**Fall 2019 – MEJO 490.2: Career Exploration and Preparation**Tuesday & Thursday – 9:30pm - 10:45pm|CA 143

**Instructor:** Livis James Freeman, Jr  
**Email:** lfreeman@email.unc.edu  
**Phone:** 919.389.3486  
**Office Hours:** By appointment only  
**Office Location:** 226  
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**COURSE OVERVIEW**

This course will introduce you to the connection of academic paths in Media and Journalism and potential career options; help discover which careers best suit you; make sure your brand matches your career choice; help you become more effective networkers; and help you better understand all available job search resources. This will essentially be the final step in making sure you look and sound impressive while your portfolios maximize the magnitude of your experiences, are polished and guaranteed to impress (and help you get hired)!

By the end of the semester, you will:

(1) obtain detailed and effective self-evaluation tools to help determine your skills, strengths, motivations and passions  
(2) be introduced to communications careers and entrepreneurship basics  
(3) know what resources are available to assist your job search  
(4) understand how your brand relates to your career focus and mold your portfolios/resumes to accurately represent your education, experiences and achievements  
(5) become experienced in interviewing and able to execute informational interviews  
(6) have mastered of the art of networking

(7) understand corporate etiquette and how to effectively navigate all office environments  
  
This is an advanced and exciting process and I look forward to guiding you through it!

**Required Course Materials, etc**.  
You must download the free e-book: “You Majored in What? Designing your path from college to career” – by Katherine Brookes, ED.D (<https://epdf.tips/you-majored-in-what-mapping-your-path-from-chaos-to-career.html>)

Other reading materials will be assigned throughout the semester.

**Sakai/Email**

Other than this syllabus, important information can be found on Sakai and will also be emailed to you. Updates will be frequent, so check back often and your email for important course information. You are responsible for any course changes that may be made on Sakai or via email, including changes to the syllabus or assignments. Your grades are posted in Sakai only so that you can stay updated on your progress; overall grades on Sakai are rough approximations of your overall grade in the course.

**COURSE POLICIES**

**Attendance Policy**

Attendance at lectures is **essential**. Just as professionals in the real-world go to work each day, you as students in our professional school are expected to come to class on time and be prepared to work. Attendance will be taken at the beginning of every class. You are allowed three absences this semester for any reason with no penalty (including religious holidays, which the university allows two excused absences for). Missing four classes will result in your final grade being lowered one full letter grade (10 points) and another letter grade for each absence after that. After being late three times, a student’s final grade will be lowered one-half of a letter grade (5 points). If you are late to class, there is no guarantee that you will be marked as present.

All of my lecture materials will be available on our Sakai site, but those materials will not include all of the information that is discussed during the lectures. Therefore, if you miss class it is your responsibility to meet with your classmates and gather the information on what you missed. Missed in-class assessments and activities cannot be made up unless you were absent due to a medical or family emergency.

**Technology Policy**  
You are permitted to use laptops for note-taking and other work as assigned in class. However, to minimize distractions to your classmates and to me, please minimize use of your laptop for non-class purposes. When guest speakers are visiting or your classmates are presenting, **LAPTOPS MUST BE CLOSED AND PHONES MUST NOT BE USED**. You may use a pen and paper to take notes. *I will ask guest speakers and classmates to call you out if they see you violating the policy. Violations will result in points being deducted from your participation grade. The first offense will result in half of your semester’s participation points being lost. The second will result in losing your entire participation grade for the semester.*

**The “Quality Control” Policy**

You are media practitioners, and as such I expect that you will write and present yourself with great professionalism because that is what you have been trained and educated to do. Therefore, your course assignments and presentations will be scrutinized for their vernacular and presentation. Assignment submissions must grammatically correct and free from spelling errors.

**Assignments and Grades Policies**

***Submission Requirements:*** Every assignment you submit to me MUST be typed, double-spaced with 1-inch margins, using 12 pt. font and submitted as a Word Doc. PDF submissions will NOT be graded. Acceptable citation styles for this course are APA or MLA – if at any point in your work you use information from other sources you must cite it both in the text and with a properly formatted reference list. Not following these specific instructions will result in a loss of points on the assignment.

**Tests and in-class assignments:** Unless you have a legitimate, documented excuse, there will be no make-ups for in-class assignments or tests and no extra time given if arriving to class late. A make-up assignment or test must be done within the week following the original date and it is your responsibility to set up an appointment with me.

***Grade Questions/Challenges:*** ​If you have concerns about a grade, please inform me via email. I ask that you wait 24 hours after receiving your grade. Please outline your concerns and provide evidence to support your claim. You have two weeks to challenge a grade after it has been posted on Sakai (this does not apply to grades posted during finals). NOTE: I do not discuss grades over email. So, after you contact me about a grade I will set-up a time to meet with me in person so we can discuss the grade. I do this to protect your grade information.

