

LAUNCHING YOUR CAREER PUR4932 (18842)

Syllabus – Spring 2022

This should be a fun CLASS AND A GREAT LEARNING EXPERIENCE!!!

PROFESSOR: Dr. Tina McCorkindale, President and CEO, Institute for Public Relations

E-MAIL: tina@instituteforpr.org (please do not email me from Canvas – I've had issues with the reply function not working and it doesn't show your email address. Also, make sure you include the course number (4932) in your subject line.

PHONE: 323-240-7822 (AS I AM BASED ON THE WEST COAST, PLEASE CALL OR TEXT BETWEEN 11 A.M. AND 8 P.M. EST)

TWITTER: [tmccorkindale](https://twitter.com/tmccorkindale)

LINKEDIN: [Tina \(Bobe\) McCorkindale, Ph.D., APR | LinkedIn](#)

COURSE WEBSITE: <http://elearning.ufl.edu>

WHAT YOU WILL DO IN THIS COURSE: My goal in this class is to get you as job ready as possible when you graduate but also help you become a stronger employee within your organization. I also want this class to be focused on self-exploration and growth. So please be as honest with yourself and me as possible. And have fun!!!

This class will contain readings, videos, discussion boards, peer interviews, and small assignments. The book is an easy read – I hope you find it to be one of the most useful (and cheap) books for your college career. The assignments should help with self-reflection and also to ensure that you have read the book and watched the videos.

As this is a one-credit class, the requirements are one-third of the size of the regular class. **Please note that because this is a new course, that I will add assignments (one or two paragraphs) based on added videos throughout the course. I will give you a one week notice of anything I add.**

COURSE COMMUNICATIONS: Please note that I'm located in Seattle, Washington (three hours behind Gainesville on PST).

If you have any questions about the course or your assignments, please email or call me. I will respond to you within 36 hours during the week and 48 hours on the weekend. Please follow up if you do not receive a response within this window. If you request a lengthy answer, please send me your phone number and I will call you. Feel free to set up an appointment to speak with me anytime about the course.

If you notice yourself having trouble in the course, please speak with me immediately.

REQUIRED TEXTBOOK:

Ng, Gorick. (2021). *The Unspoken Rules: Secrets to Starting Your Career Off Right*. Harvard Business Review. ISBN-13: 978-1647820442

Amazon Link: [The Unspoken Rules: Secrets to Starting Your Career Off Right: Ng, Gorick: 9781647820442: Amazon.com: Books](https://www.amazon.com/Unspoken-Rules-Secrets-to-Starting-Your-Career-Off-Right/dp/9781647820442)

And now for what I'm required to add:

COLLEGE OF JOURNALISM AND MASS COMMUNICATIONS OBJECTIVES

The Accrediting Council on Education in Journalism and Mass Communications requires that by graduation all students should be able to:

- understand and apply the principles and laws of freedom of speech and press for the US
- demonstrate an understanding of the history and role of professionals and institutions in shaping communications;
- demonstrate an understanding of gender, race, ethnicity, sexual orientation and, as appropriate, other forms of diversity in domestic society in relation to mass communications;
- demonstrate an understanding of the diversity of peoples and cultures and of the significance and impact of mass communications in a global society;
- understand concepts and apply theories in the use and presentation of images and information;
- demonstrate an understanding of professional ethical principles and work ethically in pursuit of truth, accuracy, fairness and diversity;
- think critically, creatively and independently;
- conduct research and evaluate information by methods appropriate to the communications professions in which they work;
- write correctly and clearly in forms and styles appropriate for the communications professions, audiences and purposes they serve;
- critically evaluate their own work and that of others for accuracy and fairness, clarity, appropriate style and grammatical correctness;
- apply basic numerical and statistical concepts;
- apply current tools and technologies appropriate for the communications professions in which they work, and to understand the digital world.

