MMC 6949 – Summer 2016
Professional Internship
University of Florida, Online Master of Arts in Mass Communication
3 Credit Hours
Section (depending on program track): 7135, 72BH, 722A

Instructor: Jorie Scholnik, M.Ed., Ed.S., NCC

Email: jscholnik@gmail.com
Please include a clear subject line so I know exactly what the email is concerning.

Response time: I will do my best to respond within 24 hours over the week. I will also try my best to check email on the weekends too, but plan on any email sent after 5 p.m. on Friday to be returned Monday.

I use Canvas for the course, but I may not be on the site every day. Therefore, Gmail will give you the quickest response time.

Virtual office hours: By appointment on Connect ~ I am *always* open to helping you with any questions or concerns about your internship. I encourage you to take advantage of this because the majority of class time will be spent on the course content as opposed to individual internship questions.

Course time:
Lecture Hour --- Tuesdays 6:30 – 7:30 p.m.* (Times on this syllabus are EST/EDT)

*There will be one pre-recorded lecture that goes over the syllabus and course expectations that will be emailed prior to the start of the semester.
*If a class is pre-recorded on a particular week, there will be a note on the course schedule at the end of the syllabus.

Internship Hours --- Approximately 10 hours/week, totaling 120 hours

Canvas Access: http://lss.at.ufl.edu
Please set up your Canvas notifications so that you are alerted when a course announcement is posted. Outside of the lecture hour, I will be using the announcement tool to keep you updated on course communication. I will also be using Canvas for assignment submissions and the modules tab as a hub for posting course due dates and lecture material (recordings, PowerPoints, etc.). If you are unable to find a file you need, chances are it can be found in the modules section of Canvas.

Connect Room: https://uflcoj.adobeconnect.com/mmc6949_summer16/

Please make it a priority to arrive to class on time since we only meet for an hour each week.

What you will learn
There are two components of this course. The first component is participating in an internship, which will allow you to complete projects related to your career goals under the supervision of an experienced practitioner in the field. By the end of the internship, you should be aware of trends in the field, the skills necessary to be employable after graduation and the importance of networking.

The second component of the course is attending the lecture, where you learn job-search skills specific to the online communications field such as writing resumes and cover letters, interviewing, networking and negotiating a salary. By the end of the course, you should also have a fundamental understanding of using career research tools, proposing ideas to non-technical co-workers and creating e-portfolios to showcase your work.

Specifically, the course will connect your internship experience to your post-graduation goals so you feel confident marketing your skills after graduation. There will be time devoted to discussing completing a new job search, securing freelance work and securing a promotion at a current place of employment.

Expectations

Know the internship policies and procedures, complete internship hours in a professional manner, attend and participate in class lectures, be open to supervisor feedback, use netiquette when communicating online, submit internship forms, complete assignments on time, give feedback to classmates about their internship experience.

Special note: Even though the supervisors complete and submit the mid-semester and final evaluations, it is your responsibility to notify them of the class deadlines.

An extra special note about certain expectations:

Communication: When you are completing hours for your internship site, you need to treat it like your job. A lot of times there will be a virtual component to the internship, or at the very least there may be times when you don't see your supervisor on a daily basis. Therefore, the communication needs to be open. You should check in at the beginning of the week with what you will be working on and send an email when a significant amount of progress has been made. At the end of the week, you should email your supervisor with the tasks/projects that you completed and your goals for the following week.

Initiative: Always think about what might benefit your internship site or what might be helpful to leave your site with after the internship ends. Yes, there will be

times when you have technical issues that need to be addressed or you are waiting for feedback, but I'm biased that there is never complete down time. Taking this initiative will also make you stand out and could be the difference in a job offer.

Professionalism: You only get one professional reputation. When you are at your internship site, you need to be future-focused. Are you working in a way that will get you a letter of recommendation? Would the people at work feel comfortable giving you business opportunities in the future? You are always a reflection of yourself as a professional…and a reflection of the department.

Assignments

You will submit weekly internship reports that discuss the specific tasks you are working on, the outcomes of these tasks, and any skills you may have learned. At two points in the semester, internship supervisors will complete mid-semester evaluations. In addition, at the end of the semester, both you and your supervisor will need to submit a final write-up about the internship experience and a final internship evaluation form. In regards to the lecture portion of the course, you are going to submit a proposal for an online communications project to someone without a technical background, an updated resume and cover letter that will strategically showcase your skills, an elevator speech to a cold contact or networking business card, and a bid for a freelance project. As a final component of the lecture, you will create an e-portfolio that showcases your work within the department and at your internship site.

Late work policy. Deadlines are critical to this class because the subject matter covered prepares you for a professional setting. All work is due on or before the due date. Extensions for deadlines will only be for preapproved emergencies. If an emergency comes up at the last minute, paperwork or written proof will be required to get an extension. Minor inconveniences such as family vacation or minor illness are not valid reasons for extensions. Losing your documents is also not an excuse for an extension (I strongly suggest all students take advantage of a cloud storage platform such as Dropbox, OneDrive, etc. for all of their coursework).

The penalties for late work are:

- Less than 48 hours late   See assignment rubric
- Over 48 hours late   Not accepted

If a student submits an assignment late, I will first grade the assignment as I would normally, and then deduct the appropriate amount of points for lateness. For example, a paper submitted less than 48 hours after the deadline graded initially at 90 points would result in a final score of 70 points after late points are deducted if the rubric said -20 for late credit.