**Extra Credit Policy:** It’s unlikely you will receive any extra credit opportunities in this course. In the rare and unlikely event that they occur, they will be class wide, so please don’t ask for individual extra credit assignments.

**Classroom Collegiality & Diversity Policy:**

The University is committed to fostering a diverse and inclusive academic community and prohibiting discrimination and harassment. Please review the University policy statements on diversity and inclusivity, and prohibited harassment and discrimination, both in *The Undergraduate Bulletin 2014-2015* at <http://www.unc.edu/ugradbulletin/>. Please know that I am fully committed to fostering and enforcing these policies.

**UNC-CH Honor Code**

The principles of academic honesty, integrity, and responsible citizenship govern the performance of all academic work and student conduct at the University as they have during the long life of this institution. Your acceptance of enrollment in the University presupposes a commitment to the principles embodied in the Code of Student Conduct and a respect for this most significant Carolina tradition. Your reward is in the practice of these principles.

Your participation in this course comes with the expectation that your work will be completed in full observance of the Honor Code. Academic dishonesty in any form is unacceptable, because any breach in academic integrity, however small, strikes destructively at the University's life and work.

Each student will be expected to review the materials on plagiarism from the UNC Library: http://guides.lib.unc.edu/c.php?g=9028&p=45251. Make sure to review all the information contained in all the tabs on the website. It is an honor code violation to plagiarize materials, which includes (but is not limited to), taking direct quotations from other documents without properly citing it. (For example, it is plagiarism if you include a direct quotation and include the reference, but do not include quotation marks. Anything taken verbatim must include quotation marks—and you should use direct quotations sparingly).

If you have any questions about your responsibility or the responsibility of faculty members under the Honor Code, please consult with someone in either the Office of the Student Attorney General (919-966-4084) or the Office of the Dean of Students (919-966-4042).

**Accreditation**

The School of Media and Journalism’s accrediting body outlines a number of values you should be aware of and competencies you should be able to demonstrate by the time you graduate from our program. Learn more about them here: <http://www2.ku.edu/~acejmc/PROGRAM/PRINCIPLES.SHTML#vals&comps>

No single course could possibly give you all of these values and competencies; but collectively, our classes are designed to build your abilities in each of these areas. In this class, we will address a number of the values and competencies, with special emphasis on:

* Demonstrate an understanding of gender, race, ethnicity, sexual orientation and, as appropriate, other forms of diversity in domestic society in relation to mass communications;
* Demonstrate an understanding of the diversity of peoples and cultures and of the significance and impact of mass communications in a global society;
* Demonstrate an understanding of professional ethical principles and work ethically in pursuit of truth, accuracy, fairness and diversity;
* Think critically, creatively and independently;
* Conduct research and evaluate information by methods appropriate to the communications professions in which they work;
* Write correctly and clearly in forms and styles appropriate for the communications professions, audiences and purposes they serve;
* Critically evaluate their own work and that of others for accuracy and fairness, clarity, appropriate style and grammatical correctness;
* Apply basic numerical and statistical concepts;
* Apply tools and technologies appropriate for the communications professions in which they work.

**Accommodations for People with Disabilities or Certain Medical Conditions**

UNC-CH supports all reasonable accommodations, including resources and services, for students with disabilities, chronic medical conditions, a temporary disability, or a pregnancy complication resulting in difficulties with accessing learning opportunities.

All accommodations are coordinated through the UNC Office of Accessibility Resources & Services (ARS), http://accessibility.unc.edu; phone 919-962-8300, email accessibility@unc.edu. Students must document/register their need for accommodations with ARS before accommodations can be implemented.”  
  
**ASSIGNMENTS (grading rubrics will be provided)**

**Class Participation – (10% of total grade)**We will have numerous guest speakers (both in person and via FaceTime/Zoom) throughout the semester. You will be required to submit **three takeaways** from each speaker – these will be **due before the following class**. These must be written in paragraph form and submitted via Sakai. Late submissions will be counted off by 50%. Submissions later than 48 hours will **NOT** be counted.

**Five percent** of your participation grade will depend on your takeaways from guest speakers and **five percent** will come from me deciding how much of an active participant you’ve been with guest speakers (with asking questions and making comments) and in-class exercises. You may also have other assignments included as part of your participation grade as the semester goes on.

