

UMBC UGC New Course Request: MCS 144 Professional Communication and Development

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Proposed Effective Date: March 15, 2016

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COURSE INFORMATION:

Course Number(s)	MCS 144
Formal Title	Professional Communication and Development
Transcript Title ($\leq 24c$)	Professional Comm
Recommended Course Preparation	
Prerequisite	
Credits	3
Repeatable?	Yes XNo
Max. Total Credits	3
Grading Method(s)	<input checked="" type="checkbox"/> Reg (A-F) <input type="checkbox"/> Audit <input type="checkbox"/> Pass-Fail

PROPOSED CATALOG DESCRIPTION:

This course is designed to introduce students to specific communication and presentation skills and resources required for success in the communities and workplaces of the 21st century. The course will introduce the various professional development services on campus, while providing students instruction and practice in communicating and networking in professional idioms and contexts. Assignments will help students create a professional identity, focusing on the refinement of oral presentation skills, drafting cover letters and resumes, and the creation of an e-portfolio highlighting their undergraduate accom-

plishments. MCS 144 will provide students with a valuable set of resources and skills that they can utilize in securing internships, applied experiences, and professional jobs, and succeeding at them.

RATIONALE FOR NEW COURSE:

The Department of Media and Communication Studies (MCS) is dedicated to preparing students for the communities and workplaces of the 21st century. In a time when communication technologies are increasingly digital, interactive, and global, participation in the public sphere requires critical engagement across a range of media, genres, and cultural contexts. The degree offers students theoretical and practical encounters with dynamic and complex changes in communication, culture, and knowledge. The core of the curriculum emphasizes reading, composition, and reflection within the liberal arts tradition. MCS also requires every student to complete at least one 120 hour internship related to their field of study. We are proposing MCS 144 as a means to better prepare our students to identify and succeed in their internship placements, and eventually in their chosen careers post-graduation.

The course will consist of a series of lectures, discussions, assignments, and in-class exercises that accomplish the following objectives:

- Students will learn the basics of professional behavior and conduct
- Students will learn the value of networking and becoming their own advocate in a workplace setting
- Students will develop their oral presentation skills, creating at least one professional level electronic presentation
- Students will learn to write an effective cover letter and resume that specifically highlights their relevant experience
- Students will create an e-portfolio that will house their various accomplishments while completing their course of undergraduate study
- Students will explore a specific career field they are interested in pursuing after graduation

This course is being proposed as an additional requirement for the MCS major and certificate. We believe that the information and skills promoted by MCS 144 are essential to the future success of our graduates in the fields related to media and communications. There is no prerequisite for enrollment in the class. The course will be restricted to MCS major and certificate students.

This course will be graded on a regular grading method, and students will be expected to reach the academic standards established in MCS' core curriculum. The course may not be repeated, except of course in the case of a Withdrawal, an F or a D (MCS majors must earn a C or better in core courses).

ATTACH COURSE OUTLINE (mandatory):

Donald Snyder, Ph.D.
Media & Communication Studies
AcIV 215

MCS 144: Professional Communication and Development – Spring 2015

COURSE DESCRIPTION:

This course is designed to introduce students to the skills and resources required for success in the communities and workplaces of the 21st century. The course will highlight the various professional development services on the campus, while requiring the students to reflect upon the value of networking and communicating in professional idioms and contexts. Assignments will

help students create a professional identity, focussing on the refinement of oral presentation skills, drafting cover letters and resumes, and the creation of an e-portfolio highlighting their undergraduate accomplishments. MCS 144 will provide students with a valuable set of resources that they can utilize in creating successful internship experiences and will then be transferable to their career searches.

LEARNING OUTCOMES

The course will consist of a series of lectures that accomplish the following objectives:

- Students will learn the basics of professional behavior and conduct
- Students will learn the value of networking and becoming their own advocate in a workplace setting
- Students will develop their oral presentation skills, creating at least one professional level electronic presentation
- Students will learn to write an effective cover letter and resume that specifically highlights their relevant experience
- Students will create an e-portfolio that will house their various accomplishments while completing their course of undergraduate study
- Students will explore a specific career field they are interested in pursuing after graduation

COURSE REQUIREMENTS

Attendance: Attendance is mandatory and no unexcused absences will be accepted.

If UMBC is closed at the time of class because of inclement weather or other instances, email instructions will be sent. For full details about the university's snow closing policy, please visit: <http://www.umbc.edu/facultystaff/inclementweather.html>

Semester Assignments: See Semester Assignments Sheet for detailed list of expectations for the semester.