Requirements for class attendance and make-up exams, assignments, and other work in this course are consistent with university policies that can be found in the online catalogue at: https://catalog.ufl.edu/ugrad/current/regulations/info/attendance.aspx

Requirements for Lecture
All students should have a working microphone and webcam that are compatible with the Adobe Connect platform. Given that we are in a distance program, your webcam and mic need to work for graded assignments.

Readings will be assigned weekly. The posted readings should be read for the week listed on the syllabus and not as homework for the following class. You will be responsible for checking the course website (Canvas) weekly for any additional assigned readings that the instructor may find beneficial for your professional development.

You should be prepared to create/update a site for your final e-portfolio. This can be done through Wordpress, another content manager or by purchasing your own domain name and hosting. There is no cost associated with creating a Wordpress page. There is around a $15 fee for obtaining a domain name through a site like GoDaddy.com. Your e-portfolio will serve as a place for employers to locate your resume and cover letter, your work samples and additional information that will highlight your background.

> **Prerequisite Knowledge and Skills:** I'm aware that students will have a differing level of technical knowledge about creating e-portfolio sites since there are multiple program tracks in this course. We do not have time to cover web skills in this course so please plan accordingly to have enough time to look into resources. Naturally, the web design folks will have some more bells and whistles integrated into their sites. The goal is to create a site that portrays you as a professional and markets your skills.

Requirements for the Internship

Students should constantly be referring back to the internship policies and procedures manual located on Canvas. Students need to work the equivalent of 10 hours a week between the start and end dates of the semester (totaling 120 hours). Students should have all gone through the formal application process. There will be weekly internship forms to complete in addition to the supervisor mid-semester evaluations and final evaluations.

There is an expectation/requirement that students are seeking regular feedback on their work and are open to suggestions for improvement. **Please use the weekly report Google Doc as a basis for your supervision meetings.** Students should be proactive about networking and shadowing other employees at the company.

Your final grade will be reduced by 10% (a full letter grade) if a supervisor returns a negative intern evaluation at any point in the semester. The instructor will contact both the supervisor and the student to seek clarification if this occurs. However, it is considered of upmost importance that every student is completing his/her internship hours and being professional while at the site.

You will automatically receive a failing grade in the course if your internship is not legitimate. The assumption is that this won't happen, but it needs to be clearly stated. Examples of this would be if your internship supervisor is a personal friend "covering" for you as a supervisor, if you stop communicating with your supervisor entirely, if you are forging internship hours, or if you are double-dipping at a place of employment.

Textbooks
There is not a required textbook for this course. The following books are recommended to enhance your chances of obtaining a job after graduation, but will not be needed for any course assignments. These books include:
1. *Poised for Success: Mastering the Four Qualities That Distinguish Outstanding Professionals* by Jacqueline Whitmore (2011)
2. *How to Win Friends & Influence People in the Digital Age* by Dale Carnegie (2012)
3. *Business Communication: Polishing Your Professional* Presence by Barbara Shwom and Lisa Gueldenzoph Snyder (1st Edition, Pearson)
4. *The Sell* by Fredrik Eklund (2015)
5. *Shark Tales: How I Turned a $1,000 Loan into a Billion Dollar Business* by Barbara Corcoran (2003)

I also recommend keeping up with Forbes.com, Entrepreneur.com, etc. to be aware of the latest job search trends.

Course Structure
We only have 60 minutes a week to cover course content! The instructor will begin promptly and cover the weekly topic by lecturing, engaging in discussions, and facilitating break-out activities. If there is time remaining, the instructor may ask for students to share updates about their internship experience.

Grading
Your work will be evaluated according to this distribution:

- Internship weekly reports and evaluation forms: 40%
  - Weekly Reports and Communications: 15% (10% weekly reports, 5% communication check-ins)
  - Mid-Semester Supervisor Evaluations: 10%
  - Final Evaluations: 15% (10% supervisor, 5% student)

- Class attendance and participation in class discussions: 5%
- Proposal: 10%
- Elevator Speech OR Networking Business Card: 5%
- Resume and Cover Letter: 10% (5% each)
- Freelance Project Bid: 10%
- Final e-portfolio and Week 12 e-portfolio presentation: 20%
    - Final e-portfolio (with critiques) – 18%
    - Final e-portfolio presentation – 2%

Grading Scale
> S = Satisfactory/Pass (85% or higher)
> U = Unsatisfactory/Fail

Class Attendance & Participation:
A portion of our class time will be spent in discussion. Y**ou may be called on during class about the topic being discussed**. Completing the readings and paying attention during the online discussions will be crucial in being able to participate fully. This portion of your grade should be the easiest to complete as you should all be interested in the topic and want to engage in discussions on the topics. There is no way to participate in discussion without attending the online class time. **As such, any unexcused absence will result in a 10-point deduction in your overall participation and discussion grade.**

Attending class while engaging in another activity is not considered full participation and a response paper will need to be submitted to earn credit for the week (ex. being out to dinner, still engaging in work activities, etc). Also please note that failure to have a working webcam/mic on a regular basis can result in a lower attendance and participation score because it takes away from the class experience.

Students should not attend class from a cellular device, as the adaptation of the Connect platform on mobile devices does not allow for students to participate in the class discussion and view the lecture material and presenter simultaneously and effectively. As this is a live course, live participation is expected, just as if you were attending this class in a traditional setting.

