



Middlesex Community College New Media Studies Center Initiative

Course: COM*104 Careers in Media

The following New Media course was developed as an online course as part of the New Media Studies Center Initiative TAACCCT Grant

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Middlesex Community College

COM*F104 – Careers In Media

CRN Item # 1899- 3 credits

Online

Phone: 860-343-5828

Spring 2015

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SYLLABUS

Course Description:

This course provides an overview of career opportunities in media, which may include the following areas: video and television, the motion picture industry, audio and radio, advertising, journalism, public relations, corporate communications, educational media, multimedia, Internet-based media, and digital arts. Assignments for the course are designed to help students develop useful resources for their own career interests including career assessment, job profiling, resource development, resume and cover letter preparation, and job interviewing.

Specific Learning Objectives:

- Students will learn general information about career planning and opportunities
- Students will broaden their knowledge of specific areas of the media
- Students will learn about specific jobs in the media and how to best prepare themselves
- Students will learn how to put their life experiences, accomplishments and knowledge into an effective resume and format it correctly
- Students will learn how to write proper cover letters
- Students will learn how to prepare for and effectively express their experiences, accomplishments and knowledge in an interview situation
- Students will learn how to research and find valuable sources of information on the media to increase their understanding of the job market and career opportunities
- Students will learn the principles and importance of networking
- Students will learn how to organize a job search
- Students will learn the best strategies for entering the media job market

Text: *Media Career Guide: Preparing for Jobs in the 21st Century* ninth edition

Sherry Hope Culver, James Sequin, Bedford St. Martin's 2014

This text will be used for assignments and discussions.

This document includes important information about each of the modules that make up this course, module objectives, and summaries of each modules' gradable activities and associated deadlines. Please carefully review the "Let's Get Started" learning module for additional important information about this course, such as the course overview and Student Contract, instructor contact information, detailed grading policies, course navigation information, etc. Below is a summary of the most important grading information and the requirements to successfully complete this course.

In order to earn pass Careers in Media Online: By the last day of the course, you must:

- Satisfactorily complete at least 80% of the gradable work in the course. The total possible points is 1000, which includes all possible points for gradable assignments, weekly discussions, gradable reflective journals, and the final and interview.

Grade Breakdown

Discussions	8@10pt.	8%
Assignments	15@20pt.	30%
Assignment (project)	6@35pt.	20%
Reflective Journals	10 @20pt.	20%
Interview		10%
Quiz	4@5pt.	2%
Final Exam		10%

Description of Required Assignments & Activities:

Note: the following are brief descriptions of required course assignments and activities. More detailed descriptions and/or samples will be provided online.

Discussions (8 discussions @ 10 pt.)

There will be eight class discussions in the “Let’s Talk About It” section of some Modules. After reading the materials and watching the videos post an initial discussion entry. This is usually due on Wed. except for the 1st module when it is due on Friday. Once other students have posted read their posts and respond to at least one other students comments. This is due at the close of the module week on Sunday. In order to get any points you **must both post and respond**.

Assignments (15 assignments @20pt)

You will be asked to do a short assignments which will require you to do media career research in our textbook and on the Internet. These assignments will be designed to help you learn to do effective research in media, find valuable resources, and assist you in developing your own career opportunities..

Assignment Projects (6 assignments at 35pt)

You will be asked to create six media projects that ask you use not only what you’ve used in the module but also your imaginative and creative talents.

Reflective Journal (10@20pt.)

You will be asked to refer to and analyze what you’ve learned in the module and reflect on how it might impact your life and work. These journals have a word count of 350 words which must be met for the journal entry to be accepted.

Job Interview (100pt)

All students are required to do a five-minute mock job interview on video. Interviews will be pre-arranged and scheduled ahead of time.

Quiz (4@ 5pt)

There will be four quizzes on key information in the module material that will help you prepare for the final exam. The **Quizzes are date restricted** and are available for only one day. I release them on Wednesday and they must be done by the end of the day. They will help you in preparing for the final exam.

Final Exam (100pt.)

Online Participation

Each Module consist of one weeks work and will be released on the Sunday and close on the following Sunday. ***If you do not complete the work in one Module during that week you will not be able to go back and complete it.*** The Module will be closed. You must be disciplined in order to take this class. It is very important to keep up with the material. *Quizzes and other class work missed may not be made up.*

Note: If you have a long-term medical or other emergency situation, notify me immediately so we can discuss options.

