

10%

