**Fall 2020 – MEJO 490.1: Career Exploration and Preparation**Tuesday & Thursday – 9:45am - 11:00am|Remote

**Instructor:** Livis James Freeman, Jr  
**Email:** lfreeman@email.unc.edu  
**Phone:** 919.389.3486  
**Office Hours:** Via Zoom by appointment only  
**Remote Learning:** Classes will be held online via Zoom. You can access all classes using this link: <https://unc.zoom.us/j/6600177704> (*Meeting ID: 660 017 7704*)  
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**COURSE OVERVIEW**  
This course is for ***seniors only*** and by the time you’re eligible to take it, you should have already taken the majority of your required major courses, experienced internships and possibly studied abroad. This course is focused on providing detailed information about all communications careers; discovering which careers best suit you; making sure that your brand matches your career choice; and minimalizing the stress from the job search process by helping you maximize mentor relationships, become more effective networkers and understand all available resources. This is essentially the final step in making sure you’re not only ready to represent our Hussman School but to become industry leaders!

This semester, you will:

(1) do a self-evaluation to help determine your skills, strengths, motivations and passions  
(2) learn and understand how the chaos theory and butterfly effect will heavily influence your career choices

(3) hear and learn from former grads turned professionals and industry leaders/experts

(4) become master networkers through executing informational interviews and better understand your job hunt competition   
(5) understand the importance of having mentors and career advocates

(6) be introduced to communications careers and resources to assist your job search  
(7) understand how your brand relates to your career focus   
(8) mold your portfolios/resumes/cover letters/LinkedIn profile to accurately represent your education, experiences and achievements  
(9) learn and execute advanced interviewing techniques

(10) 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 the announcements section of Sakai 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.

**Tips/Expectations for our Online Classes** *Camera Video Policy:* I’d prefer that everyone have their camera video turned on at all times but will not require it. ***How, all cameras ARE required to be turned ON and remain on for the first class, all classes with guest speakers and in-class workshops/group work.*** Of course, you can always turn off your video if you need to take bathroom breaks.   
  
*Zoom Profile Photo:* Please take 2 minutes and upload a photo to be viewed when your video is off. This is much more professional than just having your name appear *(please do still have YOUR name appear).* I’d prefer it be a professional looking headshot that you would like to be seen if a hiring manager were viewing it (which may be the case for some classes)! *Regarding your location:* Make sure to be in a quiet, well-lit environment with access to power and stable WIFI.

*Regarding Audio:* Using a USB headset is best. A set of earbuds with a microphone also works well and helps with audio. Built-in microphone and speakers are acceptable but not optimal. A telephone can be used as back-up for audio.

*Regarding preparation:* Be prepared to share your screen **(if I request you to)** and have needed documents easily accessible. Also, be sure to log in 5-10 minutes early to test your audio and video prior to class.

*Getting started:* Go to unc.zoom.us and sign in using your ONYEN. We’ll likely end up using the same weblink for each class (<https://unc.zoom.us/j/6600177704>), but I’ll let you know if that changes. Each session will be recorded. [Here’s a link to give you some additional pointers for online learning via Zoom!](https://help.unc.edu/sp?id=kb_article_view&sysparm_article=KB0010679&sys_kb_id=60caa6eadb2b0c5070551ffa689619a3)

**Updates and Resources**  
Please reach out to Chris Hill, who’s in charge of our Hussman Triage Hub, if you will need assistance with high-speed internet access, computing, basics on how to receive online instruction, and strategies for being an online student. His contact information is: ([CHJ@unc.edu](mailto:CHJ@unc.edu) or 919-962-0025).  
  
The best source of information about COVID-19 and UNC is the UNC Coronavirus [website](https://unc.us7.list-manage.com/track/click?u=0c240f39418a2baed85c14674&id=32c10e781b&e=362b53f8ba). For health-related concerns, please contact [Campus Health](https://unc.us7.list-manage.com/track/click?u=0c240f39418a2baed85c14674&id=478004e6d9&e=362b53f8ba) or [Counseling and Psychological Services](https://unc.us7.list-manage.com/track/click?u=0c240f39418a2baed85c14674&id=064f43528a&e=362b53f8ba).

**COURSE POLICIES**

**Attendance Policy**

Attendance for online classes 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. This is especially important because this course is being taught remotely.

*No right or privilege exists that permits a student to be absent from any class meetings, except for these* [*University Approved Absences*](https://attendance.unc.edu/)*:*

*1.Authorized University activities*

*2.Disability/religious observance/pregnancy, as required by law and approved by Accessibility Resources and Service* and/or the *Equal Opportunity and Compliance Office (EOC)*

*3.Significant health condition and/or personal/family emergency as approved by the Office of the Dean of Students, Gender Violence Service Coordinators, and/or the Equal Opportunity and Compliance Office (EOC).*

I will count attendance at the beginning of every class. Missing class will result in your final grade being lowered. If you miss a 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 University Approved Absence.

