

CIS 191: Special Topics in Instructional Communication
Career Development in Communication and Information Professions
Spring 2021, W

Instructor	Amanda J. Lawrence, PhD
Office Location	LCLI 326
Email	amanda.lawrence13@uky.edu
Office Hours	Virtual only, by appointment
Anticipated Response Time	Within 24-48 hours
Course Website	http://www.uky.edu/canvas

Course Description: The goal of this course is to prepare students to obtain a career in their chosen profession in the areas of communication and information. We will focus on identifying and articulating strengths, skills, and experiences. Specific assignments will include application materials (such as cover letters and resumes), elevator pitches, and interview skills in various formats.

Course Delivery: This course is designed as a hybrid. face-to-face course and lectures, activities and assignments are supplemented through the use of Canvas. Students meet in person on the day and time scheduled, and the remaining coursework is to be completed online.

Email: To obtain instructions for assignments, additional materials for this course, and important announcements. *I will not respond to emails sent from an address other than "@uky.edu."* I will respond to all emails Monday through Friday in 24-48 hours.

Technology Requirements: Minimum technical requirements for UK courses and suggested hardware, software, and internet connections are available at [ITS Student Hardware & Software Guidelines](#). Requirements include: Computer with internet access or access to UK computer facilities; access to digital video recording devices and Microsoft Office. See <https://download.uky.edu/> for free versions.

Technical Support: For account help, contact UK's [Information Technology Customer Services online](#), by [email](#), or by phone at 859-218-HELP (4357).

COURSE POLICIES

1. Attendance and Punctuality

This class is a community whose success is dependent on everyone's participation. Also, there is a strong correlation between class attendance and grades. Therefore, attendance is vital for your achievement. Please reference the definition of excused absence in current edition of *Students Rights and Responsibilities* or on the web at <http://www.uky.edu/studentconduct/code-student-conduct>. For any emergency situation that arises, e-mail your instructor as soon as you know about the situation.

Excused Absences

Senate Rules 5.2.4.2 defines the following as acceptable reasons for excused absences: (a) significant illness, (b) death of a family member, (c) trips for members of student organizations sponsored by an educational unit, trips for University classes, and trips for participation in

intercollegiate athletic events, (d) major religious holidays, (e) interviews for graduate/professional school or full-time employment post-graduation, and (f) other circumstances found to fit “reasonable cause for nonattendance” by the instructor of record. Students should notify the professor of absences prior to class when possible.

Verification of Absences

Students may be asked to verify their absences in order for them to be considered excused. *Senate Rule 5.2.4.2* states that faculty have the right to request appropriate verification when students claim an excused absence due to: significant illness; death in the household, trips for classes, trips sponsored by an educational unit and trips for participation related to intercollegiate athletic events; and interviews for full-time job opportunities after graduation and interviews for graduate and professional school. (Appropriate notification of absences due to University-related trips is required prior to the absence when feasible and in no case more than one week after the absence.)

Students anticipating an absence for a major religious holiday are responsible for notifying the instructor in writing of anticipated absences due to their observance of such holidays. Please check the course syllabus for the notification requirement. If no requirement is specified, two weeks prior to the absence is reasonable and should not be given any later. Information regarding major religious holidays may be obtained through [the Ombud’s website](#) or calling 859-257-3737.

Students missing any graded work due to an excused absence are responsible: for informing the Instructor of Record about their excused absence within one week following the period of the excused absence (except where prior notification is required); and for making up the missed work. The instructor must give the student an opportunity to make up the work and/or the exams missed due to the excused absence, and shall do so, if feasible, during the semester in which the absence occurred. The instructor shall provide the student with an opportunity to make up the graded work and may not simply calculate the student's grade on the basis of the other course requirements, unless the student agrees in writing.

Important Semester Dates: <https://www.uky.edu/registrar/spring-2021-semester>

*Mid-term grades will be posted in myUK by the deadline established in the [Academic Calendar](#).

2. Academic Integrity Policy

Prohibition on Plagiarism (Senate Rules 6.3.1)

Per University policy, students shall not plagiarize, cheat, or falsify or misuse academic records. Students are expected to adhere to University policy on cheating and plagiarism in all courses. The minimum penalty for a first offense is a zero on the assignment on which the offense occurred. If the offense is considered severe or the student has other academic offenses on their record, more serious penalties, up to suspension from the University may be imposed.

Plagiarism and cheating are serious breaches of academic conduct. Each student is advised to become familiar with the various forms of academic dishonesty as explained in the [Code of Student Rights and Responsibilities](#). Complete information can be found on the [Academic Ombud](#) page. A plea of ignorance is not acceptable as a defense against the charge of academic dishonesty. It is important that you review this information as all ideas borrowed from others need to be properly credited.