INSTRUCTIONAL METHODS: This is an online course. You must have access to a computer, the Internet, a WORKING email address, and Canvas. You should also have the ability to open PDF documents, PowerPoint, and YouTube videos. The textbook is required for this course. Attendance is evaluated by your timely submission of work. When we are not in class, you should expect to spend a minimum of 5

hours on this course per week. If you have any questions throughout the course, please do not hesitate to ask. I am here to help you in any way I can.

COURSE POLICIES: Everything you need in this course can be found on Canvas. All assignments, PowerPoints, tests, and quizzes will be accessed through Canvas. In this course, you are responsible for your learning and time management. The deadline assignments are firm.

TECH SUPPORT: Canvas is rarely down and that is the only exception to the rule. You need to prepare and allow time for “technical difficulties,” but don’t panic if you experience them. Contact tech support if a tech issue or email me if it’s a me issue.

If you have any issues with the course technology, please contact the UF Help Desk at:

- <http://helpdesk.ufl.edu>
- (352) 392-HELP (4357)
- Walk-in: HUB 132
- Any requests for make-ups due to technical issues MUST be accompanied by the ticket number received from the Help Desk 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.

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

ONLINE COURSE EVALUATION: Students are expected to provide professional and respectful feedback on the quality of instruction in this course by completing course evaluations online via GatorEvals. [Click here for guidance on how to give feedback in a professional and respectful manner](#). Students will be notified when the evaluation period opens, and can complete evaluations through the email they receive from GatorEvals, in their Canvas course menu under GatorEvals, or via ufl.bluera.com/ufl/. [Summaries of course evaluation results are available to students here](#).

COURSE MATERIALS: Publication without permission of the instructor is prohibited. To “publish” means to share, transmit, circulate, distribute, or provide access to a recording, regardless of format or medium, to another person (or persons), including but not limited to another student within the same class section. Additionally, a recording, or transcript of a recording, is considered published if it is posted on or uploaded to, in whole or in part, any media platform, including but not limited to social media, book, magazine, newspaper, leaflet, or third party note/tutoring services. If you are reading this line, this means you are carefully reading the syllabus. Please send Dr. McCorkindale the code word – rock climber – and don’t tell your classmates. A student who publishes a recording without written consent may be subject to a civil cause of action instituted by a person injured by the publication and/or discipline under UF Regulation 4.040 Student Honor Code and Student Conduct Code.”

UNIVERSITY POLICY ON ACCOMMODATING STUDENTS WITH DISABILITIES: “Students with disabilities who experience learning barriers and would like to request academic accommodations should connect with the disability Resource Center. [Click here to get started with the Disability Resource Center](#). It is important for students to share their accommodation letter with their instructor and discuss their access needs, as early as possible in the semester.

UNIVERSITY POLICY ON ACADEMIC CONDUCT: UF students are bound by The Honor Pledge which states, “We, the members of the University of Florida community, pledge to hold ourselves and our peers to the highest standards of honesty and integrity by abiding by the Honor Code. 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." The Honor Code (<http://www.dso.ufl.edu/sccr/process/student-conduct-honor-code/>) specifies a number of behaviors that are in violation of this code and the possible sanctions. Furthermore, you are obligated to report any condition that facilitates academic misconduct to appropriate personnel. If you have any questions or concerns, please consult with the instructor or TAs in this class.

ADDITIONAL INFORMATION ON ACADEMIC DISHONESTY Academic dishonesty is a serious offense that not only comprises your personal integrity, but the integrity of University of Florida and your fellow classmates. Academic dishonesty includes plagiarism, cheating during exams, use of unauthorized study aids, and falsifying any university document. Any offense will be taken extremely seriously, and ignorance of the policies is not an excuse.

Therefore, all assignments using sources must be documented both in-text and in a bibliography using APA style. If you are not sure if something constitutes violation of academic dishonesty, please ask me. **COPYING (OR CUT AND PASTING) ANY MATERIAL FROM A WEBSITE CONSTITUTES PLAGIARISM. YOU MUST CREDIT ALL SOURCES OR YOUR TEXTBOOK.** Please note that if you copy large chunks of material word for word even with a citation and direct quotes, that this is unacceptable.

