

Career Success Advancement

CCIM 400 - Spring 2026

Instructor Information

Matt Lowe (he/him)

School of Journalism and Strategic Communication
Ball State University, Muncie, IN

Instructor Contact Information:

mrlowe2@bsu.edu
Office: AJ 304

765.285.3504
Student Hours: Email a request

Course Information

Course Description

This course prepares students for the transition from college to career. Focuses on job search strategies, networking, social media, the job application, interview strategies, salary negotiation, and workplace issues. Includes information about the benefits of graduate school and being a lifelong learner.

This course will provide students with an overview of the job search process and how to best complete a job application to get in front of human eyes. It will focus on the transition from college to career, including how to calculate living expenses and negotiate a salary. It will also include information about being a lifelong learner and how graduate school could be a good option for some students. Grad school programs, qualifications, and assistantships will be discussed.

Prerequisite: CCIM 300

Course Objectives

1. Seek, identify, apply, and interview for professional communications-related jobs
2. Complete a competitive job application
3. Use social media and networking sites such as LinkedIn to identify and connect with employers seeking job candidates
4. Calculate personal living expenses to negotiate hiring and salary needs
5. Analyze the climate of the workplace to see if it is the right fit for the job applicant

Course Modality/Structure

This course is delivered in person and meets on Tuesdays and Thursdays from 9:30 to 10:45 a.m. in the Letterman Building (LB) 108. Sessions will blend short lectures, group discussions, and hands-on activities. In addition to our normal meeting space, there may be class sessions that meet at alternate on-campus locations, including but not limited to the Career Center, Indiana Connections Lounge, and Worthen Arena. Active participation is essential to this course, as students are expected to independently engage in developing resources and skills to assist them in finding employment.

Students are expected to attend all class meetings prepared to contribute, create, and reflect. Outside of scheduled sessions, additional time will be required for research, resource development, networking, and other tasks. While some work will be completed in class, asynchronous activities will support deeper learning and real-world application.

Course Time Commitment

This 1-credit-hour course typically requires approximately **2 hours** of study outside of class **per week**, including time spent reviewing course materials, completing assignments, and engaging in discussions. Students should plan to dedicate consistent weekly time to stay on track with the course's asynchronous structure and deadlines.

Attendance

Regular attendance is essential to your success in this course and is a required component of your final grade. Because this course is brief, highly interactive, and focused on student-driven outcomes, students are expected to attend every class session and actively participate in in-class activities, discussions, and collaborations.

Attendance accounts for **45% of your total course grade** and is measured through a brief daily attendance quiz. These quizzes are designed to confirm your presence and engagement with the course content.

If you must miss class due to illness, an emergency, or a university-approved obligation, it is your responsibility to communicate with the instructor in advance (when possible) and provide appropriate documentation to support your absence. Even one unexcused absence will negatively impact your attendance grade.

Course Materials

There is no required textbook for this course. All readings, videos, and other learning resources will be provided through Canvas modules.

To fully participate in this course, students must have access to the following:

- **Reliable internet connection** and regular access to a computer.
- **Canvas** (our learning management system) for all course content, discussions, and assignment submissions.

All tools listed above offer free versions sufficient for course requirements. If you encounter any barriers accessing these tools, please contact the instructor as early as possible.

Course Assignments and Assessments

Course Assignments

Course assignments are designed to help you apply key concepts and develop strong resources to assist you in future job searches. Detailed instructions and due dates for all assignments will be provided in the corresponding Canvas module.

Grading Scale

Final grades in this course will be based on the percentage of total points earned. Letter grades are assigned according to the scale below:

Percentage Letter Grade

90–100	A
80–89	B
70–79	C
60–69	D
Below 60	F

It is the student's responsibility to monitor their progress and communicate with the instructor if clarification or support is needed.

SCHEDULE	TOPIC/ASSIGNMENTS	READINGS/WATCHINGS/ ASSIGNMENTS DUE
Module 1 Jan 6	Overview and Introductions Introduction to the course and classmates. Expectations and assignment review. Assignments LinkedIn Activity Assignment Resume Glow Up Main Character Energy A Hero's Journey: Meeting the Mentor	

<p>Module 2 Jan 8</p>	<p>Resumes Best resume practices. Building a great resume. Resources to help develop good resumes. Workbook day 1</p>	<p>Assignments Due Battle of the LinkedIn Stars (Part 1)</p>
<p>Module 3 Jan 13</p>	<p>Resumes Best resume practices. Building a great resume. Resources to help develop good resumes. Assignments Magic: The Job Gathering</p>	
<p>Module 4 Jan 15</p>	<p>Networking What is networking? Why is it important? Workbook day 2</p>	<p>Assignments Due Resume Glow Up - Check In</p>
<p>Module 5 Jan 20</p>	<p>Cover Letters Perfecting cover letters. Should you use AI? Assignments A Note from Our AI Overlords</p>	
<p>Module 6 Jan 22</p>	<p>Portfolios Who has a portfolio and who needs one?</p>	<p>Assignments Due Job Hunting Workbook LinkedIn Activity Assignment (part 2)</p>
<p>Module 7 Jan 27</p>	<p>Salary dsdfs Assignment Salary Worksheet</p>	
<p>Module 8 Jan 29</p>	<p>Climate</p>	<p>Assignments Due Magic: The Job Gathering LinkedIn Activity Assignment (part 3)</p>
<p>Module 9 Feb 3</p>	<p>Wrapping Up Review and critique of the course.</p>	<p>Assignments Due Course Evaluations - Bonus Point</p>
<p>Module 10 Feb 5</p>	<p>No Class Today</p>	<p>Assignments Due Resume Glow Up Cardinals Connect Mentor Slay Queen: Great Cover Letters, No Cap</p>

Course Policies

Participation Policy

Active and consistent participation is essential in this in-person course. You are expected to:

- Attend all scheduled class meetings
- Arrive on time and stay engaged throughout the session
- Complete assigned readings and activities prior to class
- Participate in class discussions and collaborative work

Your presence and contributions will directly affect your learning experience and that of your peers. Repeated absences, tardiness, or disengagement will negatively impact your final grade.

