

COM422-2 FA17 - Portfolio Construction

Introduction Hueth (as posted on Canvas)

The purpose of this course is to help you to prepare for obtaining employment in radio, TV, film, multimedia—or in any other field that you see yourself pursuing after graduation. The course will include reading and posting a variety of things on "Discussions" on this Canvas website. And, all of this is designed to help you to take stock of your knowledge and skills, then learn how to express and showcase these in ways -- on paper/screen AND face-to-face with prospective employers!

Here's a summary of what you'll be doing:

1. You'll do a self-evaluation of where you're at now, your preparation, abilities, and accomplishments to date in preparing you to work in the media.
2. You'll do online research on all of the different kinds of media-related jobs out there that coincide with your goals and professional interests.
3. You'll do research on resume-writing and how to write killer *custom cover letters* AND *custom resumes that mirror job descriptions* for jobs that you'll be applying for in the future.
4. You'll *practice how to write these custom cover letters and resumes* that are custom-designed and created for the jobs that you'll be applying for during the latter part of your senior year and after graduation.
5. You'll create an audition reel which will include your best work that you produced in college.
6. You'll do a rewrite of your COM 195 Media Lit analysis paper, and showcase your media literacy analysis knowledge and skills and demonstrate your ability to do film/TV criticism with a Christian worldview.
7. The course will close out with a practice job interview (half hour--done on campus) with a professional human resources worker in PLNU's Strengths and Vocations office--and the instructor. We will listen to and observe your feedback during this interview, then give you some critical tips on how you did and what you need to do to improve for those real job interviews you'll be doing in the future!

The course will consist of independent work on the creation of these items, with reports and draft submissions of your work throughout the semester. You will post these items on this course website. More complete descriptions for these assignments are posted in the "modules" and "Activities and Assignments" page of this course website. Also, if you have questions you can send me emails or you can meet with me on a "must-see" basis—depending on your own questions, needs, and interests. Thanks, Dr. H

NOTE: ALL ASSIGNMENTS **MUST BE SUBMITTED TO PASS THE COURSE!** IF ONE'S MISSING, YOU WILL NOT GET CREDIT FOR THE COURSE.

Some cool websites and course-relevant material--check it out!

<http://www.usatoday.com/story/money/personalfinance/2014/05/17/things-college-grads-should-know/9185717/> (Links to an external site.)Links to an external site.

Activities & Assignments

This course will involve the following activities and assignments. All but the "practice job interview" and your "reel" assignment will involve uploading assignments on the Canvas website. Be sure to read the assignments carefully on the Assignments pages. The deadlines for these are also on each Assignments page and assigned on Canvas.

Career Plan Essay

This assignment will provide an opportunity to "take stock" of your learning and experience at PLNU! You'll describe what you have done (to date) and are working on this semester– through course projects, internships, professional networking, etc., to prepare you for your chosen career and your first job.

Job Search Report

This assignment will get you going on getting a sense of the job opportunities that you'd be interested in for your first job out of college. This should get you thinking and dreaming about what that job might be like!

Resume Research Report

This assignment will help you to understand one of the most important things that you'll do in life: how to write a "killer resume" that will get you an interview and, ultimately, a great job. This will include the formatting, language, styles, and content of different resumes. And, it will begin to show you how to match your experience, knowledge, and talent to the job description that you're applying for.

Custom Resumes & Cover Letters (3)

This assignment will provide you with an opportunity to practice what you learned in the previous assignment on resume research AND learn more about cover letters. You'll select three (3) jobs from your "job research" posting AND create a custom cover letter and a custom-designed resume for each job! This is *THE KEY COMPONENT* to get your foot in the door for a job interview! ([Links to an external site.](#))Links to an external site.

Preparing for the Job Interview

This is *THE KEY COMPONENT* for getting the job! This assignment will show you how to prepare for AND perform well in a job interview (based on your own research on job interviews—please provide your sources). There are hundreds of online articles on job interviewing, and you'll read some of these and extract the recurring main points of these articles into your report.

A Practice Job Interview

This assignment will provide an opportunity for you to practice those great job interview techniques that you learned about in your job interview research.

Media Literacy Paper. Submit an edited 2nd draft and 3rd (FINAL DRAFT) version of your media literacy analysis paper—based on the returned and graded paper and notes that I originally-included on your paper in COM 195...I did talk about this in the media lit class and the necessity that you keep this graded paper (and my notes) for this course.

Your Reel

This assignment is the capstone assignment for your program at PLNU! If you're applying for a job in TV/film writing or production, this can be the KEY COMPONENT for getting the job.

Technology Policy

Computers are not allowed to be used in class—except for reading your *Understanding the Mass Media* OR *Stories From the Past* assignments, or for in class group exercises or projects. Cell phones are not allowed to be used in class. Also, please set the phone to vibrate or turn off the sound. Students who use their cell phones will be asked to be seen after class—which will be a signal to put it away and see the instructor after class. Making audio or video recordings of class sessions are not allowed. Students may not mass distribute any course materials or content in any form (print or online) without permission of the instructor.

Notice to Students with Disabilities

While all students are expected to meet the minimum academic standards for completion of this course as established by the instructor, students with disabilities may require academic accommodations. At Point Loma Nazarene University, students requesting academic accommodations must file documentation from the Disability Resource Center (DRC)—which is located in the Bond Academic Center. Once the student files documentation, the Disability Resource Center will contact the students' instructor and provide written recommendations for the reasonable and appropriate accommodations to meet the individual learning needs of the student. This policy assists the University in its commitment to full compliance with section 504 of the Rehabilitation Act of 1973, the Americans with Disabilities (ADA) Act of 1990, and ADA Amendments Act 2008, all of which prohibit discrimination against students with disabilities and guarantees all qualified students equal access to and benefits of PLNU programs and activities.

Academic Dishonesty

Students should demonstrate academic honesty by doing original work and by giving appropriate credit to the ideas of others. As explained in the university catalog, academic dishonesty is the act of presenting information, ideas, and/or concepts as one's own when, in reality, they are the results of another person's creativity and effort. Such acts include plagiarism, copying of class assignments, and copying or other fraudulent behavior

on examinations. Essentially, if you turn in work that is another person's work, without giving credit to the original person, it is plagiarism and is punishable by an automatic failing grade in this class (see PLNU's Academic Polies for more details).

FERPA Policy

In compliance with federal law, neither PLNU student ID nor social security number should be used in publicly posted grades or returned sets of assignments without students' written permission. This class will meet the federal requirements by distributing all grades and papers individually or posting your score to Canvas. Also in compliance with FERPA, you will be the only person given information about your progress in this class unless you have designated others to receive it in the "Information Release" section of the student portal. See [Policy Statements](#) in the (undergrad/ graduate as appropriate) academic catalog.