

LOYOLA SCHOOL OF COMMUNICATION

COMM 100 SOC SEMINAR

OVERVIEW

Welcome to Loyola's School of Communication. The goal of this course is to introduce you to the tools, programs and people you will encounter on your journey towards a successful career in journalism, communication, film and digital media, advertising and public relations.

OUTCOMES

- Understand what is unique about the SOC
- Explain what unifies the SOC
- Engage with the SOC faculty and advisors
- Know the resources available at Loyola

OBJECTIVES

Students should complete this course understanding what the school has to offer in terms of advisors, professors, media, clubs, equipment and other resources. They should understand how to begin to chart a career course, write a resume and cover letter, find an internship, network, and study abroad.

ABOUT ME

I'm an advertising agency veteran, most recently an Executive Vice President and Group Creative Director at FCB Chicago. Throughout my career, I've been the creative lead on accounts including Coors Light, Miller Lite, KFC, Kraft Foods, Cadbury Beverages, Blue Cross & Blue Shield, and SC Johnson. Over the years, my work has been recognized by the One Show, Cannes Lions, Radio Mercury, Clio, Addy Gold, D&AD, Art Directors Club, and International Film & TV Festival.

INSTRUCTOR: Chuck Rudnick

PHONE: 312.286.1734

EMAIL: crudnick@luc.edu

OFFICE: Lewis Towers 907

OFFICE HOURS: Monday, 12:30 – 1:30, or by appointment

COURSE SCHEDULE

NOTE: This schedule is subject to change to accommodate guest speakers, current events, student needs, etc. Do not do homework assignments from it. All homework instructions will be given in class and posted in Sakai.

WEEK #1 January 13

Course overview

WEEK #2 January 20

MLK DAY –NO CLASS

WEEK #3 January 27

Topic: Resumes

Assignment #1: Writing your resume

WEEK #4 February 3

Topic: Review resumes

WEEK #5 February 10

Topic: Studio tour

WEEK #6 February 17

Topic: Cover letters

Assignment #2: Writing your cover letter

WEEK #7 February 24

Topic: Study abroad

WEEK #8 March 2

SPRING BREAK – NO CLASS

WEEK #9 March 9

Topic: Review cover letters

WEEK #10 March 16

Topic: WLUW radio station tour

WEEK #11 March 23

Topic: Academic advising

WEEK #12 March 30

Topic: Library resources

WEEK #13 April 6

Topic: Careers

WEEK #14 April 13

Topic: LinkedIn

Assignment #3: Creating your LinkedIn page

WEEK #15 April 20

Topic: Review LinkedIn pages

FINAL WEEK

Final assignment #3 due

GRADING AND EVALUATION

This course will be graded on a pass-fail basis (credit-no credit). There are two areas of evaluation: Participation and Assignments.

Participation: Regular participation is required to successfully pass the course. Participation includes attending each class, showing up on time, staying engaged with lectures, actively engaging in classroom activities, and completing reading and homework assignments (there are no required textbooks). More than two unexcused absences results in a failing grade for the course. If you have to miss a class due to a legitimate excuse, such as an illness or family emergency, it's your responsibility to contact me as soon as possible. Completing any missed work will be discussed at that time.

Assignments: Three assignments must be turned in throughout the semester for full credit:

1. **Resume:** Create a professional resume that would be used to apply for an internship.
2. **Cover Letter:** Find a job or internship posted on the SOC Career Portal or RamblerLink and write a cover letter for the posting.
3. **LinkedIn page:** Create a LinkedIn page for yourself to be used for professional networking.

Submit all assignments before the posted deadline; i.e., before the start of the class for which it is due. Late assignments will not be accepted.

SCHOOL OF COMMUNICATION STATEMENT ON ACACEMIC INTEGRITY

A basic mission of a university is to search for and to communicate truth as it is honestly perceived. A genuine learning community cannot exist unless this demanding standard is a fundamental tenet of the intellectual life of the community. Students of Loyola University Chicago are expected to know, to respect, and to practice this standard of personal honesty.

Academic dishonesty can take several forms, including, but not limited to cheating, plagiarism, copying another student's work, and submitting false documents.