Module 1 Communication- 1/18/15- 1/25/15

Read and watch the videos

Discussion 1 –post your comments – ***Due 1/23/15**

Discussion 1- respond to another students post - Due 1/25/15

Assignment 1& 2- Due 1/25/15

Reflective Journal- Due 1/25/15

Module 2 Story- 1/25/15-2/1/15

Read and watch the videos

Discussion 2- post your comments – Due 1/28/15

Discussion 2- respond to another students post-Due 2/1/15

Assignment1&2- Due 2/1/15

Module 3 – Graphic Design 2/1/15-2/8/15

Read and watch the videos

Discussion 3- post your comments- Due 1/4/15

Discussion 3 – respond to another student post- Due 2/8/15

Assignment 1&2- Due 2/8/15

Module 4-Audio 2/8/15-2/15/15

Read and watch the videos

Assignment 1& 2- Due 2/15/15

Quiz- **Date restricted- 2/11/15**

Module 5- Film 2/15/15- 2/22/15

Read and watch the videos

Discussion 4-post you comments- Due 2/18/15

Discussion 4 – respond to another student post –Due 2/22/15

Assignment 1&2- Due 2/22/15

Module 6 – Television 2/22/15-3/1/15

Read and watch the videos

Discussion 5- post your comments- Due 2/25/15

Discussion 5- respond to another students post- 3/1/15

Assignment 1- Due 3/1/15

Reflective Journal- Due 3/1/15

Module 7-Sports 3/1/15-3/8/15

Read and watch the videos

Assignment- Due 3/8/15

Reflective Journal- 3/8/15

Module 8 – Games 3/8/15-3/15/15

Read and watch the video

Assignment 1&2- Due 3/15/15

Reflective Journal- Due 3/15/15

Quiz- Date restricted- Due 3/11/15

SPRING BREAK- 3/15/15-3/22/15

Module 9- Journalism 3/22/15-3/29/15

Read and watch the videos

Discussion 6- post your comments- Due 3/25/15

Discussion 6- respond to another students post- Due 3/29/15

Assignment- Due 3/29/15

Reflective Journal- 3/29/15

Module 10 –News 3/29/15-4/5/15

Read and watch the videos

Discussion 7- post your comments- Due 4/1/15

Discussion 7- respond to another students post- Due 4/5/15

Assignment- Due 4/5/15

Reflective Journal- Due 4/5/15

Module 11-Hyperlocal 4/5/15-4/12/15

Read and watch the videos

Assignment- Due 4/12/15

Reflective Journal- 4/12/15

Quiz- date restricted- Due 4/ 8/15

Module 12- Resume and Cover Letter 4/12/15-4/19/15

Read and watch the video

Assignment – Due 4/19/15

Reflective Journal -4/19/15

Module 13- Public Relations- 4/19/15-4/26/15

Read and watch the videos

Discussion 8- post your comments- Due 4/21/15

Discussion 8 – respond to another students post- 4/26/15

Assignment- Due 4/26/15

Reflective Journal- 4/26/15

Module 14- Advertising- 4/26/15-5/3/15

Read and watch the videos

Assignment 1&2- Due 5/3/15

Reflective Journal- Due 5/3/15

Quiz- date restricted-Due 5/6/15

Module 15- Interviews 5/3/15-5/10/15

Read and watch the video

Video Interviews

And final submission of Resume and Cover letter

Blackboard Learn - Course Web Site / Grade Info

Additional course resources as well as information on student grades will be available on the course website via Blackboard Learn. To access Blackboard go to: <http://my.commmnet.edu/> If you've never logged on to *MyCommnet* before, follow the link above the LOGIN box for login directions. After logging in, look for the Blackboard link in the upper right corner of the screen. If you have problems logging on or using Blackboard, call tech support at 860-343-5783.

Grading Concerns:

We use the "1000 Point Grading System" in this course so it's pretty easy for students to be able to figure out how they're doing at any point in the class.

Here's how you can do the math to figure it out for yourself.

1. Look at **My Grades** and at the current "Overall Total" at the bottom.
2. Look at how many UNGRADED items still remain and tally up how many "potential points" are still outstanding for the assignments, discussions, and reflective journals in future modules, plus the Interview and Final Exam.

Withdrawals and Incomplete Grades:

If for some reason you are unable to complete the course and do not wish to receive a grade, you may receive a grade of "W", indicating you have withdrawn, by filling out a withdrawal form, available in the registrar's office, and submitting it to me to sign. **If you cannot keep up with the class it's important to withdraw.** A grade of "W" does not affect your grade point average.

Academic Honesty & Ethics Statement:

At Middlesex Community College we expect the highest standards of academic honesty. Academic dishonesty is prohibited in accordance with the Board of Trustees Proscribed Conduct Policy. This policy prohibits cheating on exams, unauthorized collaboration on assignments, unauthorized access to examinations and course materials, plagiarism, and other proscribed activities. **Plagiarism** is defined as the use of another's ideas or phrases and representing those ideas as your own, either intentionally or unintentionally. If you use someone else's words or ideas, you must acknowledge their use via an appropriate reference.

ADA Accommodations Statement:

Students with physical or learning disabilities who may require special accommodations are encouraged to contact Heidi Carlson-Kennedy in the Counseling Office (Founders Hall) (860-343-5820). After disclosing the nature of the disability, students are urged to discuss their needs with their instructors. This should be done at the beginning of the semester. Instructors, in conjunction with appropriate college officials, will provide assistance and/or special accommodations only to those students who have completed this process.