

MMC 6936 – Professional Development and Freelancing

Fall 2017 – X2137

Instructor

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

Jorie.Scholnik@ufl.edu

Please include a clear subject line so I know exactly what the email is concerning.

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

Course Communication:

Please use jorie.scholnik@ufl.edu if you have any individual questions about the course. I will communicate class announcements, updates and reminders through the Canvas announcement tool. If I need to communicate with you individually, I will email you through your UFL account or submit a comment to your assignment.

Office Hours:

By appointment on Connect – <https://uflcoj.adobeconnect.com/pdf/>

I am reserving Tuesdays from 6:30 – 7:30pm EST for office hour appointments, but I am *always* open to scheduling additional meeting times. To set up an appointment, please email me at jorie.scholnik@ufl.edu. I encourage you to check-in and take advantage of office hours to assist with:

- questions about course material and/or assignments
- your professional development and/or transitioning to a full-time job post-graduation
- general job search and/or freelancing advice

Instructor Bio:

I currently work as an associate professor at Santa Fe College, where I teach career development courses, take part in campus-wide committees and lead a study abroad program. I also work as an adjunct professor within the College of Journalism and Communications at UF. I developed the internship program (MMC6949) and this course (MMC6936) with the goal of providing students with real-world experiences and professional development skills. For nine years, I worked as an etiquette associate at The Protocol School of Palm Beach, where I gave presentations and wrote articles about career development and business protocols. I've been published in USA Today and USA Today College, and have served as an office hours expert for LEVO League. In my spare time, I give etiquette presentations and write career-related articles as a freelancer.

Go Gators! I earned my bachelor's degree in public relations and psychology and my master's degree in counseling from UF. I also have an education specialist degree from UF and hold the National Certified Counselor distinction.

When I'm not working, I enjoy traveling, testing my interior design skills and spending time with friends/family...and I can't forget cheering on the Gators!

Course Website and Login

You can access our course shell in Canvas (UF e-Learning). Go to <http://lss.at.ufl.edu>. Click the blue e-Learning button. Login with your GatorLink account. This course will be in the “Courses” menu on the left navigation. You might have to click “All Courses” at the bottom depending on how many courses you have taken at UF.

Contact UF Helpdesk <http://helpdesk.ufl.edu/> (352) 392-HELP (4357) if you have any trouble with accessing your course.

Please set up your Canvas notifications so that you are alerted when a course announcement is posted. I will be using the announcement tool to keep you updated about the course. I will also be using Canvas for due date reminders, assignment submissions, and course material. If you are unable to find a file/link you need, chances are it can be found in the modules section of Canvas.

Meeting Time

The course will be set up by weeks, with each week beginning Monday at midnight and going through Sunday at 11:59pm EST. This course is **completely asynchronous** so you will follow the weekly modules on Canvas.

The Connect room will only be used for office hours: <https://uflcoj.adobeconnect.com/pdf/>

Course Description

This course will connect students’ education in the program and their work experiences to their post-graduation goals, whether that is obtaining a new job, earning a promotion and/or freelancing. The goal is for students to focus on professional development topics so they feel confident marketing their skills after graduation and have concrete materials that will make them stand out to employers and/or clients.

By the end of the class, students should be aware of job search trends, the targeted documents necessary to be employable after graduation and the importance of networking. Students will also learn job-search skills specific to the online communications field such as writing resumes and cover letters, interviewing, networking and negotiating a salary. The course will be a combination of learning specific professional development skills and then applying them through assignments. The key is that this course will always be geared toward a customized, targeted job search so students learn how to match their background to a specific opportunity.

If students branch out to freelance, they need to consider the vision for their business, specialties, services and materials that are needed to interact with clients. Additionally, students need to understand the time it takes to complete projects and the appropriate fee to charge. Students will learn that this requires putting together documents like bids and contracts, and also researching industry standards. Beyond that, students will learn how to use their network and reputations to acquire new clients, set themselves up as industry experts, and develop additional revenue sources.

Students will begin thinking of themselves as freelancers and complete projects that allow them to appear professional to potential clients. Students will begin working on their specialties and services and go all the way to the point of putting together a bid and contract with policies and procedures.

Course Objectives

By the end of this course, students will be able to:

- Build authentic relationships from networking and use networking tools to distinguish themselves as professionals.
- Develop job search techniques and materials that are targeted toward a job in an online communications field.
- Maintain an e-portfolio site that highlights work samples, skills in online communications and post-graduation goals.
- Advocate for a salary and/or promotion that meets their educational level and work experience.
- Create materials needed for client acquisition like a webpage dedicated to specialties/services and an initial client needs assessment.
- Develop a bid for freelance work that considers timelines, fees, and policies and procedures.
- Manage projects effectively, while maintaining a professional reputation and utilizing best practices in business.
- Execute tactics that establish themselves as industry experts and add additional sources of income.
- Research industry standards and reflect if a project aligns with their business goals.

Course Structure

This is a 12-week course. The course will be set up by weeks, with each week beginning Monday at midnight and going through Sunday at 11:59pm EST. The course is completely asynchronous so you will follow along with the weekly modules on Canvas. The course will be divided into two main sections, professional development and freelancing, and each section will span six weeks. There will be a weekly recorded lecture, assigned readings, quiz, and supplementary activities/resources for the first five weekly modules in each section. The sixth module in each section (Week 6 and Week 12) will take the form of a workshop, where students will focus on a large course assignment.