GRADING

This course will be graded on a regular grading method, and students will be expected to reach the academic standards established in MCS' core curriculum.

90% - 100% - A
80% - 89% - B
70% - 79% - C
60% - 69% - D
- 59% - F

ACADEMIC INTEGRITY

By enrolling in this course, each student assumes the responsibility of an active participant in UMBC's scholarly community in which everyone's academic work and behavior are held to the highest standards of honesty. Cheating, fabricating, plagiarism, and/or helping others commit these acts are all forms of academic dishonesty and are wrong. Academic misconduct could result in disciplinary action that may include, but is not limited to, suspension or dismissal. Full policies on academic integrity are available in the UMBC Student Handbook, Faculty Handbook, or UMBC Directory.

COURSE MATERIALS

Powell, C. Randall, *Career Planning Strategies: Hire Me!* Fifth Edition, Kendall/Hunt Publishing Company, Dubuque, Iowa, 2004. (CPS)

Various essays and websites available online

SCHEDULE

Week 1 – Introductions

Week 2 – Career Services Orientation - Read CPS Chapter 1

Week 3 - Professional Behavior & Networking (Elevator Speeches Assignment) - Read CPS Chapter 2

Week 4 - Resumes - Read CPS Chapters 10, 11, and 12

Week 5 - Cover Letters - Read CPS Chapter 13

Week 6 - Presentation Skills - Read George Torok, “Presentation Skills Success”

www.presentationsskills.ca

Week 7 - Introduction to Electronic Presentation Programs - Explore prezi.com, Google Drive Presentations, and Microsoft Office or Apple Keynote

Week 8 - Interview Skills - Read CPS Chapters 17, 18, and 19

Week 9 - Mock Interviews

Week 10 - Mock Interviews Continued

Week 11 - Presentations

Week 12 - Presentations Continued

Week 13 - E-Portfolios - “Creating a ePortfolio using WordPress.com” (PDF available on Blackboard)

Week 14 - Professional Social Media - Explore: “LinkedIn for Students” university.linkedin.com/linkedin-for-students.html

Week 15 - Evaluations

MCS 404 Semester Assignments

1. Reflection Journal: Once a week students will write a reflection entry detailing their thoughts and concerns about the course materials, professional resources, and personal workplace experiences. 10%
2. Resume/Cover Letter Assignment: Tailor a resume and a cover letter to a dream job. This can be any job you can dream up, real or not. For assistance, visit Career Services Center. 10%
3. Elevator Speech: Craft an elevator speech that, in one minute or less, quickly and simply defines who you are and what makes you an ideal candidate. Speeches will be presented to the class. 5%
4. Mock Interview: Each student will participate in a brief, 8-10 minute mock interview session with the Instructor. Behavioral based questions will be used. A student may substitute this requirement with a mock interview with Career Services. Students wishing to do this must notify Dr. Snyder at least one week prior to their assigned interview and obtain verification of completion from Career Services at least 2 weeks before the semester ends. 10%

5. Presentations: Students will create and deliver a presentation that will require the use of presentation software (PowerPoint, Prezi, etc.). Presentation topics will be assigned to the student at least two weeks prior to the student's presentation date. This presentation should be 5-7 minutes in length and will be filmed and critiqued. 10%
6. Professional Development Event: Obtain verification of attendance at a Career Services Center professional development event (career/job fairs don't count!). 5%
7. E-portfolio: Students use the Wordpress platform in order to create an e-portfolio that will highlight their various accomplishments as they continue through their undergraduate career. 20%
8. Midterm Paper: Papers should be 3-4 pages in length. A multimedia project with a 1-2 page paper can be submitted as well, pending approval of the instructor: Interview a professional in a career field you have an interest in pursuing after graduation. Potential questions to ask include: Why is their job important? How did they get their job? What is their educational background? What is their employment history (basically, how did they get where they are today)? What does it take to succeed in their particular career field? What advice do they have for a new graduate attempting to work towards a career in their field. 15%
9. Final Paper: Write a short research paper about a specific career field you are interested in pursuing after graduation. Potential topics to cover include: A definition of the career field (what is it all about; what are the politics, economics, policies, etc.?); the major professional publications/journals, newsletters, listservs, and conferences that are essential to the field; the specific skills needed to succeed in the career field. 15%