

COMM498

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Course Summary

Course : COMM498 **Title :** Capstone
Length of Course : 8 **Faculty :**
Prerequisites : COMM300 **Credit Hours :** 3

Description

Course Description:

The focus of this course is to review the major concepts, theories, and issues within the field of Communication and the application to current events and future possibilities. In this course, students will also have the opportunity to explore Communication philosophy from a variety of perspectives. As the capstone course in the Communication program, this course will also provide guidance as students develop a professional portfolio that can be used in seeking employment within the Communication field.
(Prerequisites: COMM300 and Senior Standing and completion of all major courses prior to enrollment)

Course Scope:

Objectives

- CO1: Assess the communication skills, theories and research you have learned throughout the program.
- CO2: Illustrate why personal branding is important to success in the communications field.
- CO3: Evaluate steps and actions needed to achieve future academic, personal and professional goals.
- CO4: Critique key attributes of social media to gain fluency in appropriate and ethical use of the medium.
- CO5: Apply best practices learned throughout the program to create a mock communications campaign.

Outline

Week 1: Personal Branding

Course Objective(s)

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CO1: Assess the communication skills, theories and research you have learned throughout the program.

CO2: Illustrate why personal branding is important to success in the communications field.

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- CO3: Evaluate steps and actions needed to achieve future academic, personal and professional goals.

Reading & Resources

Week 1 Learning Material

Week 1 Reading & Resources

Assignment(s)

Week 1 Discussion

Week 2: Review of Program Courses

Course Objective(s)

- CO1: Assess the communication skills, theories and research you have learned throughout the program.
- CO5: Apply best practices learned throughout the program to create a mock communications campaign.

Reading & Resources

Week 2 Learning Material

Week 2 Reading & Resources

Assignment(s)

Week 2 Discussion

Week 2 - Client Assessment

Week 3: Oral Communication

Course Objective(s)

- CO1: Assess the communication skills, theories and research you have learned throughout the program.
- CO3: Evaluate steps and actions needed to achieve future academic, personal and professional goals.

Required Readings

Week 3 Learning Material

Week 3 Reading & Resources

Assignment(s)

Week 3 Discussion

Week 3 - SWOT Analysis and PowerPoint

Week 4: Written Communication

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Course Objective(s)

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Reading & Resources

Week 4 Learning Material

Week 4 Reading & Resources

Assignment(s)

Week 4 Discussion

Week 4 - Project Memo

Week 5: Audio and Visual Communication

Course Objective(s)

- CO1: Assess the communication skills, theories and research you have learned throughout the program.
- CO3: Evaluate steps and actions needed to achieve future academic, personal and professional goals.
- CO5: Apply best practices learned throughout the program to create a mock communications campaign.

Reading & Resources

Week 5 Learning Material

Week 5 Reading & Resources

Assignment(s)

Week 5 Discussion

Week 6: Social Media and Digital Media

Course Objective(s)

CO4: Critique key attributes of social media to gain fluency in appropriate and ethical use of the medium.

Reading & Resources

Week 6 Learning Material

Week 6 Reading & Resources

Assignment(s)

Week 6 Discussion

Week 7: Networking

Course Objective(s)

- CO3: Evaluate steps and actions needed to achieve future academic, personal and professional goals.
- CO5: Apply best practices learned throughout the program to create a mock communications campaign.

Reading & Resources

Week 7 Learning Material

Week 7 Reading & Resources

Assignment(s)

Week 7 Discussion

Week 7 Final Campaign Written Report

Week 8: Wrapping It Up

Course Objective(s)

- CO1: Assess the communication skills, theories and research you have learned throughout the program.
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Reading & Resources

Week 8 Learning Material

Week 8 Reading & Resources

Assignment(s)

Week 8 Discussion

Week 8 - Final Campaign Video Presentation

Evaluation

Grading:

Name	Grade %
Discussions	40.00 %

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Week 1 Discussion

5.00 %

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Week 2 Discussion	5.00 %
Week 3 Discussion	5.00 %
Week 4 Discussion	5.00 %
Week 5 Discussion	5.00 %
Week 6 Discussion	5.00 %
Week 7 Discussion	5.00 %
Week 8 Discussion	5.00 %
Assignments	30.00 %
Week 2 - Client Assessment	6.00 %
Week 3 - SWOT Analysis and PowerPoint	6.00 %
Week 4 - Project Memo	6.00 %
Week 7 Final Campaign Written Report	12.00 %
Final Projects	30.00 %
Week 8 - Final Campaign Video Presentation	30.00 %

Materials

Book Title: Just a Job? Communication, Ethics, and Professional Life - e-book available in the APUS Online Library

Author: Cheney, George

Publication Info: Oxford University Press Lib

ISBN: 9780195182781

Course Guidelines

Citation and Reference Style

Students will follow APA format as the citation and reference style for courses in the Communication program area.