The instructor will send out a weekly announcement to introduce the content and assignments for the week. Students are encouraged to meet individually with the instructor on an as-needed basis to discuss the course and/or their professional development. **The instructor reserves the right to mandate individual meetings when necessary if there is a concern about the student's progress that can't be resolved via email.**

Course Expectations

Given that this is a graduate-level course that focuses on your professional development, it is expected that you start engaging in best practices now. My assumption is that all of you already care about your academics, professional reputation and post-graduation goals. However, in the spirit of being on the same page, here are my expectations in this course:

- Students should be engaged in class, which requires watching lectures, reading articles, participating in module activities and logging into Canvas regularly.
- Assignments are correlated with your post-graduation success. Therefore, students should plan to start assignments in advance and submit assignments on time.
- Communication via email and Canvas submission should take a professional tone and be free of spelling/grammatical mistakes.

- Students should be open to feedback on assignments, as this is a way to grow professionally and a trait that will be valued by supervisors.

Ownership of Education:

As graduate students, you are not passive participants in this course. All students in this program have a background in marketing, advertising, public relations, journalism, or a similar field. Everyone in class will benefit from your expertise and knowledge. If you have something to share with the class from a previous experience, reading an article of interest and/or following someone on social media, please share it with the group. We learn best from sharing resources with each other, as opposed to working in isolation.

This class also allows you to take ownership of your educational experience, where your efforts will equate to your success after graduation. You will know the due dates from the beginning of the semester. Please take personal responsibility to note the due dates and turn assignments in before the deadline.

Required Text

There is not a required textbook for this course. Readings related to the topics that we are covering will be posted in the corresponding weekly module.

I recommend keeping up with publications highlighting current employment trends and industry updates.

Prerequisites

There is not prerequisite knowledge needed for the course. To check how this course satisfies graduation requirements, please contact an advisor in the department.

Teaching Philosophy

Everyone has the opportunity and potential to earn an “A” grade, but high quality work is expected to attain it. Therefore, special efforts should demonstrate: (a) exemplary academic and pre-professional growth, and (b) substantial contributions to the course through participation and collaboration with others.

Course Policies

Attendance Policy:

Because this is an asynchronously delivered online course, attendance in the form of taking roll will not occur; however, students are expected to sign onto the course site at least once each day, Monday – Friday, to check for course updates in the announcements section of the site and participate in the weekly module.

Late Work and Make-up Policy:

Deadlines are critical to this class, especially since this class centers around professionalism. All work is due on or before the due date. Given that all assignment descriptions and due dates will be available from the first day of the semester, **no late work will be accepted**. Extensions for deadlines will only be

given for preapproved emergencies so plan on keeping up with the course calendar. Minor inconveniences such as family vacation or minor illness are not valid reasons for extensions.

Since all of your assignments will be submitted on Canvas, there is an expectation that you are uploading your assignment files correctly. Therefore, for work to be considered on time, I need to be able to view it as it was originally submitted. Uploading a file that is not recognized by Canvas, uploading a blank document, and/or uploading a file for another class does not allow you to resubmit after the deadline for credit.

Issues with uploading work for a grade is also not an excuse. If you are having technical difficulties with Canvas, there are other means to submit completed work. For example, you can send an email with file attachments to demonstrate that the work was completed on time. Students should compensate for technical difficulties by not waiting until the last minute to submit work.

Policy for assignments that can't be emailed as an attachment if there is a technical difficulty: 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. Contact UF helpdesk (352) 392-HELP.

Emergency and extenuating circumstances policy: Students who face emergencies, such as a major personal medical issue, a death in the family, serious illness of a family member, or other situations beyond their control should notify their instructors immediately.

Students are also advised to contact the Dean of Students Office if they would like more information on the medical withdrawal or drop process: <https://www.dso.ufl.edu/care/medical-withdrawal-process/> .

Students MUST inform their academic advisor before dropping a course, whether for medical or non-medical reasons. Your advisor will assist with notifying professors and go over options for how to proceed with their classes. Your academic advisor is Tiffany Robbert, and she may be reached at trobbert@jou.ufl.edu .

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>

Coursework Submissions:

Below is a chart that contains the course assignments, along with the corresponding percentage of your grade and method of submission. You will note that all assignments and the two module tests will be submitted through Canvas.

Assignment Item	Percentage	Submission
Resume and Cover Letter with Qualification Chart	10%	Canvas
Interview Preparation Assignment	5%	Canvas
E-Portfolio with Two Classmate Critiques	20%	Canvas

Informational Interview with Freelancer & Fee Structure Research	15%	Canvas
Client Needs Assessment Form	10%	Canvas
Webpage content on specialties, services, and project management process	10%	Canvas
Freelance Project Bid & Contract Policies and Procedures	20%	Canvas
Weekly Quizzes (Weeks 1-5, 7-11)	10%	Canvas

Deadlines:

Below is a snapshot view of the assignments and their corresponding due dates. This class, like others, involves meeting deadlines and taking responsibility of managing multiple commitments. I highly recommend that you note the course due dates in a planner/online scheduler. These due dates will mirror the Canvas modules tab and Canvas calendar, which you will be held accountable for viewing regularly.

Assignment Item	Deadline
Resume and Cover Letter with Qualification Chart	Sunday at 11:59pm EST of Week 3
Interview Preparation Assignment	Sunday at 11:59pm EST of Week 4
E-Portfolio with Two Classmate Critiques	Sunday at 11:59pm EST of Week 6
Informational Interview with Freelancer & Fee Structure Research	Sunday at 11:59pm EST of Week 8
Client Needs Assessment Form	Sunday at 11:59pm EST of Week 9
Webpage content on specialties, services, and project management process	Sunday at 11:59pm EST of Week 10
Freelance Project Bid & Contract Policies and Procedures	Sunday at 11:59pm EST of Week 12
Weekly Quizzes (Weeks 1-5, 7-11)	Sunday at 11:59pm EST of Weeks 1-5, 7-11

Grading:

All assignments will be graded on a 100 point scale. There will be a rubric for every assignment located in Canvas. The numeric grade that you receive will account for a percentage of your total grade. Therefore, your final grade in the course will be based on weighted percentages.