**NOTE:** *It is your responsibility to communicate with me in a timely manner (within 24 hours) if you are experiencing any internet, technology or other issues that fall outside of university guidelines that might cause you miss an online session.*

**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 be 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.* 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 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.

**HONOR CODE**  
The Honor Code (<https://catalog.unc.edu/policies-procedures/honor-code/>) forms a bond of trust among students, faculty, and administrators. The University of North Carolina at Chapel Hill operates under a system of self-governance, as students are responsible for governing themselves. As such, our University is transformed into a powerful community of inquiry and learning. The Honor Code embodies the ideals of academic honesty, integrity, and responsible citizenship, and governs the performance of all academic work a student conducts at the University. Acceptance of an offer of admission to Carolina presupposes a commitment to the principles embodied in our century-old tradition of honor and integrity.

**SEEKING HELP**  
If you need individual assistance, it is your responsibility to meet with the instructor. If you are serious about wanting to improve your performance in the course, the time to seek help is as soon as you are aware of the problem – whether the problem is difficulty with course material, a disability, or an illness.

**DIVERSITY**  
The University’s policy on Prohibiting Harassment and Discrimination is outlined on the Equal Opportunity and Compliance Office’s webpage (<https://eoc.unc.edu/our-policies/ppdhrm/>). UNC is committed to providing an inclusive and welcoming environment for all members of our community and does not discriminate in offering access to its educational programs and activities on the basis of age, gender, race, color, national origin, religion, creed, disability, veteran’s status, sexual orientation, gender identity, or gender expression.

**SPECIAL ACCOMMODATIONS**  
If you require special accommodations to attend or participate in this course, please let the instructor   
know as soon as possible. If you need information about disabilities visit the Accessibility Resources & Services site at <https://ars.unc.edu/>.

**ACCREDITATION**  
The Hussman School of Journalism and Media’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://hussman.unc.edu/accreditation>. 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.  
**ASSIGNMENTS (grading rubrics will be provided)**

**Class Participation – (15% of total grade)**We will have numerous guest speakers throughout the semester. Speakers will include MJ-School alums, hiring managers, industry experts and leaders presenting on topics such as corporate etiquette, freelance work, working for an agency vs working in-house, entrepreneurship, brand awareness, public speaking, human resources, etc. 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.

Your participation grade will be based on your takeaways, how active of a participant you’ve been with guest speakers (by asking questions and making comments), and participation in in-class exercises. You may also have other assignments included as part of your participation grade as the semester goes on.

*Note: 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 First Personal Branding Statements and Headshots – (Part of “Participation” grade)**The one question (and first question) that you can count on being asked in an interview is “tell me a little bit about yourself.” This will be your first step in learning how to ace your answer!

You must get someone to record your answer to the question “tell me a little bit about yourself.” These must be 1-take recordings, meaning that you only get one shot and can’t re-record (since you will only get one chance to answer it in an interview). *Upload your video to YouTube and submit the link.* You must also have the same person to take a photo of you from the shoulders up and submit them along with your personal branding statements via Sakai.

**“The beginning of the end” – (15% of total grade)**  
This will be a written piece (3-4 pages) chronicling your starting point in this career prep process. It must address the following: your career goals and life aspirations; what you’ve learned in your majors and minors to this point and your confidence in conveying how you’ll apply them to future employers both on paper and in person; your career research/job search details to this point; a mini personal SWOT analysis as it relates to your career qualifications (strengths/weaknesses/opportunities/threats – write about a paragraph for each or make a bulleted list); and mention 1-2 mentors (could be professors/employers/family members) who’ve had the biggest impact (and why) and how you anticipate them helping you get started with your career, etc. *These must be concise, free from fluff and grammatical/spelling errors.* ***I WILL NOT READ BEYOND THE 4th PAGE.***

**Networking Assignment – (20% of total grade)**  
This will be a 2-part assignment that you’ll work on weekly throughout the duration of the course:  
  
**Part 1:** You must create a networking spreadsheet and list 15 companies you’re interested in working at/with or learning more about (why you’re interested in them; write a basic description of the company, year they were founded, services they provide and types of clients they serve/names of some clients you know; list their locations; number of employees; links to their website and social media address; names/LinkedIn profile addresses of employees you know who have or used to work there; names/LinkedIn profile addresses of current or Tar Heel grads who work there). Then, you must list 15 people you’re interested in networking with whom you feel can be beneficial to helping with your future career (tell why you’re interested in networking with them; how you found out about them; why you think they can help you; what they do/where they work; how long they’ve worked there; college(s) they attended; link to their LinkedIn profile; and how you plan to network with them). You should first focus on former/current Tar Heels.

