
10:00-10:50 a.m. TR, BUZZ 2442

Professors:

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Office Hours: M/W/F 11 – 12:30

Greg Cooper, gacooper@eiu.edu • **Office:** 1837 Buzzard Hall

Office Hours: M-Th 2pm – 3pm

Course description: (1-0-1) On Demand. This capstone course prepares journalism students to navigate the changing media landscape and to present themselves and their skills professionally and appropriately to the industry and academia. **Prerequisites & Notes:** Concurrent enrollment or a grade of C or better in JOU 3401. Course restricted to Journalism majors with 90+ hours. **Credits: 1**

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)

Tentative Schedule (may change without notice):

Week 1: Week of January 8

Tuesday: Introductions/Developing a personal brand

Thursday: Networking/Developing confidence

Week 2: Week of January 15

Tuesday: Creating a print resume

Thursday: Building a portfolio website/introduction to Wix

Week 3: Week of January 22

Tuesday: Gathering work material for portfolio/introduction to broadcast resume reel

Thursday: Defining portfolio

Week 4: Week of January 29

Tuesday: Creating the cover letter. Draft print resume due

Thursday: Community engagement

Week 5: Week of February 5

Tuesday: Developing references. Draft cover letter due

Thursday: Formatting content for Wix and SEO

Week 6: Week of February 12

Tuesday: Surveying the media landscape

Thursday: Negotiating (Guest Speaker)

Week 7: Week of February 19

Tuesday: Career Services (Guest Speaker)

Thursday: Draft portfolio due. Portfolio work day

Week 8: Week of February 26

Tuesday: Present final portfolios

Thursday: Present final portfolios

Grading Policy:

Grades in this course are earned through completion of a portfolio website and draft portfolio components. Through the course, students will complete the components, including a resume, cover letter, professional philosophy, and showcasing of work in a way appropriate to different types of media. Final course grade formulas are factored as follows:

Grade Weighting		Grading Scales	
		Percent	Letter
Draft print resume	10%	100-90	A
Draft cover letter	10%	89-80	B
Draft website portfolio	10%	79-70	C
Final website portfolio	70%	69-60	D
		59-0	F
Total	100%		

Academic integrity: Students are expected to maintain principles of academic integrity and conduct as defined in EIU's Code of Conduct (<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 Accessibility & Accommodations (OAA). All accommodations must be approved through OAA. Please stop by McAfee Gym, Room 1272, or call 217-581-6583 to make an appointment.

The Academic Support Center: Students who are having difficulty achieving their academic goals are encouraged to contact the Academic Support Center (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 Academic Support Center provides individualized consultations. To make an appointment, call 217-581-6696, or go to McAfee Gym, Room 2230.