Please note that no formal citation style is graded in the Discussions--only attribution of sources (please see details regarding Discussion communication below).

Tutoring

[Tutor.com](#) offers online homework help and learning resources by connecting students to certified tutors for one-on-one help. AMU and APU students are eligible for 10 free hours of tutoring provided by APUS (only when accessed through the APUS online library). Tutors are available 24/7 unless otherwise noted.

Tutor.com also has a SkillCenter Resource Library offering educational resources, worksheets, videos, websites and career help. Accessing these resources does not count against tutoring hours and is also available 24/7. Please visit the APUS Library and search for 'Tutor' to create an account.

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Turnitin:

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Assignments are automatically submitted to Turnitin.com within the course to verify originality and detect potential plagiarism and academic dishonesty. Turnitin.com will analyze an assignment submission and report a similarity score. Your assignment submission is automatically processed through the assignments area of the course when you submit your work.

Academic Dishonesty:

Academic Dishonesty incorporates more than plagiarism, which is using the work of others without citation. Academic dishonesty includes any use of content purchased or retrieved from web services such as CourseHero.com or Scribd. Additionally, allowing your work to be placed on such web services is academic dishonesty, as it is enabling the dishonesty of others. The copy and pasting of content from any web page, without citation as a direct quote, is academic dishonesty. When in doubt, do not copy/paste, and always cite.

Disclaimer Statement

- Course content may vary from the outline to meet the needs of a particular group or class.

Discussions:

- All initial discussion posts are due on Thursdays by 11:55 p.m. ET throughout the course.
- All peer responses are due on Sundays by 11:55 p.m. ET throughout the course.
- Discussions are the heart of the interaction in this course. The more engaged and lively the exchanges, the more interesting and fun the course will be. Only substantive comments will receive credit. Although there is a final posting day/time after which the instructor will grade and provide feedback, it is not sufficient to wait until the last day to contribute your comments/questions. The purpose of the discussions is to actively participate in an on-going discussion about the assigned content.
- “Substantive” means comments that contribute something new and important to the discussion. A message that simply says “I agree” is not substantive. A substantive comment contributes a new idea or perspective, a follow-up question to a point made, a response to a question, an example or illustration of a key point, an inconsistency in an argument, etc.
- As a class, if we run into conflicting view points, we must respect each individual's own opinion. Hateful and hurtful comments towards other individuals, students, groups, peoples, and/or societies will not be tolerated.
- You must post a response to the weekly discussion topic and post the required number of replies to other students during the week due. Please refer to the grading rubric and/or weekly discussion guidelines for specific expectations on the number of replies and word count requirements.
- Late posts to a discussion topic will be subject to the School late policy and may not be accepted without instructor approval.

Communications

Student Communication

To reach the instructor, please communicate through the MyClassroom email function accessible from the Classlist of the Course Tools menu, where the instructor and students email addresses are listed, or via the Office 365 tool on the Course homepage.

- In emails to instructors, it's important to note the specific course in which you are enrolled. The name of the course is at the top center of all pages.
- Students and instructors communicate in Discussion posts and other learning activities.
- All interactions should follow APUS guidelines, as noted in the [Student Handbook](#), and maintain a professional, courteous tone.
- Students should review writing for spelling and grammar.
- [Tips on Using the Office 365 Email Tool](#)

Instructor Communication

The instructor will post announcements on communications preferences involving email and Instant Messaging and any changes in the class schedule or activities.

- Instructors will periodically post information on the expectations of students and will provide feedback on assignments, Discussion posts, quizzes, and exams.
 - Instructors will generally acknowledge student communications within 24 hours and respond within 48 hours, except in unusual circumstances (e.g., illness).
 - The APUS standard for grading of all assessments (assignments, Discussions, quizzes, exams) is five days or fewer from the due date.
 - Final course grades are submitted by faculty no later than seven days after the end date of the course or the end of the extension period.
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University Policies

Consult the [Student Handbook](#) for processes and policies at APUS. Notable policies:

- [Drop/Withdrawal Policy](#)
- [Extension Requests](#)
- [Academic Probation](#)
- [Appeals](#)
- [Academic Dishonesty / Plagiarism](#)
- [Disability Accommodations](#)
- [Student Deadlines](#)
- [Video Conference Policy](#)

Mission

The [mission of American Public University System](#) is to provide high quality higher education with emphasis on educating the nation's military and public service communities by offering respected, relevant, accessible, affordable, and student-focused online programs that prepare students for service and leadership in a diverse, global society.

Minimum Technology Requirements

- Please consult the catalog for the minimum hardware and software required for [undergraduate](#) and [graduate](#) courses.
- Although students are encouraged to use the [Pulse mobile app](#) with any course, please note that not all course work can be completed via a mobile device.

Disclaimers

- Please note that course content – and, thus, the syllabus – may change between when a student registers for a course and when the course starts.

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