> **Recorded lecture:** There is going to be one lecture that is pre-recorded. This lecture is going to cover the syllabus and the course expectations. This lecture should be watched before the second week of class. You do not need to write a response paper for this class.
>
> If a particular class is going to be pre-recorded, there will be a note on the course schedule at the end of the syllabus. In this situation, the lecture will be posted by the start time of the normal class and a response paper (same as make-up paper below) needs to be submitted by class time the following week.

Make-up policy: <u>I strongly prefer that you attend class,</u> but I also understand that some students have conflicts with their work schedules. Please email me ahead of time if you plan on missing class so that I know to expect your make-up reaction paper (see below). If this is going to be an ongoing issue, please make sure to contact me <u>and</u> the department at the beginning of the semester.

Missed a Class? Make-up Assignment: Response Paper

In lieu of missing a class (and having communicated with the instructor prior to class that you will be absent), students are required to submit a response paper in order to keep the 10 attendance and participation points for that day. **Keep in mind that I take attendance each class, and also mark down when a student is late or leaves early. It is your responsibility to turn in a response paper to me before the next class for any portions of class that you miss. <u>I will not request or remind students to turn in response papers for class time that they have missed.</u> The responsibility falls on you to turn one in on time. Failure to turn in a response paper will result in 10 points being deducted from your final attendance and participation grade.**

Response Paper Requirements

Guidelines for writing: Response papers can be broken into two subcategories: lecture/discussion and break-out activities. In this manner, if you were only absent from a portion of class, you will write in response to the portion of class that you missed. If you missed the whole class, you'll include all relevant sections.

For the lecture portion of your paper, you should reflect on the content presented and write your thoughts on the material covered. For any break-out activities, you can briefly write about your results and your experience/what you learned/any reflection on the topic. Each section does not have a minimum length, but the paper as a whole should be sufficient enough to show that you watched the entire class and understood the material for that day so that you will have the knowledge required going forward in the course.

For all portions of a response paper, I am not only looking for you simply to create a summary of what was discussed, but to also add your own thoughts and reactions to the material. The goal is for me to be able to see that you watched the class you missed and understood the material that was covered that day in full.

Format: Response papers should be submitted in Microsoft Word document format using 10-12 sized font and single spacing, with one line between paragraphs. The paper should be written in paragraph format (i.e. not bulleted lists of each section) using full sentences and proper grammar. The top of your document should include the date and week number of the class missed and your first and last name.

Due Date / Deadline: Response papers are due before the beginning (6:30 p.m.) of the class following the class that a student missed. **Late response papers will not be accepted without explicit permission from the instructor.**

Submission Method: Response papers should be submitted to me via email (jscholnik@gmail.com) as an attachment. Email subject format should read: "MMC6949 – Response Paper – [Date of class missed]." Confirmation of your response paper being accepted and feedback will be sent as a reply to this submission email only. I will directly state in the reply email if your paper has been accepted in full.

A special note about Vantage Point: Connect has a feature where the instructor can view all students for the duration of the lecture. When appropriate, students can have the ability to see each other too. My belief is that this fosters engagement and accountability in the course. It also allows us to use class time more efficiently when someone would like to participate. **Please be prepared to be on camera for the entire hour of lecture.**

Note Again: Failure to have a working webcam/mic on a regular basis can result in a lower attendance and participation score because it takes away from the class experience.

Internship weekly reports/communication, feedback sessions, and evaluation forms
At the beginning of the semester, I will add each intern and their supervisor to a Google Doc that will serve as an hours tracker and internship progress log. In the Google Doc, there will be a space for you to fill out your weekly hours, write a summary of your progress, and have your supervisor write a quick note about the feedback for you.

Weekly Reports (10% of your grade): You will complete and submit the shared Google Doc as a file upload to Canvas each week of your internship, starting with the first week. The Google Doc is due by 11:59 p.m. on the Sunday of each work week. If you do not work a week during the course of your internship, you still need to send in a report stating, "I did not work this week." This will ensure accurate tracking of your weeks and hours. Sending in multiple weekly reports at one time is not acceptable, and will result in a lower grade for the course.

The weekly reports (minimum of 1 paragraph – 4 to 5 sentences; maximum of 2 pages) should describe your activities during the previous week. Basically, the reader should have a clear understanding of the tasks you worked on or completed during the week. For example, if you worked on updating a website, as opposed to just writing that, elaborate on what exactly you updated so I can follow along. Feel free to include any skills you may have learned as well. Both style and tone should be business-like. Reports should be well written and free of grammatical and spelling errors.

Make sure to fill in the portion of the Google Doc that also tracks your hours. Each report needs to be numbered (for example, Week 1) and include dates of the work week, the number of hours worked each day, and the total hours worked that week. As you will see in the Google Doc, the supervisor will have a space to also sign off on the hours you report, making it accurate tracking for everyone.

Rubric for weekly report forms:
- o 100: Report is submitted on time, fulfills the length requirement, tone is business-like, weekly tasks are detailed so the instructor gets an accurate understanding of your responsibilities, what you are learning is included
- o Point deductions:
  -10 for unprofessional tone/too informal
  -10 for multiple spelling/grammar errors
  -20 not enough detail to understand internship tasks
  -30 late weekly report submission
  -100 no report submitted
  -100 any forging of internship hours

Weekly Internship Communication (5% of your grade): Professional communication is stressed in this course, especially given the content that we cover. It is a best practice in the workplace to keep the communication open and there is an added layer of importance if you are working remotely or don't see your supervisor on a daily basis.