**Part 2:** You must conduct 5 informational Interviews (two must be with “Hussman” School graduates, one must be with a UNC professor and two must be with professionals working in your desired career industry). These must be done via the phone or Zoom/Facetime (whichever you prefer and is most convenient for you and your interviewee). These interviews should be conversational, but I will provide a list of questions to help serve as a guide. You must provide written summaries of each interview, why you chose the person and what you got from them. A detailed grading rubric will be provided.  
 **Midterm Exam – (20% of total grade)**  
This midterm exam will be a test of everything learned from the book, lectures and guest speakers to that point.

**Your Final Portfolio/Interview – (30% of total grade)**  
*Your Portfolio*  
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 polished resume and cover letter (both tailored for a specific company/position), updated LinkedIn profile and professional headshot. *These materials will be due the week prior to your Interviews (I will review them and refer to them during your interviews).  
  
Your Interview*  
Each student will meet with me for a final formal interview - I will represent the company in which you tailored your resume/cover letter for. You’ll start by making your new and improved personal branding statement. Then, you’ll answer a question based on your final portfolio materials. Then, you’ll answer one of a possible five interview questions (the five questions will be provided in advance but the one you must answer will be randomly selected during our interview). Finally, you must answer a follow-up interview question which I will select based off your earlier responses. Even though these will be done via Zoom, I still expect you to be **dressed to impress** (as these will be recorded)!

**TOTAL SEMESTER GRADING BREAKDOWN**  
Class Participation – **15%**  
Beginning of the End Paper – **15%**  
Networking Assignment – **20%**  
Midterm – **20%**Your Final Portfolio and Interview – **30%  
Total = 100%**

Grading guidelines Dec be found here: <https://registrar.unc.edu/academic-services/grades/explanation-of-grading-system/>.

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)*\*Please see [UNC academic calendar](https://registrar.unc.edu/academic-calendar/) for the Fall 2020 schedule.   
\*\* Subject to change due to COVID-19 **August**  
11 - Class intro; ***read Chapters 1&2***  
13 - Lecture on Self-assessment/Chapters 1 and 2; ***First Personal Branding Statement Videos and Headshots Due***  
18 - Mastering the Art of Networking; Conducting informational interviews (Intro to Networking Assignment); ***read Chapters 3 and 4***    
20 - Lecture on Chapters 3 and 4;  ***Beginning of the End Papers (15%) Due on Saturday, August 22nd at 9:00am***  
  
25 **– Hussman Career Services:** Advanced Job Search Tips and Techniques***; read Chapters 8-9***   
27 **–** Lecture on Chapters 8-9   
  
**September**  
1 – **Guest speaker: Gary Kayye**  
3 – Additional tips/guidelines for resumes, cover letters and LinkedIn  
  
8 - **Guest Speaker: Possibly Hussman Grad/Industry Professional; *Read Chapters 5 and 6***10 – Lecture on Chapters 5 & 6/Preparing for Resume and Cover Letter Workshops  
15 – **In-class Resume Workshop**  
17 – **In-class Cover Letter Workshop**   
  
22 – **Guest speaker: Dorothy Howard’s Interview Prep Workshop**   
24 – Unwrapping Interview Prep session   
  
29 – **Guest Speaker: Barbara Harris (HR Director for Octagon Marketing)**  
**October**  
1 – **Midterm Exam Review Session;** Networking Assignment check-in   
  
6 – **Midterm Exam (20%)**8 – Preparing for Personal Branding Statements/Interview Questions/Final Portfolios; Networking Assignment check-in  
  
13 – **Guest speaker: TBA**  
15 - Ways to improve your skills – exploring graduate programs, internships and fellowships/certificates/digital training programs and videos – LinkedIn Educational videos;

20 – **Guest Speaker:** **TBA**  
22 – **In-class Personal Branding Statement/Networking Event**   
  
27 – Lecture on Chapter 10  
29 – Lecture on Chapters 11; **Final Portfolio Materials Due (Resume/Cover Letter/LinkedIn)  
  
November  
3 – Final Interviews  
5 – Final Interviews  
  
10 – Final Interviews**   
12 – **Final Interviews; Networking assignment due (20%)**  
17 – **LDOC/**Lecture on Corporate etiquette  
 **FINAL EXAM SESSION** **– TBA**