COMM 200 – Communications Major and Career Planning (1 Unit)
Monday 2 p.m. – 3:25 p.m. (BDC 264)
Instructor: Dr. Gary Byrd
Office: BDC 245
Telephone: (661) 654-2295; Fax: (661) 654-6922
E-mail: gbyrd@csub.edu

Purpose
This is a first year foundation course designed to introduce the student to requirements and career options in the major. The course is presented as an orientation seminar, emphasizing academic expectations in the major, professional development, exploration of career options/opportunities and trends in the (field of) communications. Required for all majors.

Course Objectives
The primary objectives of this course are to:

1. help integrate first-year communications students into an academic culture;
2. introduce the student to requirements and prerequisites in the major;
3. connect the student to several areas of study in the discipline;
4. increase the student’s awareness of major changes now occurring in the communications field and their impact on job and career choices;
5. assist the student in identifying career options and career choices;
6. help the student develop career strategies and goals; and
7. position the student to adapt to career shifts in the communications field.

Requires Text

Instructional Format
This course will use a lecture-discussion format, team-taught by the department faculty and guest lecturers from the communications industry.

Class Meetings/Attendance
Class meets once a week. Each student is encouraged to attend all class meetings regularly and to be on time. Only excused absences, including medical, would be honored. All unexcused absences would count against your final grade.

Academic Honesty
Please acquaint yourself with CSUB’s policy on academic honesty. Plagiarism is grounds for academic dismissal.
**Policy on Electronic Devices**
Please switch all electronic transmission devices to an “off” or a “vibrate” mode when in class. Lectures can only be recorded with instructor’s consent or permission.

**Course Outline**

*April 2nd*  
Guest Lecture – Kelly O’Bannon-Plagiarism & Implications/John Emig-The Runner  
- Introduction, Reading of Syllabus and Explanation of Assignments  
- What is Communications?  
- What is a communications major?

*April 9th*  
Guest Lecture – Emily Thiroux- “What Not to Write.”  
- Contemplating a Career in Media/Communications – Chapter 1  
- Where the Jobs Are – Chapter 2

*April 16th*  
Guest Lecture – Christine Cruz-Boone  
- Strategies for Success – Chapter 3

*April 23rd*  
Guest Lecture – Gary Byrd – Media Arts  
- What options/concentrations are offered at CSUB?  
- What are the requirements in the major?

*April 30th*  
Guest Lecture –

*May 7th*  
**NO CLASS**

*May 14th*  
Guest Lecture –  
- What can you do with a communications major (Career specializations within Communications)?  
- Suggested Minor and/or courses to complement a communications degree

*May 21th*  
Guest Lecture –

*May 28th*  
Guest Lecture – Donna Simmons- “Trends in Public Relations as a Career.”  
- What is an internship?  
- What are the requirements?  
- Finding an internship  
- Portfolio Requirements  
- How to prepare a portfolio?  
- Questions and Answers – Chapter 4  
- Job Directory – Chapter 5

*June 4th*  
**NO CLASS**