Each week, you will copy me on two emails that you send to your supervisor – a weekly check-in and an end of the week summary. Please use a clear subject line. This is not meant to be punitive toward your grade, but more of a way to get into good workplace habits. This will also serve as an added way for me to get more insight into the work you are doing at your internship site.

For the check-in email, you should include:
- The tasks you are going to work on for the week
- Any questions you may have about your tasks
- Anything in particular that you would like feedback on this week
- When you will check in about your progress
- This could also be a good place to note any technical issues you may be having
- Note: There is not a length requirement for this email.

For the end of week summary email, you should include:
- A note about what you completed during the week (this could also serve as a basis for what you include in the Google Doc)
- You may also consider if any work needs a brief explanation.

I just want to see that the communication is open. I will only respond to these emails if I think there is a minor tweak you could make to facilitate more open dialogue. For the most part, you will just see a numeric grade in Canvas for this portion of your grade.

Rubric for weekly communication emails:
- o 100: Both emails sent during the work week, emails contained appropriate information, emails written in a professional tone and are free of grammatical/spelling mistakes
- o Point deductions:
  -10 for unprofessional tone/too informal
  -10 for multiple spelling/grammar errors
  -20 not detailed enough (this doesn't need to be a report, but it should sufficiently check-in/check-out for the week)
  -20 emails sent late
  -50 only one email sent
  -100 no emails sent

Feedback Sessions
At the beginning of the semester, sit down with your supervisor and set up a designated time each week to go over your progress. You and your supervisor should devote 20-30 minutes to meet, and this meeting can take place in-person or virtually. I encourage you to be open to feedback because that is how we learn and grow professionally, and the skills you develop at your internship site will help you after graduation. The supervisor should use the shared Google Doc to serve as a foundation for your discussion each week. There will be a spot to jot down some quick notes and to confirm the hours you are recording. It is considered your responsibility to remind your supervisor of this weekly responsibility to provide feedback. (Your supervisor will be attending/watching an orientation at the beginning of the semester so this shouldn't be a surprise).

The **supervisor** should fill out their portion of the Google Doc and it should be completed **by Sunday at 11:59 p.m. of each work week.**

Note: If you are finished with your portion of the weekly report and your supervisor still has to complete their section, it's okay to upload the Google Doc to Canvas. We are using Google Docs because it is time stamped and can track edits.

Grading of weekly feedback: The instructor reserves the right to deduct 5% of your grade from the Weekly Reports and Communications category if weekly feedback sessions are not taking place.

Mid-semester evaluations from your supervisor are due by the end of week 4 and the end of week 9. The link to this form is located on Canvas. It is the student's responsibility to ensure the form is properly submitted.

Rubric for mid-semester evaluations:
- o 100: Received on time, have at least 90% of the categories that apply at the satisfactory or exceeds expectations level
- o 80: Report not received on time, have at least 90% of the categories that apply at the satisfactory or exceeds expectations level

- Grade deduction of 10%: Unsatisfactory or no evaluation submitted

During the last week of the internship, you will write and submit a 250-500 word (double-spaced, 12-point font) self-evaluation of the internship. The focus should be on its value to you, what you learned, how you will use this experience to your benefit after graduation. Please also comment on anything you liked and/or disliked about your internship experience. You will submit the self-evaluation on Canvas. You will also need to complete a Student Internship Evaluation Form, which is a link to a quantitative Qualtrics survey located on Canvas.

At the end of your internship your supervisor will also submit two documents --- a letter of evaluation of your performance (including confirmation of the total hours worked) and the Final Intern Evaluation Form (the link to the form will be located in the Modules section of Canvas). This supervisor must be the same supervisor you listed on your application.

I highly recommend that the supervisor's evaluations are submitted at least one week before the deadline so there is room to contact your supervisor if any questions arise. It will be the student's responsibility to remind the internship supervisor that he or she must write a letter of evaluation on the intern's performance and work as well as complete the Final Intern Evaluation Form. The letter must be on the organization's letterhead and signed by the supervisor. Because the letter requires a signature, an email will not substitute for this requirement. The letter can be addressed to your instructor.

Important note: Your instructor doesn't anticipate this happening, but the right is reserved to lower your grade by 10% (a full letter grade) if a supervisor returns a negative intern evaluation. The instructor will contact both the supervisor and the student to seek clarification if this occurs. However, it is considered of upmost importance that every student is completing his/her internship hours and being professional while at the site.

Rubric for end-of-semester supervisor evaluations:
- 100: Received on time, have at least 90% of the categories that apply at the satisfactory or exceeds expectations level, letter from supervisor is positive
- 80: Report not received on time, have at least 90% of the categories that apply at the satisfactory or exceeds expectations level, letter from supervisor is positive
- 50: Only receive one item (form or letter)
- Grade deduction of 10%: Unsatisfactory or no evaluation submitted

Rubric for end-of-semester student evaluations:
- 100: Received on time, submitted form and final write-up, final write-up is comprehensive

- o 80: Receive letter on time, final write-up is comprehensive, no form submitted
- o 70: Final write-up is comprehensive, form is submitted, but are late (within 48 hours of due date)
- o 50: Only form submitted on time, no write-up
- o 0: Nothing submitted
- o If the write-up isn't comprehensive or there are multiple spelling/grammatical mistakes, there could be deductions or you may be required to resubmit for late credit

Proposal

Each student will write a proposal to a higher-up in an organization who does not have a technical background.