The final grade will be awarded as follows:

A	100%	to	92.5%
A-	< 92.5%	to	89.5%
B+	< 89.5%	to	86.5%
B	< 86.5%	to	82.5%
B-	< 82.5%	to	79.5%
C+	< 79.5%	to	76.5%
C	< 76.5%	to	72.5%
C-	< 72.5%	to	69.5%
D+	< 69.5%	to	66.5%
D	< 66.5%	to	62.5%
D-	< 62.5%	to	59.5%
F	< 59.5%	to	0%

Rounding policy: The final grade of a student who ends the course with a 92.62 is an A- . The final grade of a student who ends the course with a 92.34 is a B+. When the grade falls at a .5, I will carry the grade to the next decimal point for rounding purposes.

Current UF grading policies for assigning grade points:

<https://catalog.ufl.edu/ugrad/current/regulations/info/grades.aspx>

Course and Assignment Details

Weekly Lectures:

This course is completely asynchronous so **all lectures will be pre-recorded**. The instructor will post a lecture video(s) to Canvas for 10 of the 12 weeks (Weeks 1-5 and Weeks 7-11). There will also be an additional video that should be watched at the beginning of the semester – one that is an introduction to the course and a review the syllabus/course expectations. These videos will vary in length depending on the material, and some topics may be broken up into shorter segmented videos. It is your responsibility to watch each of the videos by Sunday at 11:59pm EST of the week that they are assigned.

Although it is possible to watch the video lectures at any time and at any pace, keeping up with the videos according to the schedule will be easier as they set the foundation for the graded assignments in the course. Watching the video lectures in a timely fashion will also allow you to do better on the quizzes.

Students are encouraged to meet individually with the instructor on an as-needed basis to discuss course material and/or their professional development. The instructor reserves the right to mandate individual meetings when necessary if there is a concern about the student's progress that can't be resolved via email.

Resume and Cover Letter with Qualification Chart

Each student will develop a resume and cover letter targeted to a desired position after graduation. Conduct some research and locate a job description that interests you and matches your post-graduation goals. You will want to read over the job responsibilities and skills needed to be successful in this type of position.

The next step will be to create a qualification chart so you can match your experiences and skills to the desired position. You will want to go through the job description again and note the key requirements and then indicate how your background matches up. Consider transferable skills too.

Once you are able to have the qualification chart as a visual, you will create a resume and cover letter in present tense. You will want to go through the module content about resumes and cover letters in order to showcase yourself in the most marketable way and strategically place yourself above the competition. Your resume should be completely updated, and spelling/grammar must be perfect.

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.

Therefore, for this assignment you will be submitting a job description, qualification chart, targeted resume and targeted cover letter for credit.

Assignment Rubric

R & CL with Qualification Chart ✎ 🔍 🗑						
Criteria	Ratings				Pts	
Qualification Chart	Chart contains list of job requirements and matching qualifications, specific examples are used, reflects going through the entire job description 10 pts	Chart contains list of job requirements and matching qualifications, but more detail should have been provided to help with targeting the job description 5 pts	No chart, incorrect format, and/or no detail provided 0 pts		10 pts	
Resume Content	Appropriate section headings are included, Bullet points are used to provide supporting information, Keywords are used while still considering all audiences 10 pts	Top selling points are not included (ex. explanation of tasks), but section headings reflect a well-rounded candidate 5 pts	Minimal content, wording does not reflect an interest in online communications 0 pts		10 pts	
Resume - Targeted & Quantified	Order of section headings and explanations match job description, specific details and results are included 20 pts	Content describes tasks, but specifics are not customized to job and/or show outcomes 10 pts		Generic content, no supporting figures 0 pts	20 pts	
Cover Letter Content & Paragraph Structure	Cover letter breaks down job-specific skills and transferable skills, paragraphs focused around a certain topic, four-paragraph structure from module considered, bullet points are used effectively, ideas are conveyed clearly and audience is taken into consideration 15 pts	All of the criteria mentioned, but bullet points are not used effectively or paragraphs don't contain a specific focus 12 pts	Cover letter highlights hard and soft skills, but could be organized better to focus on a specific skill set. 8 pts	Paragraph structure and content is appropriate, but audience is not taken into consideration 4 pts	Content does not flow and letter is hard to follow along 0 pts	15 pts
Cover Letter - Targeted & Specific Examples	Cover letter elaborates on experiences, contains top selling points, specific examples are included 15 pts	Cover letter expresses interest in online communications, but key points from qualification chart are left out. More details need to be included. 8 pts		Generic content that could be circulated to any employer 0 pts	15 pts	
Format of R & CL	Refer to PPT slides --- format, length, font size, structure, etc. 10 pts	Only resume or cover letter has correct format 5 pts	Resume and/or cover letter does not adhere to standards from module. Format sloppy when viewing materials on different devices. 0 pts		10 pts	
Spelling & Grammar	Materials proof read. No spelling or grammatical mistakes. 10 pts	Proof reading work would have resulted in fewer careless mistakes. 5 pts		Several spelling and grammatical errors 0 pts	10 pts	
Updated Materials	Materials updated (ex. grad program, internship, freelance work, etc all current) 10 pts	Only resume or cover letter was updated 5 pts		Resume and cover letter were not updated 0 pts	10 pts	
Total Points: 100						

Interview Preparation Assignment

As you will learn through this class, there are many ways to prepare for an interview, from thinking of sample questions to practicing your answers out loud. The assignment will be set up as a discussion forum. For your original post, you will find a job description for a position in the online communications field. Please state the name of the position and provide a link to the actual job posting. Below the job description, you will come up with sample interview questions for the job, which will help you learn how to prepare for an interview and think like an employer. You should have 10 total questions --- 1 common interview question, 1 think-on-your-feet question, 2 behavioral questions, 2 job specific questions, 2 technical questions, 1 critical thinking question and 1 freebie that is your choice. You will need to post your job description and questions before seeing your classmates' posts.