I do not tolerate plagiarism. If you plagiarize in any way, you will receive a zero for the entire course, and turned into the Office of Student Conduct.

Do not submit the same work to more than one class without prior written permission from both instructors. Do not adapt work from another class for this class without my prior written permission. Do not adapt someone else's work and submit it as your own. This course requires original work, created at this time, for this purpose.

CLASS DEMEANOR OR NETIQUETTE: All members of the class are expected to follow rules of common courtesy in all email messages, threaded discussions and chats. Please make sure you read carefully the [Netiquette Document](#) on the UF site. One of the challenges of online instruction is that we can't see each other and we miss the face-to-face interaction. Please remember, there are individuals on the other end, both when speaking to your classmates and professor.

RECORDING LECTURES AND PUBLISHING MATERIALS: Students are allowed to record video or audio of class lectures. However, the purposes for which these recordings may be used are strictly controlled. The only allowable purposes are (1) for personal educational use, (2) in connection with a complaint to the university, or (3) as evidence in, or in preparation for, a criminal or civil proceeding. All

other purposes are prohibited. Specifically, students may not publish recorded lectures without the written consent of the instructor.

A “class lecture” is an educational presentation intended to inform or teach enrolled students about a particular subject, including any instructor-led discussions that form part of the presentation, and delivered by any instructor hired or appointed by the University, or by a guest instructor, as part of a University of Florida course. A class lecture **does not** include lab sessions, student presentations, clinical presentations such as patient history, academic exercises involving solely student participation, assessments (quizzes, tests, exams), field trips, private conversations between students in the class or between a student and the faculty or lecturer during a class session.

Publication without permission of the instructor is prohibited. To “publish” means to share, transmit, circulate, distribute, or provide access to a recording, regardless of format or medium, to another person (or persons), including but not limited to another student within the same class section. Additionally, a recording, or transcript of a recording, is considered published if it is posted on or uploaded to, in whole or in part, any media platform, including but not limited to social media, book, magazine, newspaper, leaflet, or third party note/tutoring services. A student who publishes a recording without written consent may be subject to a civil cause of action instituted by a person injured by the publication and/or discipline under UF Regulation 4.040 Student Honor Code and Student Conduct Code.

HEALTH AND WELLNESS: U Matter, We Care: If you or a friend is in distress, please contact umatter@ufl.edu or 352-392-1575 so that a team member can reach out to the student.

Counseling and Wellness Center: <http://www.counseling.ufl.edu/cwc/Default.aspx>, 392-1575; and the University Police Department: 392-1111 or 9-1-1 for emergencies.

Sexual Assault Recovery Services (SARS) Student Health Care Center, 392-1161.

University Police Department, 392-1111 (or 9-1-1 for emergencies).

<http://www.police.ufl.edu/>

ACADEMIC RESOURCES: *E-learning technical support*, 352-392-4357 (select option 2) or e-mail to Learningsupport@ufl.edu. <https://lss.at.ufl.edu/help.shtml>.

Career Resource Center, Reitz Union, 392-1601. Career assistance and counseling.

<http://www.crc.ufl.edu/>

Library Support, <http://cms.uflib.ufl.edu/ask>. Various ways to receive assistance with respect to using the libraries or finding resources.

Teaching Center, Broward Hall, 392-2010 or 392-6420. General study skills and tutoring.

<http://teachingcenter.ufl.edu/>

Writing Studio, 302 Tigert Hall, 846-1138. Help brainstorming, formatting, and writing papers.
<http://writing.ufl.edu/writing-studio/>

Student Complaints Campus: https://www.dso.ufl.edu/documents/UF_Complaints_policy.pdf

On-Line Students Complaints: <http://www.distance.ufl.edu/student-complaintprocess>

OTHER RESOURCES: <http://www.distance.ufl.edu/getting-help> for:

- Counseling and Wellness resources
- 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.