Web Design Students: The proposal will be to implement something web design related, suggest a web design improvement, advocate for increased web design funds, etc.

Social Media Students: The proposal will be to implement a social media guidebook, to create a hashtag campaign, to start a Facebook/Twitter contest, to join a new platform, etc.

Global Strategic Students: The proposal will be to implement a cross-cultural branch to a company, offer suggestions for acquiring new international clients, diversify the company, etc.

The proposal will follow the format covered in class and be one-three typed pages. The document will contain subheads, be single-spaced, and contain one line between paragraphs. The best proposals will focus on details of the idea/project/etc being proposed, the <u>research</u> to prove that this proposal is necessary and the benefit to the company. Proposals should emphasize these items while being reader-friendly to someone without a technical background.

<u>Rubric for proposal:</u> Posted on Canvas.

Elevator Speech <mark>OR</mark> Networking Business Card <mark>(Select One)</mark>

<u>Elevator Speech:</u>
There will be times in your career when you only have a short timeframe to pitch yourself to cold contacts. For example, if you are at a networking event and want to introduce yourself to a VIP, you will have to quickly state who you are and why s/he should talk to you. An interview is another common example because you are often asked to talk about yourself when you sit down to meet everyone. What you say about yourself in regards to your background and skill set can change the course of your career in a few minutes.

You will record yourself giving your elevator speech about yourself. The video should be 1-2 minutes and focus on who you are and what you bring to the table. Consider talking about your education, your work experience, your skills, etc. The tone should be professional, but approachable. Because this is a video recording, you will need to consider eye contact, lighting, dress and your verbal/nonverbal communication. While writing some key points down in advance is encouraged, you will not want to look like you are reading in the video.

When brainstorming what you are going to say in this speech, place yourself in a networking situation. You are about to meet someone you admire and this could be an excellent contact for future opportunities. Who are you and why should this person pay attention?

Note: You will need to add an elevator speech to your final e-portfolio site. While there will be a slightly different focus, the hope is that this assignment serves as a foundation for some of the content that you would want to include at the end of the semester.

Rubric for Elevator Speech: Posted on Canvas.

Networking Business Card (NBC):

1.Go to VistaPrint

On Vistaprint, click: Business Cards ---> Networking Cards --->Browse our Designs ---> Select a card option that has a front side and a back side ---> Note: You don't have to follow their suggestions for the text boxes. Whatever you type in the box will appear in the card. Customize it for yourself and for the purposes of this assignment.

Note: If you want to use another website or just upload your own design to fit a business card template, that is completely fine!

Note: You do not actually have to purchase the card for this class. Of course, I think it's a great networking tool, but I'm not requiring it. Consider saving your design for future uses though.

2. Items to consider including: name, title, contact information (phone number, e-mail address, e-portfolio link, professional social networking accounts if applicable), degree, desired job (if applicable), summary of skills/qualifications. If appropriate, you could also put previous experiences or clients. Remember, networking cards are two-sided so you have extra space.

3. Make sure the colors and fonts are consistent, professional and reflective of your industry and/or brand. Watch the contrast between your text and the background color as well. You may add a picture to your card if it is appropriate.

4. You will upload the screenshot of card from VistaPrint (or another site) in the dropbox in order to receive credit for this assignment. If you created your own design from scratch, please make sure to upload your NBC if a format that is compatible with Canvas.

Rubric for Networking Business Card (NBC): Posted on Canvas

Resume and Cover Letter
Each student will develop a resume and cover letter targeted to a desired position after graduation. Conduct some research on a company that offers positions in your field of interest. You will want to know about the typical job responsibilities and skills needed to be successful in this type of position. You will write the resume and cover letter in present tense and include the specific elements mentioned in class that will strategically place you above the competition. Spelling and grammar will be counted for this assignment.

For those of you in Gainesville, the Career Resource Center located in the Reitz Union is a great resource if you would like your resume and cover letter critiqued before you submit it. They do offer virtual services as well if you work or are based out of town.

Rubric for resume and cover letter: Posted on Canvas.

Freelance Project Bid
Freelancing is a way to establish yourself as an expert in the field while allowing you to earn extra income. Some students will want to freelance as a primary means of income, while others may occasionally want to take on an extra project. Regardless, it's important to know how to create a bid and then how to follow up with a contract. This assignment will also allow you to focus on estimating your time and setting a price for services, which will be vital to get correct. Knowing your time allotment and pay rate will allow you to balance other projects and set standards for future projects.

For this assignment, you will consider a project that takes considerable effort in your field. For example, for web design students, this might be launching a new website for a client. For social media students, this might include creating a strategy and then putting together content for social media platforms.

Part I:
Start by using/creating a template that has the date, your name/contact information, and the client's name/contact information. You will want to indicate in the headline that this is a bid, which will turn into a contract if hired. In the first section, include a brief description of the project and the end goal(s). In the second section, you will want to type a detailed list of the tasks that you will work on and estimate the time of completion. For this project, we are going to use a flat fee structure as opposed to an hourly rate. You will want to include your pay rate and a justification for the amount (consider benefits to the client, the different elements of the project, etc.).

Part II:
After you state your fee for completing the project, you will include a section on "policies and procedures." This will set the expectations for your client. Consider the following:
-Do you include any meetings with the client to discuss project goals?
-How/when do you communicate major project updates?
-What is your client feedback process?
-How do you handle additional requests?
-If a client decides to stop the project, how do you get compensated?
-Feel free to include anything else that you see fit.

