PUR4932 Launching Your Career
Spring 2025

PUR 4932 – Launching Your Career
Course Numbers: 15103 & 15876 (UFO)
Zoom, Tuesdays 9:35 - 10:25 a.m.
Prerequisite: PUR3000 with a C or better

Instructor: Nicole Bodlak, MBA
Email: nbodlak@jou.ufl.edu
Office Hours: Before and after class by appointment

Textbook:

All readings will be provided on Canvas, no textbook purchase is required. Students will be expected to follow industry news such as PRWeek Daily Breakfast Briefing, PRWeek, PRovoke, IPR Research Letter, and PRNEWS. PRWeek is accessible to UF students through the UF George A. Smathers Libraries online database system. The professor will provide or assign additional reading materials (e.g. media articles or book chapters) over the course of the semester. Generally, assigned reading (book chapters or other articles) in the syllabus should be read in advance of the class for which they are listed. Be prepared for the professor to call on you in that class to discuss the assigned readings.

This course will help you confidently take your first steps into career discovery. The course is divided into four key phases: Building your personal brand; Preparing for and landing your first job; Navigating the workforce environment and Planning your career success. We will emphasize interactivity and collaboration and classes will move in a seminar format much like the collaborations that occur in the professional world.

Upon Completing this course, students will: Understand the importance of personal branding ● Search and apply for jobs ● Build their Resume and Cover Letter ● Understand key aspects of the interview process ● Experience the Power of Networking ● Understand the workforce environment and the different working styles ● Typical pitfalls that young professionals encounter ● Understand typical elements of a compensation package and negotiation process

College of Journalism and Communications Objectives

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

Apply the principles and laws of freedom of speech and press, in a globalcontext, and for the country in which the institution that invites ACEJMC is located;

Demonstrate an understanding of the multicultural history and role of professionals and institutions in shaping communications;

Demonstrate culturally proficient communication that empowers those traditionally disenfranchised in society, especially as grounded in race, ethnicity, gender, sexual orientation and ability, domestically and globally, across communication and media contexts;

Present images and information effectively and creatively, using appropriate tools and technologies;

Write correctly and clearly in forms and styles appropriate for the communications professions, audiences and purposes they serve;

Demonstrate an understanding of professional ethical principles and work ethically in pursuit of truth, accuracy, fairness and diversity;

Apply critical thinking skills in conducting research and evaluating information by methods appropriate to the communications professions in which they work; • effectively and correctly apply basic numerical and statistical concepts; Critically evaluate their own work and that of others for accuracy and fairness, clarity, appropriate style and grammatical correctness;

Apply tools and technologies appropriate for the communications professions

Instructor Interaction:

Please feel free to schedule a time to meet before or after class. The best way to reach me is by e-mail. I check my e-mail account regularly, but please do not expect a response by e-mail after normal business hours/over the weekend. If I have not written back within 48 hours, please send your email again. As my email is considered a state public record, I do not discuss grades or any student records issues via e-mail. Please schedule a meeting with me to discuss these issues. The classroom is typically not an appropriate place for these discussions.

Late or Missed Work:

Deadlines for each assignment will be given and students are expected to meet them. Late assignments will automatically lose a full letter grade for each day it is late (e.g. B to a C). Some consideration, however, might be given (at the discretion of the instructor) if there are extenuating circumstances such as prolonged hospitalization, family death, or extended individual sickness; however, you need to make every effort to notify the instructor before the deadline is missed.

Attendance:

This is an online class. Please refer to university attendance policies for any questions: https://catalog.ufl.edu/ugrad/current/regulations/info/attendance.aspx."

Email Policy:

As a state employee, my email is considered a public record and can be requested via an open records request. Because of this, you should not email things that you would be uncomfortable with anyone else reading (personal information, information about grades, etc.). In general, face-to-face meetings tend to take less time and result in less confusion than emailed conversations. While you are welcome to email me, I may indicate that you need an in-person meeting depending on the complexity of the issue. Also, please be aware that email is considered formal communication, and it is important to practice professionalism. Make sure that you do not treat email as text (i.e., don't use text abbreviations) and never email something that you would not say to your boss' face.

University Honesty Policy:

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 honor 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 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 me. I will document and report all honor code violations, including cheating and plagiarism. The minimum penalty for a violation of the honor code is a zero on the assignment or exam but may be higher depending on the severity of the violation.

Professionalism:

As PR students I expect you to maintain a high level of professionalism in all of our interactions. This includes being courteous and respectful to all members of the course. Being respectful includes making sure you are not distracting to others via your cell phone or computer usage, talking with others during lectures, or arriving or leaving late – practice your professionalism now!

Students Requiring Accommodations:

Students with disabilities who experience learning barriers and would like to request academic accommodations should connect with the disability Resource Center. <u>Click here to get started with the Disability Resource Center.</u> 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.

Course Evaluation:

Students are expected to provide feedback on the quality of instruction in this course by completing online evaluations <u>here</u>. 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 <u>here</u>.

AI Policy for Student Work (AI is NOT allowed/integrated into assignments)

In this class I want you to produce all your own work without generative AI's assistance. It is important for me to be able to ascertain what you know and can produce unaided on your own. The use of generative AI for your assignments in this class is a violation of the honor code as you are presenting content as your own that was not fully created by you. There are various AI detection tools available (built within Canvas and externally such as ZeroGPT), and many AI platforms follow very formulaic response patterns. If I am concerned that your work is not your own, I will try to verify the originality of your work and if evidence is found that your work is AI generated I will submit your assignment as violating the honor code.