*If you miss a class that had a guest speaker, you must reach out and send me a recent article related to a career that you’re interested with a paragraph summarizing 3 takeaways from it. It is up to you to do this before the next class if you still want credit.*

**Your Starting Point – (5% of total grade)**  
This will be a 2-page written piece chronicling your starting point. It must address the following: breakdown of your long-term career goals (should include potential companies you like to work for and types of clients/customers you’d like to work with); your current level of comfort/confidence in your abilities to achieve those goals (and why); identification of your two best skills and two greatest weaknesses to achieving your career goals (and why); and how you hope this class will help you utilize those strengths and overcome those weaknesses. *These must be concise, free from fluff and grammatical/spelling errors.*

**Personal Branding Statement/Answering Crucial Interview Questions/Headshot Assignment – (25% of total grade)**The one question that you can count on being asked in an interview is “tell me a little bit about yourself.” This assignment will help you impress while answering it. Your answer must be one minute and thirty seconds long.

Lots of successful CEOs have stated that they can decide whether or not to hire an applicant based on their answers to a single question. In addition to making your personal branding statement, you must answer one of a possible four interview questions (randomly chosen). These possible questions will be provided for you to prepare and are directly from successful CEOs. Your answer must be between 30-45 seconds.

This will be the most stressful and helpful assignment of the semester as 100% of past students have used these answers afterwards for interviews. You will be **grouped with 3-4 other students and recorded** as you answer the questions in my office. And, you must be **dressed to impress**!

You will also be required to coordinate with the other 3-4 people in your group to shoot headshots for each other prior to meeting with me. You can do these on the day of and must submit them via Sakai *before the following class*. The person with the best camera phone or regular camera may take them. It doesn’t matter if you’ve taken professional headshots before, you are required to do new ones.  
 **Midterm – (30% of total grade)**  
This multiple-choice and T/F midterm exam will be a test of everything learned from the book, lectures and guest speakers to that point.

**Your Final Portfolio – (30% of total grade)**  
This will function as your final exam and be the ultimate test of what you’ve learned throughout the course. Your portfolio will include your headshot, polished resume, cover letter (aimed at particular job), your updated LinkedIn profile, a 30-second promotional commercial and three two-page summaries of informational interviews you’ll have conducted.

**TOTAL SEMESTER GRADING BREAKDOWN**  
Class Participation – **10%**  
Starting Point Assignment – **5%**  
Personal Branding Statement/Answering Crucial Interview Questions Assignment/Headshot - **25%**  
Midterm – **30%**Your Final Portfolio – **30%  
Total = 100%**

Grading guidelines Dec be found here: http://www.unc.edu/ugradbulletin/procedures1.html#grading.

Grades are **EARNED**, not given, and **“A” grades are reserved for truly exceptional performances.** Grades follow a typical pattern: A = 94-100, A- = 90-93, B+ = 87-89, B = 84-86, B- = 80-83, C+ = 77-79, C = 73-76, C- = 70-72, D+ = 67-69, D = 63-66 and F = below 63.

**COURSE SCHEDULE** (*This tentative schedule is subject to change)*Guest speakers listed below will be industry professionals, MJ-School alums and professors. They will offer advice and speak about their experiences/issues we’re covering during that week. **August**  
20 - Class intro; read chapter 1  
22 - Lecture on Chapter 1; read chapter 2  
27 - Guest speaker  
29 - Lecture on Chapter 2; ***Starting Point Assignment (10%) Due; read chapters 3-4***  
  
**September**  
3 - Lecture on Chapters 3-4  
5 - In-class group resume and cover letter exercise  
  
10 - Resume, cover letter workshop  
12 - Interview Preparation Workshop  
  
17 - Creating your personal branding statement  
19 - Gary Kayye lectures on personal branding/LinkedIn; ***read chapter 5***  
24/26 - ***Personal Branding Statements/Answering Crucial Interview Questions/Headshot Assignment (25%)*** – (these will be done at assigned times in my office on each day)  
  
**October**  
1 – Guest Speaker; ***read chapter 6***  
3 - Mastering the Art of Networking; Conducting informational interviews (for networking)/communication templates; ***read chapter 7***  
  
8 – Guest Speaker  
10 – Semester half recap/Midterm review  
15 – **Midterm (30%)**  
17 - **FALL BREAK**  
22 - In-class networking exercise  
24 - Guest speaker  
  
29 - Intro to entrepreneurship  
31 - Guest speaker  
  
**November**  
5 - Ways to improve your skills – exploring graduate programs, internships and fellowships/certificates/digital training programs and videos – LinkedIn Educational videos  
7 - Ways to improve your skills (Part 2)  
12 - Corporate etiquette  
14 - Dining etiquette (Business lunches)  
  
19 - Personal Finance lesson (Guest speaker)  
21 - In-class group portfolio exercise  
  
26 - ***Final Portfolio Due (30%)***  
**Thanksgiving Break**  
  
**December**  
3 – Guest speaker  
 **FINAL EXAM SESSION** – Course Review: Tuesday, December 10th at 8:00am