Part III:
Congratulations! You won the bid and will be starting work on your project. You now have to communicate with your client. Below are a few questions that your client emailed you. On a separate Word document, pretend you are emailing your client back. Please type your "emailed response" below each question so it's easy to follow along.
        -I know we just started the project. I want to report back to the team how the updates are going. At what specific points are you going to communicate what you are working on and how everything is going?
        -After talking to my co-workers, we thought it would be great to add _____ (something that requires more of your time, meaning it will take longer to complete the project and you will need an additional fee). Would this be possible to complete?
        -I reviewed the part of the project that you just completed and I don't completely agree with the direction that you decided to go in. Can you explain your choice?

How long should this assignment be? There is no right or wrong length. When creating this assignment, I envisioned Part I being around 2 pages and Part II being around one page.

        Rubric for freelance project bid: Posted on Canvas.

Final e-portfolio and Week 12 e-portfolio presentation
Each student will create an e-portfolio website that contains the following items:
-an "about me" section with a professional biography
-an updated resume (I recommend having this as a page and a downloadable file)

-a 1-2 minute elevator speech (this will be a recorded video and an update from the earlier assignment in the class)
-work samples from going through the program
-work samples from the internship and/or previous work experience
-a "contact" section
-a professional Twitter feed OR a way to show employers you are staying current in the field (in the past, some students chose to include a couple blog posts)

***Based on previous employer feedback, for your work samples, make sure you clearly label the project, your task and the skills/programs that you used.

Over the course of the semester, students will need to get their portfolios critiqued by **two professionals** in the industry. A form for the critique will be posted on Canvas. Please allow enough time for the critiques so you can make the proper edits before the final e-portfolio is due. Your internship supervisor will <u>not</u> count for a critique, but you may use someone else at the company.

During the last week of the semester, students will turn on their webcams and microphones to talk about their e-portfolio site. Presenters will talk about the layout of their site, the goals of their site, the reasons why they included certain projects and what skills are showcased. The students who are listening will provide feedback about the site, both in terms of what is done well and things that the student may want to consider/add.

You will submit a link to your e-portfolio and the two critique forms to Canvas.

> <u>**Rubric for final e-portfolio:**</u> Posted on Canvas.

Schedule

PRE-RECORDED – WATCH BY WEEK 2

- Explanation of course requirements and assignments
- Introductions

TO DO: Make sure your supervisor knows about internship requirements and is available to provide you with regular feedback. Locate internship forms on Canvas.

WEEK ONE – 5/10

- Communicating with non-technical bosses and co-workers

- Principles of persuasion in the workplace

READ:
- o http://www.techrepublic.com/article/seven-tips-for-talking-with-nontechnical-people/
- o http://chris.pirillo.com/how-to-explain-tech-to-non-technical-people/
- o http://www.ittechnewsdaily.com/7-tips-speaking-rest-company.html
- o http://blog.pluralsight.com/speaking-tech
- o http://www.itinsideronline.com/frontline/tech_for_non_techies/index.html#.VUeSF5MYGqE

TO DO: Weekly internship report, weekly emails, send link to current e-portfolio site (if applicable)

WEEK TWO – 5/17

- Writing proposals for online communication needs
- Writing bids and contracts for online communication services

READ:
- o Look inside Chapter 4: http://www.amazon.com/Business-Writers-Companion-Charles-Brusaw/dp/0312631324/ref=sr_1_1?ie=UTF8&qid=1396456770&sr=8-1&keywords=business+writers+companion
- o http://www.inc.com/geoffrey-james/how-to-write-a-winning-proposal.html

TO DO: Weekly internship report, weekly emails

WEEK THREE – 5/24

- Career research tools and techniques
- Networking

READ:
- o http://www.forbes.com/sites/francesbridges/2012/03/14/why-informational-interviews-are-more-important-than-cover-letters/
- o http://www.businessinsider.com/the-trick-to-landing-a-job-through-an-informational-interview-2013-11
- o https://hbr.org/2015/03/the-right-and-wrong-way-to-network
- o http://www.forbes.com/sites/samanthaettus/2012/08/07/25-ways-to-win-at-networking/
- o http://www.businessinsider.com/the-5-most-common-networking-mistakes-2014-1

o http://www.businessinsider.com/tips-for-working-a-conference-from-a-networking-pro-2014-3

Explore:
   o Occupational Outlook Handbook: http://www.bls.gov/ooh/
   o O*Net Online: http://www.onetonline.org/
   o MyPlan (You can create a free account using your gatorlink username/password): http://ufl.myplan.com/
   o America's Career InfoNet: http://www.careerinfonet.org/
   o http://www.crunchboard.com/jobs/

TO DO: Weekly internship report, weekly emails, notify supervisor that mid-semester evaluation is due next week

WEEK FOUR – 5/31

- Networking Tools: Networking Business Cards and Elevator Speeches
- LinkedIn profiles and using Twitter strategically for your career