The second part of this assignment will be to select a classmate's post and respond to 4 of his/her interview questions. Please make sure you read over their job description first. For the 4 questions that you decide to answer, I would like each one to be from a different category (ex. 1 behavioral, 1 technical, 1 job specific and 1 common). You can respond by typing out your answers or by using the webcam feature on the Canvas forum. Please make sure to have a professional tone and provide detailed answers, whether you are typing or on camera.

Assignment Rubric

Interview Prep   				
Criteria	Ratings			Pts
Name of position and link for posting	Provided to classmates and instructor on time 5 pts	Not provided to classmates and instructor on time 0 pts		5 pts
Amount of Interview Questions	10 questions provided for job posting 10 pts	Questions present for job posting, but insufficient number 6 pts	No questions posed for job posting 0 pts	10 pts
Type of Interview Questions	Questions match characteristics of question groups 15 pts	Only certain questions match question group characteristics 9 pts	Questions do not conform to characteristics of specific question groups 0 pts	15 pts
Targeted interview questions	Questions are targeted toward job posting 20 pts	Some questions are targeted toward job posting 12 pts	Questions are too generic 0 pts	20 pts
Interview Answers - Content	Answers question, provides details or supporting examples, keeps focus on results 20 pts	Answers question, but does not convey enough selling points 12 pts	Answers don't relate to question or provide enough supporting detail 0 pts	20 pts
Interview Answers - Diversity of questions	Able to identify different question types in order to select from question groups 10 pts		Answers picked at random 0 pts	10 pts
Interview Answers - Targeted	Recognition of what employers are looking for, answers can serve as a foundation for similar positions, clear that job posting was in mind 20 pts	Attention to audience, but more specifics could have been provided to align with interviewer's goals 12 pts	Provides answers, but no strategy or consideration of employer 0 pts	20 pts
Total Points: 100				

E-Portfolio with Two Classmate Critiques

Each student will create an e-portfolio website that contains the following items:

- an “about me” section with a professional biography
- an updated resume (as a page and downloadable file)
- work samples from going through the program (and previous work experiences if applicable)
- a “contact me” section
- a professional social media 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. The employer will be most focused on your work sample section.

Using the critique form posted in Canvas, students will need to get their portfolios critiqued by **two classmates**. Please allow enough time for the critiques so you can make the proper edits before the final e-portfolio is due. This project will be the focus of your Professional Development section workshop so there should be enough time for critiques and implementing feedback.

You will submit a link to your e-portfolio, an objective statement for your e-portfolio (the goal of the site) and the two critique forms to Canvas. Please save your critique form as “Your Last Name_Eportfolio Critique for _Classmate’s Last Name”

The objective statement and link will be due by Thursday at 11:59pm EST and the critiques will be due by Sunday at 11:59pm EST. Please use the discussion forum to post the link to your e-portfolio site and the critique forms so that your classmates have access to your site and everyone can see their critiques.

Note: For organizational purposes, post your critique form as a reply to the original post of your classmate. That way, everyone can easily see if they have any critiques. Also consider “sharing the wealth” when it comes to the e-portfolio critiques. If you see a classmate has already received multiple critiques and someone else doesn’t have any, one site will benefit more from a review...

A sample e-portfolio critique form with feedback will be uploaded for a frame of reference.

Assignment Rubric

E-portfolio w/ Critiques   						
Criteria	Ratings				Pts	
Components of site	Updated Resume, Contact Me and SM feed present (5 points each) 15 pts	Sections mentioned for full credit are present, but more effort needed to enhance professional reputation 8 pts	Not all sections of the site were present by the due date 0 pts		15 pts	
Professional bio	Bio is 5-7 sentences, each sentence serves a purpose, direct experiences/accomplishments are mentioned, written in professional and approachable tone, top selling points are highlighted 10 pts	Professional in tone and background mentioned, but a lot of unsupported claims or excessive word choice 5 pts	No bio present or spelling/grammatical mistakes 0 pts		10 pts	
Work Samples	Work samples reflect professional skills, samples clearly labeled, objective and skills used clearly documented 25 pts	Work samples updated and clearly labeled, but your role/skills/goal not included 15 pts	Work samples are present, but listed in a way that employers/audience can't understand projects 8 pts	Not enough work samples to showcase background or work samples not updated 0 pts		25 pts
Layout/Design	Colors align with brand, work samples easy to locate, name and expertise are highlighted, clear that this is an e-portfolio site, pages are clearly labeled 10 pts	Clear that this is an e-portfolio site, pages used to break up information, but more consideration needed to be given to page navigation and/or page names 5 pts		Site looks unprofessional 0 pts	10 pts	
Written Content	Content is free of spelling/grammatical mistakes, professional tone throughout, enough content provided to convey professional background 10 pts	Conveyed professional background, but tone too informal and/or audience not taken into consideration 5 pts		Spelling and grammatical mistakes 0 pts	10 pts	
E-portfolio Critiques	Two critiques provided to classmates, went through form to really analyze site and provide feedback 20 pts	Two critiques completed, but more substantial feedback needed to be given and/or not enough time spent on classmate's site 10 pts	Only one critique completed before the deadline 5 pts	No Marks 0 pts	20 pts	
Updates from feedback	Went through critiques and updated site to reflect certain feedback items 10 pts	Went through critiques, but rushed to update site so more work is needed 5 pts	No consideration given to feedback/no updates 0 pts		10 pts	
Total Points: 100						

Informational Interview with Freelancer & Fee Structure Research

Conduct an informational interview with a professional who does freelance work within the field of online communications. The freelancer should have at least three years of experience, be a NEW contact, and have the ability to meet for 30 minutes either in-person or virtually (ex. Skype). Phone and/or email meetings will not be accepted because it does not impact your networking ability as much.

