

TCOM 1500 (CNR 2181)
ORIENTATION TO TELECOMMUNICATION STUDIES
Spring 2020
M W 10:00-10:50
Meshel 103

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X1847
Office Hours
W 11:00-01:00, T 02:00-03:30
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TEXTS:

Campbell, David P.(1974, 2007) If You Don't Know Where You're Going, You'll Probably End Up Somewhere Else. Allen Texas: Argus.

Seguin, James (2014), Media Career Guide: Preparing for Jobs in the 21st Century. St. Martin's Press, Inc. New York.

Knowledge of Banner System

Recommended (FREE ONLINE): Dillon, D. (2018) Blueprint for Success in College and Career (<https://open.umn.edu/opentextbooks/textbooks/blueprint-for-success-in-college-and-career>)

(FREE ONLINE): Saylor Academy, (2012) Six Steps to Job Search Success. (Available at: <https://open.umn.edu/opentextbooks/BookDetail.aspx?bookId=76>)

BULLETIN DESCRIPTION

1500. Orientation to Telecommunication Studies. Survey of University and Department programs, policies, practices and facilities with particular emphasis on needs of telecommunication studies majors. Creation of telecommunication studies portfolio materials and other aspects of the Telecommunication Studies program. To be taken prior to TCOM 2682 and 2683. 1 s.h.

OBJECTIVES:

This course aims to help you identify educational and career objectives as they relate to your ultimate personal goals. Further, the course will help you develop strategies for achieving your educational objectives, understand and adjust to the college environment, and understand the policies and procedures of the Telecommunication Studies Program.

This course assumes that you have chosen to become a telecommunication studies major and will focus all of its efforts to helping you plan how to achieve you goals with that in mind. A significant amount of class time will be devoted to understanding the department-wide "Assessment of Learning" Program.

Admission Policy for Telecommunication Studies

When students declare an intent to major in telecommunication studies, they will be assigned to the "Pre-Telecommunication" (Pre-TCom) category. Upon completion of 15 semester hours while in the Pre-TCom category, and completion of ENGL 1550, TCOM 1580 and TCOM 1581 (with grades of A or B in all three), students will be reassigned to the "Telecommunication Studies" (TCom) category.

GRADING POLICY

Quiz (Campbell, O'Brien, Seguin, Bulletin 3 @ 20%)	60%
Portfolio Plan	10%
SWOT analysis	05%
Self Management	10%
Curriculum/Requirement Sheet	10%
Participation/Attendance	05% (Includes Minute Papers)

UNIVERSITY RESOURCES

Disability Services;

In accordance with University procedures, if you have a documented disability and require accommodations to obtain equal access in this course, please contact me privately to discuss your specific needs. You must be registered with CSP Disability Services, which is located at 36 W. Wood Street, and provide a letter of accommodation to verify your eligibility. You can reach CSP Disability Services at 330-941-1372.

Reading and Study Skills Center

The Reading and Study Skills Center offers free peer tutoring services for registered YSU students interested in learning effective study skills and becoming efficient, critical readers. Research proves that general reading proficiency is not enough to succeed in the "academic arena" of higher education. The services provided at the Reading and Study Skills Center promote academic success and foster a lifetime of learning. Maag Library - Room 154 Phone: 330.941.3099 |

Writing Center

The Writing Center works with students in one-on-one tutoring sessions. Appointments may be made by either calling (330) 941-3055 or by coming in to the Writing Center on the lower level of Maag Library..

Student Health Clinic

The Student Health Clinic is located on the first floor of Kilcawley House. Enter the Clinic off University Plaza. All students with a current valid YSU ID are eligible to use the Student Health Clinic and may schedule an appointment with a physician.

Counseling Services: Juggling life's responsibilities is a challenge that causes many individuals to feel anxious, confused, or overwhelmed at times. At Youngstown State University, the Office of Career and Counseling Services provides a comfortable environment in which to discuss and address problems and possible solutions. Short-term counseling, consultation, and referral services are provided to the campus and, in most cases, there is no fee for services. Issues commonly addressed during individual counseling sessions include: depression, anxiety, relationship problems, family conflicts, low self-esteem, school and work problems, eating disorders, lack of emotional control, career indecision, loss and grief issues, and coping with illness.

The Office of Career and Counseling Services is located in Room 1034, Jones Hall. For more information, call 330-941-3515 or visit <http://www.cc.yosu.edu/career-services>.

PORTFOLIO PLAN:

This is a major portion of your college experience. We have identified four areas that you should address. They are ***career, education with depth, education with breath, and creative/production***. You are required to select and present 3 of these four areas. This plan will require you to set goals, think ahead and plan. When you enroll in TCOM 899 as a senior, you will be required to present your portfolio to faculty and other experts. .