Grading:

I will be as fair and impartial as is humanly possible in the grading process. Each of you will be graded on the same criteria. Because of this, no extra work or special assignments will be given. Normally, by the time I return your graded assignment, I have looked at each person's work at least several times and feel comfortable with the grade assigned to it. Grades are earned; they are not gifts. Grades are awarded on the basis of quality, not the amount of time expended. I don't round up (e.g., if you get 89.9 points, you earn a B+ not an A-). I will keep grades posted on Canvas and it is your responsibility to check on your progress throughout the semester. Grade components for the class are as follows:

Attendance and Class Participation

This is an online class. Please refer to university attendance policies for any questions: https://catalog.ufl.edu/ugrad/current/regulations/info/attendance.aspx.

Elevator Pitch: 20%

Connecting with other professionals is key to your career success. Having a solid elevator pitch will prepare students to be able to introduce themselves, communicate their most important skills and experience they possess and will help them speak to other professionals with confidence.

Personality Profile Self Reflection: 15%

Understanding how you typically engage with others and think through tasks is essential to successfully navigating your work environment and recognizing what time and space you naturally need to process and respond to information. As you transition into leadership roles, your ability to recognize the work styles of your staff will be a distinguishing contributor to your success and advancement. Students will take a personality assessment and then give a summary of how the results can shape your career. An online link will be provided to students in Canvas.

Resume and Cover Letter: 30%

The ability to present your skills and background on paper and effectively convey your interest is essential to landing a job. Students will be asked to search for a current job opening and write or tailor resumes and a cover letter that responds to the opportunity.

Key Takeaways from Mock Interview: 20%

Being nervous during an interview is an appropriate response; however, your nerves should not overtake your ability to effectively communicate with your potential future employer. Students will prepare for a mock interview and will roll play as a class. After discussing all aspects of the interview, students will be asked to give 5 important takeaways from their interview experience. This assignment provides practice in delivering the introduction, be engaging and strengthen their interview skills.

Attendance: 15%

Grading follows current UF grading policies. *The grading scale for the course is as follows*:

A	94.0 – 100%	C	74.0 –76.99%
A-	90.0 –	C-	70.0

	93.99%		–73.99%
B+	87.0 – 89.99%	D+	67.0 – 69.99%
B	84.0 – 86.99%	D	64.0 – 66.99%
B-	80.0 – 83.99%	D-	60.0 – 63.99%
C+	77.0 –79.99%	E	below 60%

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Jan. 14	● Introductions ● Syllabus Review
Jan 21	● Personal Branding (your image and reputation) ● First Impressions ● Social Media Presence ● LinkedIn
Jan 28	● Elevator Pitch Assignment: Elevator Pitch
Feb. 4	● Different Working Styles and Environments Assignment: Personality Profile Self-Reflection Assignment Due: Elevator Pitch
Feb. 11	● The Power of Networking Assignment Due: Personality Profile Self- Reflection
Feb. 18	● Resume Building
Feb. 25	● Resume Building Continued

March 4	● Cover Letter ● Reference List Assignment: Resume and Cover Letter
March 11	● Searching for Your First Professional Job Assignment Due: Resume and Cover Letter
March 18	Have a great Spring Break!
March 25	● Preparing for an Interview
April 1	● Mock Interviews - Class Participation in pairs Assignment: Summary of Mock Interview Experience
April 8	● Interview Experience Assignment Due: Summary of Mock Interview Experience
April 15	● Negotiating the Compensation Package ● The Path to Career Success
April 22	● Work ethic ● Wrap-Up and Key Takeaways – Why Emerging PR Professionals Must Prepare for Their Career
	You are ready for launch! Go Gators!

Software Use: All faculty, staff, and students of the University are required and expected to obey the laws and legal agreements governing software use. Failure to do so can lead to monetary damages and/or criminal penalties for the individual violator. Because such violations are also against University policies and rules, disciplinary action will be taken as appropriate. We, the members of the University of Florida community, pledge to uphold ourselves and our peers to the highest standards of honesty and integrity.

Student Privacy:
There are federal laws protecting your privacy with regard to grades earned in courses and on individual assignments. For more information, please go here.

In-Class Recording:

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.

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 Policy on Course Syllabi 3 UF, Academic Affairs, July 28th, 2021 Honor Code and Student Conduct Code.

U Matter, We Care: If you or someone you know is in distress, please contact umatter@ufl.edu, 352-392-1575, or visit U Matter, We Care website to refer or report a concern and a team member will reach out to the student in distress.

Counseling and Wellness Center: Visit the Counseling and Wellness Center website or call 352- 392-1575 for information on crisis services as well as non-crisis services.

Student Health Care Center: Call 352-392-1161 for 24/7 information to help you find the care you need, or visit the Student Health Care Center website.

University Police Department: Visit UF Police Department website or call 352-392-1111 (or 9-1- 1 for emergencies).

UF Health Shands Emergency Room / Trauma Center: For immediate medical care call 352- 733-0111 or go to the emergency room at 1515 SW Archer Road, Gainesville, FL 32608; Visit the UF Health Emergency Room and Trauma Center website.

E-learning technical support: Contact the UF Computing Help Desk at 352-392-4357 or via e mail at helpdesk@ufl.edu.

Career Connections Center: Reitz Union Suite 1300, 352-392-1601. Career assistance and counseling services.

Library Support: Various ways to receive assistance with respect to using the libraries

or finding resources.

Teaching Center: Broward Hall, 352-392-2010 or to make an appointment 352-392-6420. General study skills and tutoring.

Writing Studio: 2215 Turlington Hall, 352-846-1138. Help brainstorming, formatting, and writing papers.

Student Complaints On-Campus*:* Visit the Student Honor Code and Student Conduct Code webpage for more information.

On-Line Student Complaints*:* View the Distance Learning Student Complaint Process.