Students will take the initiative to locate the professional, arrange a time for an interview, and come prepared with sample questions. As one component of the interview, students will be expected to discuss how this freelancer sets their pricing structure.

After the interview, students will summarize their experience in a two-page paper (double spaced, 10-12 pt font, 1-inch margins). Please use paragraph form and proof read your work. Consider these guiding questions as you write your paper:

1. How did the interview impact your knowledge about the freelancing industry?
2. What new information, ideas, and insights did you gain?
3. Did the interview increase or decrease your interest in freelancing? How so?

On the third page, include the following item:

- Type the complete contact information for the person you interviewed, including job title, company name, email address and phone number. Informational interviews submitted without this contact information will NOT be accepted.

Part II of the assignment will be to research two additional places to learn more information about freelancing pricing structures (I recommend asking about this during your interview to get some ideas of where to start). Students will compare and contrast what information they found from the interview and the two sources. When comparing and contrasting this information, please clearly list your two sources and then share some of the similarities and differences of the data collected. As a frame of reference, the write-up piece should be 2-3 paragraphs.

Once this assignment is graded, a database of resources will be put together for the entire class.

Therefore, you will be submitting your informational interview paper, a page with contact information, and your fee structure comparison research.

Assignment Rubric

Info Int w/ Fee Structure Research ✎ 🔍 🗑					
Criteria	Ratings				Pts
Freelance Professional	Person selected for the assignment is a freelancer, does work in online communications, has at least three years of experience, this is a NEW contact 10 pts	Person selected for the assignment is a freelancer, does work in online communications, but does not have enough experience in the field 5 pts	Person selected for the assignment is a freelancer, does work in online communications, has at least three years of experience, but NOT a NEW contact 2 pts	Person selected does not do freelance work and/or is not in the online communications field 0 pts	10 pts
Actual Interview Experience	Interview took place in person or virtually (webcam/microphone used to communicate), interview lasted 30 minutes in duration, questions were relevant to work as a freelancer, questions were prepared in advance 15 pts	Interview took place in person or virtually (webcam/microphone used to communicate), interview lasted 30 minutes in duration, questions were not relevant to work as a freelancer and/or questions were not prepared in advance 8 pts	Interview did not take place in person or virtually (with webcam/microphone used to communicate) and/or interview was too short to gain enough information 4 pts	No interview took place 0 pts	15 pts
Reflection Paper	Paper addressed guiding questions posed in the assignment description, paper contained specific information from the interview, paper in paragraph form, paper had a business-like tone, paper met length requirement 20 pts	Paper addressed guiding questions posed in the assignment description, paper contained specific information from the interview, paper met length requirement, but not in paragraph form or too casual of a tone was used 15 pts	Paper addressed guiding questions posed in the assignment description, paper in paragraph form, paper had a business-like tone, paper met length requirement, paper contained specific information from the interview, but more details would have enhanced the paper 12 pts	Paper did not address guiding questions posed in the assignment description and/or no specific information from the interview was included 6 pts	No reflection paper 0 pts 20 pts
Contact Information	Complete contact information was provided by the deadline 5 pts	Incomplete contact information was provided by the deadline 2 pts	No contact information was provided by the due date 0 pts	5 pts	
Thank You Note	Thank you note followed format covered in course modules (included specific details and was personalized to make an impact on the receiver) 10 pts	Thank you note followed format covered in course modules, but could have been customized more to make an impact 7 pts	Thank you note was included, but did not follow the structure from the course modules 5 pts	No thank you note was included 0 pts	10 pts
Sources for Fee Structure Research	Two sources were found, both sources are credible, sources focused freelancing in online communications 17.5 pts	Two sources were found, both sources are credible, but sources are not focused freelancing in online communications 12 pts	Only one source for fee structure research was found 9 pts	Credibility of sources can be questioned 5 pts	No credible sources for fee structure research were found 0 pts 17.5 pts
Comparison of Fee Structure Research	Sources/information gained were compared and contrasted, detail was provided to show the type of information that you received, showed an understanding of information gained 17.5 pts		Sources/information gained were compared and contrasted, but more detail needed to understand what information was found 9 pts	Sources/information gained were not compared or contrasted 0 pts	17.5 pts
Description of criterion	Assignment was proof read, no spelling/grammar mistakes 5 pts	Well written overall, but proof reading would have enhanced assignment 2 pts	Several spelling/grammar mistakes 0 pts	5 pts	
Total Points: 100					

Client Needs Assessment Form

Students will develop a Needs Assessment Form that will serve as a tool that can be used for all initial client meetings when taking on a freelance project. The Needs Assessment Form should be complete in terms of questions, structure and design. The form does NOT need to be filled out, as there is no way to predict how a client would respond. To create the form, consider using Google Forms, Qualtrics or any other program that can give you the right format. In regards to the creation, think what will be best in terms of longevity and client-friendliness.