READ:
   o http://money.usnews.com/money/blogs/outside-voices-careers/2013/12/12/how-to-strategically-use-buzzwords-on-linkedin
   o http://www.forbes.com/pictures/fgdi45ihfk/make-linkedin-help-you-find-a-job/
   o http://www.cnn.com/2014/02/27/tech/web/linked-in-cleveland-job-bank/
   o http://www.forbes.com/sites/susanadams/2012/11/30/4-ways-to-use-twitter-to-find-a-job/
   o http://mashable.com/2014/03/31/5-tips-for-interacting-with-people-you-admire-on-twitter/
   o http://mashable.com/2013/10/23/write-twitter-bio/

TO DO: Proposal, weekly internship report, weekly emails, **mid-semester evaluation**

WEEK FIVE – 6/7

- Resumes and cover letters for online communications careers

READ:
   o http://www.huffingtonpost.com/her-campus/how-to-tailor-your-cover_b_5034837.html
   o http://www.businessinsider.com.au/12-ways-to-make-your-resume-stand-out-2014-4

- http://www.forbes.com/sites/dailymuse/2014/02/06/the-cover-letters-that-make-hiring-managers-smile-then-call-you/
- http://www.forbes.com/sites/dailymuse/2013/12/05/the-5-biggest-resume-debates-among-recruiters-finally-answered/
- http://www.forbes.com/pictures/ejjl45fgkf/candidates-cover-letter-contained-lol-2/

TO DO: Weekly internship report, weekly emails

WEEK SIX – 6/14

- E-portfolios

READ:
- http://www.entrepreneur.com/article/242035
- http://mashable.com/2014/03/30/internship-online-profiles/
- http://mashable.com/2011/08/21/design-portfolio-hiring/#gallery/11-portfolio-tips-for-aspiring-designers/50bdebc8b589e4605d0007a7
- http://www.prnewsonline.com/featured/2012/05/08/bio-hazards-9-mistakes-to-avoid-when-writing-a-professional-bio/

TO DO: Elevator Speech OR Networking Business Card, weekly internship report, weekly emails

WEEK SEVEN – 6/21* - <mark>PRE-RECORDED</mark>

- Interviewing – types of interviews, question types, common interview questions

READ:
- Illegal interview questions: http://usatoday30.usatoday.com/careers/resources/interviewillegal.htm
- http://www.prepary.com/category/job-interview/
- http://blog.brazencareerist.com/?s=interview
- Questions to ask wiring a webmaster: http://www.entrepreneur.com/article/225573
- 10 questions you must ask when hiring a social media consultant: http://www.entrepreneur.com/article/225335
- http://moz.com/blog/interviewing-web-developers-20-good-questions-to-ask

TO DO: weekly internship report, weekly emails, **locate a job description of interest** (will need the link in class for Week 8 and Week 9),

WEEK EIGHT – 6/28

- Interviewing continued (and catch up) --- be prepared to use your mic/webcam for the entire class
- Review of elevator speeches or Networking Business Cards

READ: N/A

TO DO: Resume and Cover Letter, weekly internship report, weekly emails, notify supervisor that mid-semester evaluation is due next week

WEEK NINE – 7/5

- Salary negotiation

READ:
- o http://www.forbes.com/sites/lisaquast/2014/03/31/job-seekers-8-tips-to-negotiate-your-starting-salary/
- o http://www.forbes.com/sites/jeromeyoung/2011/05/11/5-salary-negotiation-tips-that-work/
- o http://www.huffingtonpost.com/ellevate/5-negotiate-tips-to-incre_b_6632530.html
- o http://www.salary.com/12-dos-and-don-ts-for-negotiating-salary-in-a-tough-economy/

TO DO: mid-semester evaluation remind internship supervisor of final paperwork needed, complete e-portfolio critiques, weekly internship report, weekly emails

WEEK TEN – 7/12

- Promotions and Freelance Work

READ:
- o TBA

TO DO: Freelance Bid Assignment, remind internship supervisor of final paperwork needed, complete e-portfolio critiques, weekly internship report, weekly emails

WEEK ELEVEN – 7/19

- Business etiquette and project management

READ:
- o http://www.entrepreneur.com/author/jacqueline-whitmore
- o http://www.forbes.com/sites/jacquelynsmith/

TO DO: work on final internship paperwork (evaluation paper, evaluation form), remind internship supervisor of final paperwork needed (letter of evaluation, evaluation form), weekly internship report, weekly emails

WEEK TWELVE – 7/26

- Student presentations on e-portfolios

DUE: (Tuesday by class time) e-portfolio

(Sunday by 11:59 p.m.): two e-portfolio critiques, final weekly internship report, final weekly emails, internship evaluation paper, internship evaluation form, paperwork from supervisor (letter of evaluation, evaluation form)
> Note: For the final week of the semester, you are submitting a regular weekly internship report and a paper that reflects on your entire internship experience.

All internship hours must be completed by Sunday, July 31 at 11:59 p.m.

Disclaimer:
This syllabus represents my current plans and objectives. As we go through the semester, those plans may need to change to enhance the class learning opportunity. Such changes, communicated clearly, are not unusual and should be expected.

University Policies

My "Open Inbox" Policy
I encourage students to contact me with any questions they have about anything relating to this class or any difficulties they encounter throughout the semester. As this is an online course, I call this an "open inbox" policy. If you encounter any issues during the semester that may affect your performance in the class, please feel free to contact me and I will do my best to work with you in order to help you be successful.