Academic cheating is a serious act that violates academic integrity. Cheating includes, but is not limited to, such acts as:

Obtaining, distributing, or communicating examination materials prior to the scheduled examination without the consent of the teacher; providing information to another student during an examination; obtaining information from another student or any other person during an examination; using any material or equipment during an examination without consent of the instructor, or in a manner which is not authorized by the instructor; attempting to change answers after the examination has been submitted; unauthorized collaboration, or the use in whole or part of another student's work, on homework, lab reports, programming assignments, and any other course work which is completed outside of the classroom; falsifying medical or other documents to petition for excused absences or extensions of deadlines; or any other action that, by omission or commission, compromises the integrity of the academic evaluation process.

Plagiarism is a serious violation of the standards of academic honesty. Plagiarism is the appropriation of ideas, language, work, or intellectual property of another, either by intent or by negligence, without sufficient public acknowledgement and appropriate citation that the material is not one's own. It is true that every thought probably has been influenced to some degree by the thoughts and actions of others. Such influences can be thought of as affecting the ways we see things and express all thoughts. Plagiarism, however, involves the taking and use of specific words and ideas of others without proper acknowledgement of the sources, and includes, but is not limited to, the following:

Submitting as one's own material copied from a published source, such as Internet, print, CD-ROM, audio, video, etc.; submitting as one's own another person's unpublished work or examination material; allowing another or paying another to write or research a paper for one's own benefit; or purchasing, acquiring, and using for course credit a pre-written paper. The above list is in no way intended to be exhaustive. Students should be guided by the principle that it is of utmost importance to give proper recognition to all sources. To do so is both an act of personal, professional courtesy and of intellectual honesty. Any failure to do so, whether by intent or by neglect, whether by omission or commission, is an act of plagiarism. A more detailed description of this issue can be found at <http://luc.edu/english/writing.shtml#source>.

In addition, a student may not submit the same paper or other work for credit in two or more classes. A student who submits the same work for credit in two or more classes will be judged guilty of academic dishonesty, and will be subject to sanctions described below. This applies even if the student is enrolled in the classes during different semesters. If a student plans to submit work with similar or overlapping content for credit in two or more classes, the student

should consult with all instructors prior to submission of the work to make certain that such submission will not violate this standard.

Plagiarism or any other act of academic dishonesty will result minimally in the instructor's assigning the grade of "F" for the assignment or examination. The instructor may impose a more severe sanction, including a grade of "F" in the course. All instances of academic dishonesty must be reported by the instructor to the appropriate area head and to the office of the Dean of the School of Communication.

The office of the Dean of the School of Communication may constitute a hearing board to consider the imposition of sanctions in addition to those imposed by the instructor, including a recommendation of expulsion, depending on the seriousness of the misconduct. In the case of multiple instances of academic dishonesty, the Dean's office may convene a separate hearing board to review these instances. The student has the right to appeal the decision of the hearing board to the Dean of SOC. If the student is not a member of the SOC, the dean of the college in which the student is enrolled shall be part of the process. Students have the right to appeal the decision of any hearing board and the deans of the two schools will review the appeal together. Their decision is final in all cases except expulsion. The sanction of expulsion for academic dishonesty may be imposed only by the Provost upon recommendation of the dean or deans.

Students have a right to appeal any finding of academic dishonesty against them. The procedure for such an appeal can be found at http://www.luc.edu/academics/catalog/undergrad/reg_academicgrievance.shtml.

The School of Communication maintains a permanent record of all instances of academic dishonesty. The information in that record is confidential. However, students may be asked to sign a waiver which releases that student's record of dishonesty as a part of the student's application to a graduate or professional school, to a potential employer, to a bar association, or to similar organizations. (The School of Communication policy is based entirely on and is consistent with the Academic Integrity Policy of the College of Arts & Sciences.)

SEXUAL HARASSMENT AND DISCRIMINATION POLICY

Loyola University Chicago is committed to maintaining an environment which respects the dignity of all individuals. Accordingly, Loyola University will not tolerate sexual harassment by or of its students, faculty, or employees. To the extent practicable, Loyola University will attempt to protect the Loyola community from sexual harassment by vendors, consultants, and other third parties who interact with the Loyola community. Loyola University is promulgating this policy to reaffirm its opposition to sexual harassment and to emphasize that learning opportunities and employment opportunities must not be interfered with by sexual harassment. deal with individuals found to have engaged in harassment, discrimination and/or retaliation in violation of this policy. For more information on this policy please visit:

http://www.luc.edu/hr/policies/policy_sexualharassment.shtml