To assist you with this assignment, I recommend selecting a company, looking at their social media presence, and pretending that you are working on a freelance project for this “client.” That way, you can see what types of information would be important to gather when having a client fill out a Needs Assessment.

For example, you will want to consider the company’s goals, audience, timeline for completion, decision-makers, previous efforts, budget, etc (hint, hint in terms of getting started on this assignment).

Everyone will submit their completed form to Canvas. Please note that a sample assignment will not be posted because part of the process is selecting and writing questions, which would be hindered by seeing previous student work.

Assignment Rubric

Needs Assessment   					
Criteria	Ratings				Pts
Format of Needs Assessment Form	Form contains your information, form looks professional (format of questions, use of sub-headings/question groups, font used, layout on page, etc) 10 pts	Format consistent in regards to fonts, layout, but doesn't look like it came from a freelance professional (ex. no branding, no contact info) 5 pts	Form was quickly constructed with just a list of questions 0 pts		10 pts
Questions Included on Needs Assessment Form	Questions consider company's goals, audience, timeline for completion, decision-makers, progress to date, etc., enough background information is gathered to formulate an action plan 50 pts	Questions cover a range of relevant topics, but not all background information is considered (ex. timeline, progress to date) 38 pts	More questions or more strategic questions needed to be asked to gather information about the client 25 pts	No questions provided on form 0 pts	50 pts
Ability to use for future clients	Form considered future freelancing work and was made applicable to many clients 10 pts	Parts of form could be re-used, but it doesn't serve the purpose of having a form in place 5 pts	This form can not be re-used for future clients 0 pts		10 pts
Wording of questions	Wording considered the client, written to a non-tech audience, positive tone 12.5 pts	Questions worded in a way that gets at information needed, but audience not taken into consideration 6 pts	Questions were confusing or could be interpreted multiple ways 0 pts		12.5 pts
Spelling and Grammar	Assignment was proof read, no spelling/grammar mistakes 5 pts	Well written overall, but proof reading would have enhanced assignment 2 pts	Several spelling/grammar mistakes 0 pts		5 pts
Question order	Questions flow from topic to topic, appropriate questions fall within sub-headings, order of questions make sense (questions that relate to each other are together) 12.5 pts	Order of questions considers importance level and categories, but some questions could be re-ordered to gather information at one point 6 pts	Questions randomly listed 0 pts		12.5 pts
Total Points: 100					

[Webpage content on specialties, services, and project management process](#)

At this point in the semester, you created an e-portfolio, received critiques and revised your site to make it as professional as possible. The next step is to add on to your e-portfolio site and create content for a page that covers your freelance specialties, services and project management process. If you want to break this up into multiple sections, that is fine in terms of organization. You do not have to actually publish this page, but it should be ready to go in regards to content and visuals. The goal is to put your freelancing ideas in writing so that you can start considering your specialties and services. If you have something in writing, it is easier to edit down the road and it may inspire you to start your freelancing business sooner.

Assignment Rubric

Website Content   					
Criteria	Ratings			Pts	
E-portfolio addition	Webpage is set up and accessible from the same location as the student's main E-portfolio site. 10 pts		Webpage is NOT set up and accessible from the same location as the student's main E-portfolio site. 0 pts	10 pts	
Freelancing services and specialties	Reader has clear understanding of the work you do, content is written for a non-tech audience, reader would know how you group service packages together, reader would know how to get a quote or more information 25 pts	Reader has clear understanding of the work you do, reader would know how you group service packages together, reader would know how to get a quote or more information, needed to pay more attention to audience 20 pts	Content is written for a non-tech audience, reader would know how you group service packages together, reader would know how to get a quote or more information, Specialties and services needed to be more clearly defined 10 pts	No content about freelancing services or specialties is provided 0 pts	25 pts
Project management principles	Reader has clear understanding of how the process works if they hire you, expectations are clearly stated for the working relationship, the sequence of how you work with clients is spelled out, content is written for a non-tech audience 25 pts	Content is written for a non-tech audience, reader needs more of an understanding of the sequence of events if they hire you, expectations are stated for the working relationship 15 pts	Written for a non-tech audience, basic list of how you manage projects is included, more detail needed about what happens when someone hires you 5 pts	No content about your project management is included 0 pts	25 pts
Visual appeal	Text is broken up in appropriate places, good use of headings and subheadings, considered fonts/text size, colors allow for easy reading, images used appropriately 20 pts		Good use of headings and subheadings, considered fonts/text size, colors allow for easy reading, images used appropriately, text should have broken up in more appropriate places 10 pts	Design element of page is unprofessional 0 pts	20 pts
Branding	Colors, design, layout all align with other e-portfolio pages and marketing materials 10 pts	Colors match other e-portfolio pages, but more consistency needed with formatting and design elements 5 pts		Page does not conform with the other e-portfolio pages 0 pts	10 pts
Spelling and Grammar	Content was proof read, no spelling/grammar mistakes 10 pts	Well written overall, but proof reading would have enhanced content 5 pts		Spelling and/or grammatical mistakes 0 pts	10 pts
Total Points: 100					

Freelance Project Bid & Contract Policies and Procedures

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. Students are encouraged to target this assignment to a legitimate freelancing opportunity that can hopefully translate into income and a work sample upon graduation. 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:

The bid will need to be in a professional template and include a breakdown of the project, noting the main work elements, timeline and price. Therefore, 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. 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, I highly encourage you 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.” We are going to assume that this will turn into a signed contract. 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 feedback process?
- How do you handle additional requests?
- If a client decides to stop the project, how do you get compensated?
- When/how do you collect fees? (Get that deposit!)
- Who owns the work? Who pays for hosting and/or images?
- Feel free to include anything else that you see fit.