University Policy on Accommodating Students with Disabilities:
Students requesting accommodation for disabilities must first register with the Dean of Students Office (http://www.dso.ufl.edu/drc/). The Dean of Students Office will provide documentation to the student who must then provide this documentation to the instructor when requesting accommodation. You must submit this documentation prior to submitting assignments or taking the quizzes or exams. Accommodations are not retroactive, therefore, students should contact the office as soon as possible in the term for which they are seeking accommodations.
Students with Disabilities who may need accommodations in this class are encouraged to notify the instructor and contact the Disability Resource Center (DRC) so that reasonable accommodations may be implemented. DRC is located in room 001 in Reid Hall or you can contact them by phone at 352-392-8565.
University counseling services and mental health services:

**Netiquette: Communication Courtesy:
All members of the class are expected to follow rules of common courtesy in all email messages, threaded discussions and chats. http://teach.ufl.edu/wp-content/uploads/2012/08/NetiquetteGuideforOnlineCourses.pdf

Class Demeanor:
Mastery in this class requires preparation, passion, and professionalism. Students are expected, within the requirements allowed by university policy, to attend class, be on time, and meet all deadlines. Work assigned in advance of class should be completed as directed. Full participation in online and live discussions, group projects, and small group activities is expected.

My role as instructor is to identify critical issues related to the course, direct you to and teach relevant information, assign appropriate learning activities, create opportunities for assessing your performance, and communicate the outcomes of such assessments in a timely, informative, and professional way. Feedback is essential for you to have confidence that you have mastered the material and for me to determine that you are meeting all course requirements.

At all times it is expected that you will welcome and respond professionally to assessment feedback, that you will treat your fellow students and me with respect, and that you will contribute to the success of the class as best as you can.

Getting Help:
For issues with technical difficulties for E-learning in Sakai, please contact the UF Help Desk at:
- Learning-support@ufl.edu
- (352) 392-HELP - select option 2
- https://lss.at.ufl.edu/help.shtml

** Any requests for make-ups due to technical issues MUST be accompanied by the ticket number received from LSS when the problem was reported to them. The ticket number will document the time and date of the problem. You MUST e-mail your instructor within 24 hours of the technical difficulty if you wish to request a make-up.

Other resources are available at http://www.distance.ufl.edu/getting-help for:
- Counseling and Wellness resources
  http://www.counseling.ufl.edu/cwc/Default.aspx
  352-392-1575
- Disability resources
- Resources for handling student concerns and complaints
- Library Help Desk support

Should you have any complaints with your experience in this course please visit http://www.distance.ufl.edu/student-complaints to submit a complaint.

Course Evaluation:
Students are expected to provide feedback on the quality of instruction in this course based on 10 criteria. These evaluations are conducted online at https://evaluations.ufl.edu
Evaluations are typically open during the last two or three weeks of the semester, but students will be given specific times when they are open. Summary results of these assessments are available to students at https://evaluations.ufl.edu/results

University Policy on Academic Misconduct:

Academic honesty and integrity are fundamental values of the University community. Students should be sure that they understand the UF Student Honor Code at http://www.dso.ufl.edu/students.php

The University of Florida Honor Code was voted on and passed by the Student Body in the Fall 1995 semester. The Honor Code reads as follows:

Preamble: In adopting this Honor Code, the students of the University of Florida recognize that academic honesty and integrity are fundamental values of the University community. Students who enroll at the University commit to holding themselves and their peers to the high standard of honor required by the Honor Code. Any individual who becomes aware of a violation of the Honor Code is bound by honor to take corrective action. A student-run Honor Court and faculty support are crucial to the success of the Honor Code. The quality of a University of Florida education is dependent upon the community acceptance and enforcement of the Honor Code.

The Honor Code: "We, the members of the University of Florida community, pledge to hold ourselves and our peers to the highest standards of honesty and integrity."

On all work submitted for credit by students at the University of Florida, the following pledge is either required or implied:

"On my honor, I have neither given nor received unauthorized aid in doing this assignment."

For more information about academic honesty, contact Student Judicial Affairs, P202 Peabody Hall, 352-392-1261.

ACADEMIC HONESTY

All graduate students in the College of Journalism and Communications are expected to conduct themselves with the highest degree of integrity. It is the students' responsibility to ensure that they know and understand the requirements of every assignment. At a minimum, this includes avoiding the following:

Plagiarism: Plagiarism occurs when an individual presents the ideas or expressions of another as his or her own. Students must always credit others' ideas with accurate citations and must use quotation marks and citations when presenting the words of others. A thorough understanding of plagiarism is a precondition for admittance to graduate studies in the college.

Cheating: Cheating occurs when a student circumvents or ignores the rules that govern an academic assignment such as an exam or class paper. It can include using notes, in physical or electronic form, in an exam, submitting the work of another as one's own, or reusing a paper a student has composed for one class in another class. If a student is not sure about the rules that govern an assignment, it is the student's responsibility to ask for clarification from his instructor.

Misrepresenting Research Data: The integrity of data in mass communication research is a paramount issue for advancing knowledge and the credibility of our professions. For this reason any intentional 14 misrepresentation of data, or misrepresentation of the conditions or circumstances of data collection, is considered a violation of academic integrity. Misrepresenting data is a clear violation of the rules and requirements of academic integrity and honesty.

Any violation of the above stated conditions is grounds for immediate dismissal from the program and will result in revocation of the degree if the degree previously has been awarded.

Students are expected to adhere to the University of Florida Code of Conduct
https://www.dso.ufl.edu/sccr/process/student-conduct-honor-code

If you have additional questions, please refer to the Online Graduate Program Student Handbook you received when you were admitted into the Program.