

1:00-1:50 p.m. MW, BUZZ 2439

**Professors:**

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**Office Hours:** M/W 10-11; T 11-1

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**Office Hours:** M-Th 9-10

**Course description:**

This capstone course, the final of a three-course professional development sequence, prepares senior journalism students to navigate the changing media landscape and to present themselves and their skills professionally and appropriately to the industry and to academia.

**Course learning objectives:**

- Articulate the needs, requirements and expectations of employers in news media (CT-1, 2; WR-1 QR-3, RC-2)
- Complete job application and write cover letter (WR-1, 3, 4; RC-4)
- Update, modify and expand the online portfolio created in JOU 2401 and JOU 3401 (CT-2, WR-1, 3, 4; RC-2)
- Participate in mock interviews with guest speakers/lecturers (CT-4, SL-4, 5, 6)
- Analyze and discuss the presentation of their research and work examples in the best online formats and forms (CT-2)
- Create and articulate philosophies of journalism (CT-3, 4, 6; WR-1, 2, 3, 4)
- Present research to faculty (CT-2, 3, 6; SL2, 3, 4, 5, 6)

**Grading:**

Grades in this course are earned through completion of a portfolio website. Through the course, students will complete the components of this portfolio, including a text resume, cover letter, professional philosophy, and showcasing of work in a way appropriate to different types of media.

A – 90-100 points

B – 80-89 points

C – 70-79 points

D – 60-69 points

F – below 60 points

**Academic integrity-** Students are expected to maintain principles of academic integrity and conduct as defined in EIU's Code of Conduct: [www.eiu.edu/judicial/studentconductcode.php](http://www.eiu.edu/judicial/studentconductcode.php). Violations will be reported to the Office of Student Standards.

**Students with disabilities-** If you are a student with a documented disability in need of accommodations to fully participate in this class, please contact the Office of Student Disability Services (OSDS). All accommodations must be approved through OSDS. Please stop by McAfee Gym, Room 1210, or call 217-581-6583 to make an appointment.

**The Student Success Center-** Students who are having difficulty achieving their academic goals are encouraged to contact the Student Success Center ([www.eiu.edu/success](http://www.eiu.edu/success)) for assistance with time management, test taking, note taking, avoiding procrastination, setting goals, and other skills to support academic achievement. The Student Success Center provides individualized consultations. To make an appointment, call 217-581-6696, or go to McAfee Gym, Room 1301.

**Tentative Schedule:**

Week 1: Week of January 10

Monday: Introductions/Developing a Personal Brand

Wednesday: Networking/Developing Confidence

Week 2: Week of January 17

Monday: No Class, Martin Luther King Holiday

Wednesday: Building a Portfolio Website/Introduction to Wix

Week 3: Week of January 24

Monday: Gathering Work Material for Portfolio/Introduction to Broadcast Resume Reel

Wednesday: Defining Portfolio

Week 4: Week of January 31

Monday: Creating the Print Resume

Wednesday: Community Engagement

Week 5: Week of February 7

Monday: Crafting the Cover Letter

Wednesday: Formatting Content for Wix

Week 6: Week of February 14

Monday: Surveying the Media Landscape

Wednesday: Negotiating (Guest Speaker)

Week 7: Week of February 21

Monday: Career Services (Guest Speaker)

Wednesday: Portfolio Work Day

Week 8: Week of February 28

Monday: Present Portfolios

Wednesday: Present Portfolios