Senate Rule 6.3.1 (see current [Senate Rules](#)) states that all academic work, written or otherwise, submitted by students to their instructors or other academic supervisors, is expected to be the result of their own thought, research, or self-expression. In cases where students feel unsure about a question of plagiarism involving their work, they are obliged to consult their instructors on the matter before submission.

When students submit work purporting to be their own, but which in any way borrows ideas, organization, wording, or content from another source without appropriate acknowledgment of the fact, the students are guilty of plagiarism.

Plagiarism includes reproducing someone else's work (including, but not limited to a published article, a book, a website, computer code, or a paper from a friend) without clear attribution. Plagiarism also includes the practice of employing or allowing another person to alter or revise the work, which a student submits as his/her own, whoever that other person may be. Students may discuss assignments among themselves or with an instructor or tutor, but when the actual work is done, it must be done by the student, and the student alone.

When a student's assignment involves research in outside sources or information, the student must carefully acknowledge exactly what, where and how he/she has employed them. If the words of someone else are used, the student must put quotation marks around the passage in question and add an appropriate indication of its origin. Making simple changes while leaving the organization, content, and phraseology intact is plagiaristic. However, nothing in these Rules shall apply to those ideas, which are so generally and freely circulated as to be a part of the public domain.

Please note: Any assignment you turn in may be submitted to an electronic database to check for plagiarism.

Prohibition on Cheating (Senate Rules 6.3.2)

Cheating is defined by its general usage. It includes, but is not limited to, the wrongfully giving, taking, or presenting any information or material by a student with the intent of aiding himself/herself or another on any academic work which is considered in any way in the determination of the final grade. The fact that a student could not have benefited from an action is not by itself proof that the action does not constitute cheating. Any question of definition shall be referred to the University Appeals Board.

Prohibition on Falsification/Misuse of Academic Records (SR 6.3.3)

Maintaining the integrity, accuracy, and appropriate privacy of student academic records is an essential administrative function of the University and a basic protection of all students. Accordingly, the actual or attempted falsification, theft, misrepresentation or other alteration or misuse of any official academic record of the University, specifically including knowingly having unauthorized access to such records or the unauthorized disclosure of information contained in such records, is a serious academic offense. As used in this context, "academic record" includes all paper and electronic versions of the partial or complete permanent academic record, all official and unofficial academic transcripts, application documents and admission credentials, and all academic record transaction documents. The minimum sanction for falsification, including the omission of information, or attempted falsification or other misuse of academic records as described in this section is suspension for one semester.

3. Accommodations due to disability

If you have a documented disability that requires academic accommodations, please see me as soon as possible during scheduled office hours. In order to receive accommodations in this course, you must provide me with a Letter of Accommodation from the Disability Resource Center (DRC). The DRC coordinates campus disability services available to students with disabilities. Visit the [DRC website](#), [email the DRC](#), contact them by phone at (859) 257-2754, or visit their office on the corner of Rose Street and Huguelet Drive in the Multidisciplinary Science Building, Suite 407.

4. Non-Discrimination Statement and Title IX Policy

UK is committed to providing a safe learning, living, and working environment for all members of the University community. The University maintains a comprehensive program which protects all members from discrimination, harassment, and sexual misconduct. For complete information about UK's prohibition on discrimination and harassment on aspects such as race, color, ethnic origin, national origin, creed, religion, political belief, sex, and sexual orientation, please see [the electronic version of UK's Administrative Regulation 6:1 \("Policy on Discrimination and Harassment"\)](#). In accordance with Title IX of the Education Amendments of 1972, the University prohibits discrimination and harassment on the basis of sex in academics, employment, and all of its programs and activities. Sexual misconduct is a form of sexual harassment in which one act is severe enough to create a hostile environment based on sex and is prohibited between members of the University community and shall not be tolerated. For more details, please see [the electronic version of Administrative Regulations 6:2 \("Policy and Procedures for Addressing and Resolving Allegations of Sexual Assault, Stalking, Dating Violence, Domestic Violence, and Sexual Exploitation"\)](#). Complaints regarding violations of University policies on discrimination, harassment, and sexual misconduct are handled by the Office of Institutional Equity and Equal Opportunity (IEEO), which is located in 13 Main Building and can be reached by phone at (859) 257-8927. You can also visit [the IEEO's website](#).

Faculty members are obligated to forward any report made by a student related to IEEO matters to the Office of Institutional Equity and Equal Opportunity. Students can *confidentially* report alleged incidences through the Violence Intervention and Prevention Center, Counseling Center, or University Health Services.

5. Classroom Decorum

Ideally the classroom environment should be supportive and comfortable. Do not equate a relaxed atmosphere with a lack of academic standards. You are expected to be on time for class, be prepared for class and conduct yourself appropriately for a respectful academic environment. A student who violates the rules for civil conduct in class will be told to leave the class and will receive a reduction of 10 points. Moreover, frequent tardiness demonstrates a lack of respect for others and violates the values of this learning community. If you are late for class, enter the classroom with as little disruption as possible. Similarly, if you must leave the class early, leave with as little disruption to the activity in the class as possible. In case you miss class, it is your responsibility to obtain class notes from your classmate(s). Being late to class may result in a deduction of 5 participation points.