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 2 pages.

Note: This project will be the focus of your freelancing section workshop. Please pace yourself for this assignment.

Assignment Rubric

Freelance Bid   					
Criteria	Ratings			Pts	
Proposed Project	Project related to post-graduation goals, scope of project is large enough for a freelance bid, project has clear end goal 10 pts	Project related to online communications, but more direction needed or larger scope needed 5 pts	Project too small in scope and/or not appropriate for a freelance situation 0 pts	10 pts	
Format of bid	Professional format, includes your contact info and company info, clearly states goal and breaks down tasks/prices, visually aligns with your brand 10 pts	Breakdown of tasks/prices and scope of project included, bid needs more organization 5 pts	Difficult for reader to follow along with project and pricing 0 pts	10 pts	
Task Breakdown	Larger bid is broken down to manageable tasks/steps 20 pts	Tasks could be clearer or more defined, but there is a sense of order 10 pts	Tasks just listed, but no sequence or direction 0 pts	20 pts	
Justification of time and pay	Time and pay aligns, price is supported with breakdown of tasks, thought went into selecting price, service packages make sense 20 pts	Price is supported with breakdown of tasks, but questions arise about how price was selected or service package tiers 10 pts	Pay scale randomly generated 0 pts	20 pts	
Goals of project	End result and/or benefit clearly articulated 5 pts	Reader can understand direction of project, but alignment with goals is questionable 3 pts	Hard for reader to understand end result and/or benefit 0 pts	5 pts	
Policies and Procedures	Policies and procedures are business savvy, considered different situations, protected your business/ideas, reader is clear about the expectations 20 pts	Considered different situations, protected your business/ideas, reader is clear about the expectations, more thought needed to go into implications 15 pts	More situations should have been considered, follow up questions arise or expectations need to be clarified 10 pts	Gray areas when questions or concerns about a project come up 0 pts	20 pts
Communication	Audience considered, project understood by technical & non-tech people, terms defined, included services very clear 10 pts	Services clearly defined, but needed to consider tech and non-tech people when writing more 5 pts	Audience left with questions, word choice could have been clearer 0 pts	10 pts	
Spelling and Grammar	No spelling and grammatical mistakes 5 pts	Well written overall, but proof reading would have enhanced assignment 3 pts	Spelling and/or grammatical mistakes 0 pts	5 pts	
Total Points: 100					

Weekly Quizzes (10 Total)

There will be a quiz that needs to be completed by Sunday at 11:59pm EST of each week there is a pre-recorded lecture (Weeks 1-5, 7-11). Each quiz will contain 5 multiple choice questions based off the weekly recordings and supplementary resources. Each quiz will be taken on Canvas and you will have 10 minutes to complete the quiz. You will be able to see all the questions at once, but you may only take the quiz once. Please make sure you review the lecture in advance to have enough time and please make sure you are taking the quiz with a good Internet connection. The quizzes are not meant to hurt you. Rather, they are meant as a way to make sure you are staying up-to-date with the class lectures.

The quiz should be an individual experience and any violation of that is considered academic dishonesty. There will not be any make-up quizzes under any circumstances given that the quiz will be open for a window of time.

Assignment Rubric

Each multiple choice question is worth 1 point. There will be 5 multiple choice questions per test.

University Policies

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.

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.

Other Resources:

Other are available at <http://www.distance.ufl.edu/> getting-help for:

- Counseling and Wellness resources
 - <http://www.counseling.ufl.edu/cwc/> 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 contact your program director and/or student support coordinator at distancesupport@jou.ufl.edu or 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. 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 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.

Schedule

Weekly Module Dates

The course will be set up by weeks, with each week beginning Monday at midnight and going through Sunday at 11:59pm EST. **When something is due Week #__, it means by Sunday at 11:59pm EST of that week. This includes watching lectures, reading course material and completing assignments.**

Below are the weekly dates for the semester:

Week 1: Aug. 21 – 27

Week 2: Aug. 28 – Sept. 3

Week 3: Sept. 4 – 10

Week 4: Sept. 11 – 17

Week 5: Sept. 18 – 24

Week 6: Sept. 25 – Oct. 1

Week 7: Oct. 2 – 8

Week 8: Oct. 9 – 15

Week 9: Oct. 16 – 22

Week 10: Oct. 23 – 29

Week 11: Oct. 30 – Nov. 5

Week 12: Nov. 6 – 12

Course Schedule

Introduction and Syllabus

- Recorded Course Introduction and Syllabus Review: Located on Canvas home page and in Week 1 module

Week One: Career Development Theories, Conducting Career Research

Learning Objectives:

- Compare career develop theories and evaluate how these theories impact career development and career selection.
- Identify and locate professional associations, reliable resources on the Internet and professionals in the field that will assist with gaining accurate career information.

Watch & Read:

- Watch recorded lectures in weekly module on Canvas.
- Read articles related to the topics covered in the weekly module on Canvas.

Assignments:

- Make sure to watch the course introduction and syllabus/expectations video.
- Explore Canvas in depth and take note of course due dates.
- Weekly Quiz

Week Two: Networking, Networking Tools, E-Portfolios

Learning Objectives:

- Build authentic relationships from networking and use networking tools to distinguish yourself as a professional.
- Create and maintain an e-portfolio site that highlights work samples, skills in online communications and post-graduation goals.

Watch & Read:

- Watch recorded lectures in weekly module on Canvas.
- Read articles related to the topics covered in the weekly module on Canvas.

