

Com 396, Fall 2019

Mass Media Capstone

Professor: Dr. Brent Simonds
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Reggienet: Course schedule, course mail, lecture notes, grades, etc.
Office: Fell 412
Office Hours: Tuesday/Thursday, 12:30 pm – 1:45 p.m.
or by appointment

Capstone Goal

A culminating capstone experience for Mass Media majors, producing a professional portfolio and defending the knowledge and skills acquired. Provide a focused and individualized process leading each student to complete an outstanding professional portfolio, a targeted & adjustable resume, a targeted & adjustable cover letter, and a plan for job searching; as well as gaining experience with job interviews and presentations.

Student Objectives

Students will

- demonstrate a substantial increase in general knowledge of Mass Media
- demonstrate ability to write professionally
- demonstrate evidence of professional competence in sequence-specific technical skills

Intended Student Outcomes

- Demonstrate ability to write effectively for mass media in several different styles.
- Reveal skills pertinent to an area of specialization in the mass media field
- Effectively merge an understanding of mass media theory with one's own work.
- Synthesize the learning across the curriculum of the Mass Media major.
- Provide a portfolio to prospective employers.
- Defend one's creative and content expression in an interview setting.

Weekly Reading

www.tvweek.com

www.nytimes.com/topic/subject/media

www.broadcastingcable.com

www.adweek.com

other readings, as assigned

Grading

Assignment	Points
Resume	10
Cover Letter	10
Personal Website and/or Portfolio	15
Presentation	20
Reflection Paper	20
Executive Presentation/Interview	*15
Mass Media Comprehensive Exam	10
Total	100

Grading Scale

Grade	Percentage	Points
A	90-100%	90+
B	80-89%	80+
C	70-79%	70+
D	60-69%	60+
F	59% & below	59 -

*You cannot make higher than a “D” for the course if you do not show up for your interview.

Schedule

Week	Month	Day	Plan of Work	Items Due
1	Aug	21	<ul style="list-style-type: none"> • Introductions • Establish goals/strategy • Form teams 	
2	Aug	28	<ul style="list-style-type: none"> • Cover letters & Resumes (Mark Fauble) • Instructor demonstrates current issue discussion 	Bring existing cover letter & resume with you to class
3	Sept	04	<ul style="list-style-type: none"> • Portfolios and/or Personal Websites. • Team One Presentations – current issues. 	Team One presentations / Cover letter & resume due in Dropbox by 5 pm.
4	Sept	11	<ul style="list-style-type: none"> • Social Media Profiles & Advising Center (Mark Fauble) • Team Two Presentations – current issues. 	Team two presentations / Personal website and/or portfolio due, URL to be submitted via Reggienet messages by 5 pm.
5	Sept	18	<ul style="list-style-type: none"> • Job descriptions, job searching, & grad school (Andrew Best, Adam Brockman, Marineth Sierra). • Team Three Presentations – current issues. 	Team three presentations / LinkedIn profile due by 5 pm.
6	Sept	25	<ul style="list-style-type: none"> • Social media analytics / Power of Reflection (Nate Carpenter). 	Teams Four Presentations Revised cover letter, resume & website/portfolio due by 5 pm via Dropbox
7	Oct	02	<ul style="list-style-type: none"> • Interview Strategies (Angie Holloway) • Comprehensive Exam in computer lab 	Reflection Essay Due by 5pm 10/03/17, to be submitted via Dropbox.
8	Oct	09	<ul style="list-style-type: none"> • Executive Presentations • Debrief Course 	

Course Policies

1. Regular attendance is expected. Students should have read the assigned material prior to class and be prepared to participate. Being absent/tardy or failure to actively engage in class activities will negatively affect your grade.
2. Deadlines must be met unless you have met with me and I have approved a delay. Late assignments will have points deducted equivalent to one letter grade for each day late.
3. For your own protection, please keep digital copies of all assignments you submit to me.
4. Plagiarism (i.e., presenting someone else's work as your own or without proper acknowledgment) or any other type of academic dishonesty will be considered justification for failure in the course.

Absences due to Student Bereavement: Students who experience the death of an immediate family member or relative as defined in the University Student Bereavement Policy will be excused from class for funeral leave, subsequent bereavement, and/or travel considerations. Students are responsible for providing appropriate documentation to the Dean of Students office and for contacting the instructor as soon as possible to make arrangements for completing missed work. More information is available in the Student Bereavement Policy at <http://www.policy.illinoisstate.edu/2-1-27.shtml>

Special Needs: Any student needing to arrange a reasonable accommodation for a documented disability and/or medical/mental health condition should contact Student Access and Accommodation Services at 350 Fell Hall, (309) 438-5853, or visit the StudentAccess.IllinoisState.edu.

Mental Health Resources: Life at college can get very complicated. Students sometimes feel overwhelmed, lost, experience anxiety or depression, struggle with relationship difficulties or diminished self-esteem. However, many of these issues can be effectively addressed with a little help. Student Counseling Services (SCS) helps students cope with difficult emotions and life stressors. Student Counseling Services is staffed by experienced, professional psychologists and counselors, who are attuned to the needs of college students. The services are FREE and completely confidential. Find out more at Counseling.IllinoisState.edu or by calling (309) 438-3655.