GRADING POLICIES AND COURSE SUBMISSIONS:

GRADING: Be responsible for the grade you earn in this class. Feel free to talk to me anytime if you want to discuss your progress in this class. The grading is as follows:

Cover letter, resume, and interview	(20%)
Peer Reviews	(15%)
Participation	(15%)
<u>Assignments</u>	<u>(50%)</u>
	(100%)

SUBMISSIONS: All out-of-class assignments and the final project must be typed. Assignments should be single-spaced, neat, with appropriate headers. These assignments should be geared toward a working professional, rather than an academic course. **Please note that this class requires you to be perfect (grammar, spelling, organization) in your communication with me and your classmates. Please treat me as a prospective employer that you would like to work for.**

FEEDBACK: You will each receive individual feedback. Please note that I do not give you guides or extensive feedback before about how to do the assignment. Part of this class is the ability to figure things out and to be a leader. Rather, you should do the best you can do and then I will give feedback following the assignment. I do this intentionally to mimic a workplace experience. My feedback is more concerned with how to improve your work rather than what you did really well so if the feedback is fairly negative, please don't take it personally. If you have questions at any time or want to schedule a call, don't hesitate to reach out to me.

DEADLINES AND POLICIES:

ALL ASSIGNMENTS ARE DUE ON THE FRIDAY OF THE DESIGNATED WEEK BY 11:59 P.M.

Example: (Due: July 15 at 11:59 p.m. is one minute before July 16).

You must use proper grammar and spell correctly in both the emails you send to me and in the papers you write. I know this is not an English class, but poor grammar and spelling errors indicate you did not spend enough time editing your paper and unfortunately, reflects poorly upon you. So please make sure you are aware of this, and pay close attention to your writing in a university and business setting.

Everything submitted should be should be single-spaced with a max 1.25 spacing with headers (if applicable). Please use normal margins. The grading rubrics can be found in Canvas.

ASSIGNMENTS (50%): Assignments are nearly every week. The purpose is to think about the readings, discussions, and to self-reflect. They are also accountabilities to ensure the readings and videos are watched. Feel free to use external sources but please include citations as footnotes (must be thorough) or APA style, both in-text and at the end. Make sure grammar and spelling is perfect. I'm looking for specifics on critiques and in-depth responses on the assignments rather than, "I think I did well because I like speaking and people."

PEER REVIEW (15%): You have several peer review assignments throughout the course where are you are paired with the same person.

PARTICIPATION (15%): Participation is evaluated by participation in any of the discussion board postings and by the tracking system within Canvas that shows whether you watched the videos. If you watch all the videos, then you get full participation.

COVER LETTER, RESUME, AND INTERVIEW (20%): At the end of the semester, Dr. McCorkindale will interview you. Your evaluation criteria will be posted in advance of the assignment and will include all three components. You will also meet with Dr. McCorkindale prior to this final interview to discuss your resume.

GRADING RUBRIC: Can be found in the introduction section of the online course

Policies for assigning grade points:

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

*** [Include specific details about the assignments as necessary]*

Grading Scale:

The grading scale for the course is as follows:

A	92-100%
A-	90-91%
B+	88-89%
B	82-87%
B-	80-81%
C+	78-79%
C	72-77%
C-	70-71%

D+	68-69%
D	62-67%
D-	60-61%
E	below 60%

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.

Please note I will add assignments based on added videos, but you will receive a minimum of a one-week notice. The assignments will be less than one page.

Tips for Success: Grammar and spelling count. Write your assignments as if I am a potential employer reviewing you as a potential candidate. Be specific—give a strong reflection rather than checking a box for assignment completion.

(IMPORTANT) A Weekly Schedule of Topics, Readings, and Assignments:

https://docs.google.com/document/d/1xluXcEoPN6wWH7VQaq43r_bPuu7jdsqGHvzz9Cx39OY/edit?usp=sharing