Surfing the Internet during class, homework for other courses, extended sidebar conversations, reading newspapers and magazines, etc. in class is distracting to other students and the professor, thus detracting from an effective learning environment. Disrespectful behavior will not be tolerated

and students who behave in this way will stop this behavior or be removed from the class setting. If you do plan to bring a laptop, please sit in the front two rows.

Important Notes

- Be sure to complete readings on time/as assigned. It is expected that these be incorporated into assignments you are submitting.
- You are responsible for all information, announcements, and changes addressed in classes and/or Canvas.
- The instructor reserves the right to alter the syllabus during the semester, if necessary.

Face Coverings/Distancing Policy

- In accordance with University guidelines, students must wear UK-approved face coverings in the classroom and academic buildings (e.g., faculty offices, laboratories, libraries, performance/design studios, and common study areas where students might congregate). If UK-approved face coverings are not worn over the nose and mouth, students will be asked to leave the classroom.
- Students should complete their daily online wellness screening before accessing university facilities and arriving to class.
- Students should not move chairs or barriers in classrooms and should socially distance at all times, leaving a six (6) foot radius from other people.
- Students should leave enough space when entering and exiting a room. Students should not crowd doorways at the beginning or end of class.

Additional Student Resources

The James W. Stuckert Career Center is another tool that will be helpful for aspects of this course. From career assessments to career and graduate school preparation, the Stuckert Career Center is here to help students explore, experience and excel. More information can be found at <https://www.uky.edu/careercenter/>.

The University of Kentucky's Career Services has a new, fast and powerful recruiting platform for UK students and alumni. [Handshake](#) uses cutting-edge technology to help you more easily connect with employers and source jobs and internships, event information, and on-campus recruiting opportunities. Login using your existing Link Blue ID and password to upload a resume, manage your account and set up your notifications. www.uky.joinhandshake.com

Course Activities and Assignments

1. Job Search Assignment (15 points). Each student will conduct research in desired career field to locate and analyze at least one potential job opportunity/job call to critique their strengths, weaknesses, and fit for the particular job. A specific list of questions to consider will be provided by the instructor.
2. Application materials (60 points). Each student will prepare a cover letter and resume to use for applying for that position. Documents are to reflect research about the industry related to the specific major of the student, mission of the organization, required and preferred credentials, and the expertise the student would bring to the organization if hired.
3. Elevator pitch (20 points). Each student will prepare and deliver an "elevator pitch" or introduction. This assignment will be outlined by the instructor and will be planned for the week prior to or week of the relevant career/job/internship fair. Points will be earned for content, structure, and delivery of the actual speech.

4. Interview and critique (60 points). Each student will complete a mock interview using the Career Center’s InterviewStream program. Students will have the ability to examine and revise answers to interview questions.
7. Flex Points – Attendance, activities, etc. (45 points). Students may earn a variety of points related to attendance, in-class activities, and participation.

Grades

All grading will be calculated as objectively as possible; however, in cases of qualitative assessment, evaluation will be based on the instructor's judgment. Rubrics are used for assessing assignments and are provided to students when assignments are introduced in class. Grades will be based on the scores accumulated by the student divided by the total number of possible points.

Point Allocation by Assignment	Points
Job Search Assignment	15
Application Materials	60
Elevator Pitch	20
Interview and Critique	60
Flex Points-Attendance and activities	45
Total	200

Incompletes. A grade of “I” (incomplete) will be given in emergency situations only, and will be at the discretion of the instructor. Students will have one year to complete all work if an “I” is awarded. The incomplete must be completed prior to student teaching.

The following scale will be used to determine your course grade:

A	90-100%	(179-200 pts)
B	80-89%	(159-178 pts)
C	70-79%	(139-158 pts)
D	60-69%	(119-138 pts)
E	0-59%	(118 pts and below)

Spring 2021 Tentative Schedule

Date	Topics	Major Assignments Due
1/28	Introduction to the Course	Job Search assignment due on 2/2
2/3	Resumes	
2/10	Resumes	
2/17	Resume workshop	Resume due on 2/23
2/24	Elevator pitches	Elevator pitch due on 3/2
3/3	Career & Internship Fair on Handshake	
3/10	Career & Internship Fair Recap/Follow-up	
3/17	Cover Letters	
3/24	Cover Letter workshop	Cover Letter due on 3/30
3/31	Interviewing Strategies	
4/7	Interviewing Strategies	
4/14	Interview Practice	Interview due on 4/20
4/21	Social Media	Course Reflection due on 4/27
4/28	TBD	
5/5	Course wrap-up	
Finals		