Your plan will include the following sections. 1. A general resume that summarizes your education other experiences, 2. Your educational goals (a summary of how you want to become educated), 3. Plan a few pages that focus on how you will develop yourself in three of the four areas.

SPECIFIC AREAS FOR YOUR PORTFOLIO PLAN (EVIDENCE OF LEARNING)

Career: Your career is the general course or progression of your working life or your professional achievements: In this section you plan the ideal for your working life and show how you have spent your time here working to achieve that goal. This section can include but is not limited to career related coursework, activities, and other preparation for your chosen career path.

Education with Depth: In this area you show how you have obtained knowledge and skills that demonstrate that you have and can find knowledge in your narrowly chosen field. This section allows you to demonstrate that you have become and are becoming an expert in this area. Most likely this area will focus on the work you will do in your major and or minor. In these areas, you should plan to focus intensively and become an expert. You should develop an in depth understanding and be able to demonstrate that you can create, research and answer questions at an expert level.

Education with Breadth: Your education is more than a preparation for your working life or your detailed knowledge of your chosen field. Your education also includes knowledge you acquire in other areas. You will be more than a career, more than an expert in one area; you will prepare yourself for a variety of opportunities. Your time here should be spent “sowing seeds” and preparing for the various roles you will assume in your life. Many of the assignments and activities in pursuit of your college degree will be to help you gain skills and knowledge of diverse disciplines and fields of study. For example, completing the ***General Educational Requirements*** will ensure at least some degree of diversity in your skills and knowledge.

Creative/production: Much of your course work and your extra curricular activities will center on your creative/production efforts in your course of study. In this section you document how you have been able to express your message in an effective, professional manner. This section can include assignments from classes, activities from outside classes, and creative activities outside of college.

GOALS/SWOT ANALYSIS

A goal is an end state of affairs. Select some general goals for your life. (Campbell gives some possibilities) Make sure your goals are realistic. If you decide that you want to win an Olympic goal medal in gymnastics and you have never set foot in a gym, you just might reconsider.

A SWOT analysis is a planning tool. It is used to help develop a strategy or a plan of action. It helps one evaluate the Strengths, Weaknesses, Opportunities and Threats involved in a project. For this class you are required to analyze your personal strengths, (talents and abilities), your weaknesses (where you might need improvement), the Opportunities (what you can do during your college years to help achieve your goals) and Threats (the things that might inhibit you). This should be about two pages long. Any shorter indicated that you did not devote sufficient time for the assignment. The first page is a data collection sheet that is available on the web site named SWOT Data Collection Sheet. The second sheet is your analyze of your

GOALS/SWOT ANALYSIS (continued)

Internal Factors:

Strengths

What do you do well? Is there anything you do better than most? Better than anyone else? (Campbell 43-48) You should exclude talents, or abilities that are not consistent with Campbell's advice.

Weaknesses

What do you do poorly? What should you avoid, based on mistakes in the past?

External Factors

Opportunities

Where can you find, or create, a competitive advantage? What are some major trends in your business?

Threats

What obstacles do you face? Are the required specifications for your job, products or services changing? Is changing technology threatening your position?

SELF MANAGEMENT ASSIGNMENT

One of the most important things to learn in being successful is being able to set priorities and to manage your time and energy wisely. In this assignment, record everything you do over a 72 hour period (3 days). The purpose of this assignment is to record and analyze how well you are managing yourself. People who are successful, do important things first, before they become urgent (Downing, *On Course* p. 78)

	Urgent	Not Urgent
Important	Quadrant I <i>Example:</i> Staying up all night cramming for an 8:00 A.M. test.	Quadrant II <i>Example:</i> Creating a study group in the first week of the semester
Not Important	Quadrant III <i>Example:</i> Attending a hastily called meeting that has nothing to do with your goals	Quadrant IV <i>Example:</i> Mindlessly watching Television until 4:00 A.M

(From Downing, *On Course* p. 79)

SELF MANAGEMENT ASSIGNMENT (Continued)

For this assignment record all of your activities (at least 21) over a 72 hour period. Create table like the one above using a whole sheet of paper and place each activity into one of the four quadrants. After doing that write an analysis of how you have spent your time. Answer the following questions:

1. What exactly did you discover after analyzing your time?
2. In which quadrant do you spend the most time?
3. What specific evidence did you use to draw this conclusion?
4. If you continue using your time in this way, are you likely to reach your goals and dreams? Why or why not?
5. What most often keeps you from taking purposeful actions?
6. How do you feel about your discoveries?
7. What different choices, if any do you intend to make about how you use time?

