**Summer Session II, 2020 – MEJO 490.2: Career Exploration and Preparation  
Online from June 22 – July 28**

**Instructor:** Livis James Freeman, Jr  
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**Office Hours:** By appointment via phone/Zoom  
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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 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**

*None, this course will be taught asynchronously online. You will only be required to meet with me for a scheduled final project interview.*

**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. 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.

**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.

**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.

**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).

**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 – (20% of total grade)**Since this class is based asynchronously online, your class participation grade will be based on the takeaways you must submit from materials provided and recordings from past guest lecturers. Your grade will also come from your participation in other assignments such as the resume/cover letter workshop. Most assignments will require you to submit **five key takeaways** from each recording. These must be written in paragraph form (free from spelling/grammatical errors) and submitted via Sakai. Late submissions will be counted off by 50%. Submissions later than 48 hours will **NOT** be counted.

**Your First Personal Branding Statements and Headshots – (5% of total 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 will get a friend, family member or roommate to “tell them 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). This is your initial version and I don’t expect it to be perfect. There are no guidelines or rules (or time minimum or maximum) for this one. Record these, upload them to YouTube and submit your link to me via Sakai. You must also ask the person to a take a headshot of you (from the shoulders up). It doesn’t matter if you’ve taken headshots before, you are required to do a new one now for this assignment.

**“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 – (25% 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 3 informational Interviews (one must be with a “Hussman” School graduate, one must be with a UNC professor and one must be with a professional 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.

**Your Final Portfolio/Interview – (35% 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 polished resume and cover letter (both tailored for a specific company/position), updated LinkedIn profile and professional headshot.

Then, each student must meet with me for a formal interview (via Zoom) in which you’ll make your new and improved personal branding statement; answer one of a possible four interview questions (the four questions will be provided in advance but the one you must answer will be randomly selected during our interview); and 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 (Takeaways/Resume and Cover Letter Workshop) – **20%**  
First Personal Branding Statements/headshots – **5%**  
Beginning of the End Paper – **15%**  
Networking Assignment – **25%**Your Final Portfolio and Interview – **35%  
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 AND BREAKDOWN** (*This tentative schedule is subject to change)*  
**Week 1: June 22-26**  
**Read:** Book and Prezi slides on Knowing thyself and chapters 1-2, Prezi on Networking assignment and Informational Interviews, details about “Beginning of the End” paper; details about 1st Personal Branding Statement/Headshots  
**Watch:** Video link to our class intro, video of my lectures on Knowing Thyself and Chapter 1 (there’s no video lecture for Chapter 2); and video on Networking and informational interviews (assignment)  
**Assignments Due:**   
1st Personal Branding Statement/Headshots – **Tuesday, June 23rd by 5 pm**  
“Beginning of the End” Paper – **Saturday, June 27th by 9 am**Should be working on networking assignment  
  
**Week 2: June 29 – July 3rd**  
**Read:** Chapters 3-4, 8-9; Dorothy Howard’s PDF on Resumes, Cover letters and Interviewing; Prezi on additional guidelines for resumes, cover letters and LinkedIn  
**Watch:** Video link to lectures on Chapter 8-9; Zoom video link to past guest lecture from **Hussman grads – Andrew Wishon and Becca Kronebusch (Political Communications Careers in Washington, DC)**  
**Assignments Due:**   
Submit 5 biggest takeaways from Dorothy Howard’s PDF – **Thursday, July 2nd by 5 pm**  
Submit 5 biggest takeaways from Andrew and Becca by **Thursday, July 2nd at 5 pm**  
Work on your resume and cover letter aimed at a specific company/position – turn in on Tuesday of next week  
Should be working on networking assignment

**Week 3: July 6-10**  
**Read:** Chapters 5-6; details about resume workshop assignment; review 5 of your classmates’ resumes and 5 of your classmate’s cover letters  
**Watch:** Video link to lectures on Chapter 5-6  
**Assignments Due:**   
Submit your resume and cover letter (both aimed for a specific position) by **Tuesday, July 7th at 5 pm**  
Submit critiques for your classmates’ resumes and cover letters by **Sunday, July 12th at 5 pm**  
Should be working on networking assignment

**Week 4: July 13-17**  
**Read:** Chapters 10-11   
**Watch:** Zoom video links to past guest lectures from **Traci McMurry (HR Manager for FleishmanHillard) and Erika Sheridan/Kennedy Studdard (HR Managers for Ogilvy)  
Assignments Due:**   
Submit 5 biggest takeaways from Traci McMurry by **Friday, July 17th at 5 pm**  
Submit 5 biggest takeaways from Erika Sheridan and Kennedy Studdard by **Friday, July 17th at 5 pm**Should be working on networking assignment

**Week 5: July 20-23**  
**Read:** Prezi on Corporate etiquette **Assignments Due:**  **Final Portfolios due and Interviews scheduled for Wednesday, July 22nd**Networking assignment due on**:** ***Monday, July 27th at 9 am***