Assignments:

- Read over Informational Interview with Freelancer & Fee Structure Research assignment description and start pacing yourself to complete this before the deadline (Week 8)
- Read over E-portfolio assignment description and start pacing yourself to complete this before the deadline (Week 6)
- Weekly Quiz

Week Three: Conducting a Targeted Job Search, Resumes and Cover Letters

Learning Objectives:

- Construct a qualification chart and organizational system to go through a targeted job search.

- Develop job search materials such as a resume and cover letter that are targeted toward a job in an online communications field.

Watch & Read:

- Watch recorded lectures in weekly module on Canvas.
- Read articles related to the topics covered in the weekly module on Canvas.

Assignments:

- Resume and Cover Letter with Qualification Chart due
- Weekly Quiz

Week Four: Interviewing, Salary Negotiation

Learning Objectives:

- Distinguish interview questions based on question groups and practice techniques for answering during an interview setting.
- Identify best practices for an interview such as showing engagement, asking questions and writing thank you notes.
- Advocate for a salary and/or promotion that meets your educational level and work experience.
- Establish a strategy for responding to an employer during the salary negotiation process.

Watch & Read:

- Watch recorded lectures in weekly module on Canvas.
- Read articles related to the topics covered in the weekly module on Canvas.

Assignments:

- Interview Preparation Assignment due
- Continue to work on Informational Interview with Freelancer & Fee Structure Research assignment
- Weekly Quiz

Week Five: Decision Making, Asking for a Raise, Best Practices in the Workplace

Learning Objectives:

- Compare and contrast job offerings, noting the job-related factors and personal factors that go into making a decision.
- Identify the characteristics of a good letter to accept, delay or reject a job offer.
- Evaluate job performance in order to design a written and/or oral pitch for a raise.
- Recognize best practices in the workplace in regards to company culture, email etiquette, and team work.

Watch & Read:

- Watch recorded lectures in weekly module on Canvas.
- Read articles related to the topics covered in the weekly module on Canvas.

Assignments:

- Weekly Quiz

Week Six: Professional Development Section Workshop

Learning Objectives:

- Apply knowledge of professional development topics by working on a capstone project.
- Review and provide feedback on e-portfolios for the online communications field.

Watch & Read:

- N/A – Workshop Week

Assignments:

- E-Portfolio with Two Classmate Critiques due

Week Seven: Setting Business Goals, Working with Clients

Learning Objectives:

- Identify aspects of freelance work that require goals and formulate SMART business goals for potential freelancing opportunities.
- Determine best practices for working with clients and stakeholders who do not have a technical background.
- Apply appropriate techniques to write effective emails, hold efficient meetings and persuade clients to accept an idea.

Watch & Read:

- Watch recorded lectures in weekly module on Canvas.
- Read articles related to the topics covered in the weekly module on Canvas.

Assignments:

- Continue to work on Informational Interview with Freelancer & Fee Structure Research assignment
- Finalize e-portfolio based on instructor feedback
- Weekly Quiz

Week Eight: Client Documents and Forms – Proposals, Bids, Contracts, Policies and Procedures, Creating Forms (ex. Needs Assessments)

Learning Objectives:

- Create materials needed for client acquisition like a webpage dedicated to specialties/services and an initial client needs assessment.
- Develop a bid for freelance work that considers timelines, fees, and policies and procedures.

Watch & Read:

- Watch recorded lectures in weekly module on Canvas.
- Read articles related to the topics covered in the weekly module on Canvas.

Assignments:

- Informational Interview with Freelancer & Fee Structure Research assignment due
- Weekly Quiz

Week Nine: Project Organization, Requests for Proposals

Learning Objectives:

- Manage projects effectively while maintaining a professional reputation and utilizing best practices in business.
- Evaluate the necessary steps to take during each phase of a freelance project while staying organized and managing a project budget.
- Establish best practices for soliciting business requests and designing an RFP.

Watch & Read:

- Watch recorded lectures in weekly module on Canvas.
- Read articles related to the topics covered in the weekly module on Canvas.

Assignments:

- Client Needs Assessment Form due
- Weekly Quiz

Week Ten: Industry Navigation – Determining a Fee, Selecting a Specialty, New Client Acquisition, Becoming an Industry Expert, Contracting Out, Reputation Management

Learning Objectives:

- Research and justify fee structures based on industry trends and common freelancing situations.
- Examine areas of expertise to position yourself as a specialist and create a strategy for increasing your knowledge in this area.
- Execute tactics that establish yourself as an industry expert and add additional sources of income.
- Recognize when it is appropriate to contract services out to create partnerships and/or expand your business.

Watch & Read:

- Watch recorded lectures in weekly module on Canvas.
- Read articles related to the topics covered in the weekly module on Canvas.

Assignments:

- Webpage content on specialties, services, and project management process due
- Weekly Quiz

Week Eleven: Deciding if Freelancing is a Good Fit, Learn from Freelancing Experts

Learning Objectives:

- Discover industry standards and reflect if freelancing aligns with your business goals.
- Identify some industry experts to learn from their experience and knowledge.

Watch & Read:

- Watch recorded lectures in weekly module on Canvas.
- Read articles related to the topics covered in the weekly module on Canvas.

Assignments:

- Weekly Quiz

Week Twelve: Freelancing Section Workshop

Learning Objectives:

- Apply knowledge of freelance topics by working on a capstone project.
- Examine how a mock freelance bid can apply to a real-world opportunity to gain experience.

Watch & Read:

- N/A – Workshop Week

Assignments:

- Freelance Project Bid & Contract Policies and Procedures due

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 will be communicated clearly. Students should expect these changes to take place. Students are responsible for taking note of these updates and will be held accountable for new deadlines.