This paper should be at least a full word processed page (300 words). Few words would indicate that you are not putting sufficient thought into this project and will be graded accordingly. **(hand in your analysis, not the Quadrant sheet)**

REQUIREMENTS SHEET (*Checklist of Completed Courses*)

This assignment will require that you assess your academic background and look at the YSU requirements for graduation. You will create and fill out a requirements sheet that list all of the courses that you are required to take. (You may also plan out your entire academic plan if you'd like). This sheet will serve as your guide through your time here at Youngstown State in the Telecommunication Studies program.

Tentative Spring Schedule

DAY	DATE	TOPIC	READING
M	01/13/20	Introduction	Campbell 1,2
W	01/15/20	Talents and Skills	Campbell 3,4
M	01/20/20	University Closed	
W	01/22/20	Goals/SWOT Analysis Due	
M	01/27/20	GRT/Web Assignment	
W	01/29/20	<i>QUIZ ONE</i>	
M	02/03/20	Careers	Seguin 1,2,3
W	02/05/20		Seguin 4, 5, 6,7
M	02/10/20		
W	02/12/20	<i>QUIZ TWO</i>	
Fr	02/14/20	Last day to withdraw with grade of W	
M	02/17/20	Self Management/DUE	O'Brien
W	02/19/20	Curriculum/Requirement Sheet Due	
M	02/24/20	Getting Good Grades	
W	02/26/20	Portfolio Plan Due	
M	03/02/20		
W	03/04/20	<i>QUIZ THREE</i>	

GENERAL EDUCATION REQUIREMENTS

The GER Requirement Sheet is in the Bulletin. [Click here!](#)

Telecommunication Studies Courses in the Bulletin. [Click here!](#)

University Approved Minors are in the Bulletin. [here!](#)

TCOM Curriculum Sheet [Click here!!!](#)

Sports Broadcasting Curriculum Sheet [Click here!!!](#)

TELECOMMUNICATION STUDIES TRACKS/SPECIALTIES

(You may choose to complete the degree without a particular track/specialty. You are responsible for monitoring your own progress in the tracks)

BROADCAST TALENT SPECIALIST

2682 Scriptwriting for Electronic Media
2683 Media Operations and Performance
3780 Principle and Practices of Media Announcing
3781 Audio Production OR 3782 Video Production 1
2684 Broadcast News Practices
3789 Electronic Media Interviewing
and 5 hours TCOM Elective Courses

AUDIO PRODUCTION SPECIALIST

1570 Elements of Media and Production
1510 Media Production Staff 1
2610 Media Production Staff 2
3710 Media Production Staff 3
3781 Audio Production
4850 Advanced Audio and Video Production
2 hours in TCOM electives

DIGITAL VIDEO/FILM PRODUCTION AND EDITING

2682 Scriptwriting for Electronic Media
2683 Media Operations and Performance
3781 Audio Production
3782 Video Production 1
3786 Video Production 2
4850 Advanced Audio/Video Production
OR 4884 Video Production Direction
41 hours completed for Major

MEDIA MARKETING

3783 Telecommunication Regulation
3784 Telecommunication Programming
3791 Electronic Media Sales and Promotion
4886 Audience and Market Measurement
(Suggest Course, PREL 3710 Basic Public Relations)
2 hours in TCOM electives

VIDEO PRODUCTION SPECIALIST

1570 Elements of Media and Production
1510 Media Production Staff 1
2610 Media Production Staff 2
3710 Media Production Staff 3
3782 Video Production 1
3782 Video Production 2
4884 Video Production Direction
41 hours in TCOM

THEORY AND RESEARCH

4887 Theories and Criticisms of Telecommunication
4885 Developments in Telecommunications
4886 Audience and Market Measurement
and 5 hours TCOM Elective Courses

TELECOM MANAGEMENT

3783 Telecommunication Regulation
3784 Telecommunication Programming
3791 Electronic Media Sales and Promotion
4881 Telecommunication Management
and 2 hours of TCOM Electives

Sports Broadcasting is a separate track in the major.

GRIT/ Learning Style/Web Assignment

Name _____

GRIT/ Learning Style Assignment

This sheet must be handed in by January 28, 2019 in class.

1. Go to https://sasupenn.qualtrics.com/SE/?SID=SV_06f6QSOS2pZW9qR
2. Take the GRIT Survey.
3. Record your raw score and your percentile.

Raw Score

Percentile

LEARNING STYLE ASSESSMENT

Finally, go to

<http://www.educationplanner.org/students/self-assessments/learning-styles.shtml>

Take the Learning Styles Inventory from Education Planner. Fill in your results below.
Be sure to read Learning Style hints for each style to help you learn better. (RESULTS)

Visual _____

Audio _____

Tactile _____

What about your study habits?

Click Here for an Assessment (be honest).

<http://www.educationplanner.org/students/pdf/improving-study-habits.pdf>