Feedback Policy

- I will respond to emails from your official Ball State email address within 24 hours during weekdays (Monday-Friday) and within 48 hours on the weekend.
- I will read every discussion post, but I will not always personally comment on posts.
- I will grade your quizzes, assignments, and discussions no later than 7 business days after submission.
- Contact me directly if you have questions or concerns about your performance in class.

Late Assignment Policy

- All assignments are due either by the end of class or by 11:59 EST/EDT time on the due dates indicated and times prescribed in Canvas assignments.
- Assignments posted after the indicated due dates will be subject to decreased points and considerably less feedback.
- Internet connectivity and technical issues may occur and impede you from turning in work on time. Turn in work early when possible, and set up a backup plan, such as visiting a local library or borrowing a peer's computer.
- Canvas will not accept assignments for grading after 11:59 pm on the final day of class.

Assignment Submission Policy

- All assignments and discussion board content must be either embedded or accessible via a web link to the content. A large part of this course is learning to assess the work of your peers and provide constructive feedback. None of your peers wishes to download your content onto their computers. This constraint will make it less likely that you will receive peer feedback. Any assignment or discussion board content that must be downloaded will receive a one-letter grade deduction.
- Assignments should be submitted via Canvas. Each assignment will specify the necessary file requirements.

Grading Policy

It is my policy that appropriate evaluation of your academic performance is an integral part of your learning experience. In the absence of mistake, fraud, bad faith, or incompetence, I will be

the key decision-maker on the assignment of grades. For information concerning grade appeals, [consult the Ball State website](#).

University Policies

We are committed to ensuring that all members of the community are welcome, through valuing the various experiences and worldviews represented at Ball State and among those we serve. We promote a culture of respect and civil discourse.

Disability Statement

If you need course adaptations or accommodations because of a disability, please contact the instructor of record as soon as possible. Ball State's [Disability Services](#) office coordinates services for students with disabilities; documentation of a disability needs to be on file in that office before any accommodations can be provided. Disability Services can be contacted at 765-285-5293 or dsd@bsu.edu.

Attendance Statement

Because this is an asynchronous online course, traditional attendance is not taken through live sessions. Instead, **your participation in weekly activities—such as completing readings, submitting assignments, and engaging in discussions—serves as your attendance.** Regular, on-time engagement with course materials is essential for success and will be monitored to ensure consistent progress throughout the term.

Title IX

Ball State University is committed to providing a safe and inclusive learning environment for all students. If you or someone you know has experienced sexual harassment, including sexual assault, dating violence, domestic violence, or stalking, please know that you are not alone. The University offers support services and resources. For more information or to report an incident, please visit bsu.edu/titleix or contact the Title IX Coordinator at 765-285-1545 or at titleix@bsu.edu

As your instructor, I am a mandatory reporter under the Title IX policy and required to report any information I receive about possible sexual harassment. This includes information shared in class discussions, assignments, or private conversations.

What happens after I report? The Title IX Coordinator will email the person who experienced sexual harassment (complainant) and invite them to schedule a meeting. If the complainant **chooses** to meet with the Title IX Coordinator,

- The Title IX Coordinator will offer supportive measures (e.g., counseling, extensions on deadlines, course-related adjustments, changes to work or class schedules, and/or referrals to campus offices), review the policy, and discuss options to move forward.
- If a complaint is filed by the complainant or the University, an investigation will begin following University policy.

Ball State Academic Ethics

Honesty, trust, and personal responsibility are fundamental attributes of the university community. Academic dishonesty and other forms of academic misconduct threaten the foundation of an institution dedicated to the pursuit of knowledge and will not be tolerated. To maintain its credibility and reputation, and to equitably assign evaluations of scholastic and creative performance, Ball State University is committed to maintaining a climate that upholds and values the highest standards of academic integrity. Visit the complete [Student Academic Ethics Policy](#).

Plagiarism Policy

Plagiarism is not acceptable, unless otherwise indicated. For all assignments, you must work independently. Sharing of files is not permitted for any reason.

Potential Violations

Examples of academic integrity violations include, but are not limited to:

- Working with another person on any assignment other than authorized group projects.
- Sharing or allowing others to access your files, whether done with permission or not.
- Use or possession of a file created by someone else.
- Reusing work from another semester, course, or section.
- Fraudulent submission of work.
- Using unauthorized materials during Exams.
- Impersonating someone else or having them impersonate you.
- Making fraudulent or dishonest statements regarding your work.
- Soliciting others to complete work for you.
- Posting course files and resources on study or content-sharing websites.

Plagiarism Detection

The campus subscribes to Turnitin, a plagiarism prevention service, through Canvas. You may need to submit written assignments to Turnitin. Student work will be used for plagiarism detection and for no other purpose. The student may indicate in writing to the instructor that he/she refuse to participate in the plagiarism detection process, in which case the instructor can use other electronic means to verify the originality of their work.

Artificial Intelligence (AI) Use

As you work on and submit assignments this semester, know that using generative AI tools to complete your assignments is a violation of Ball State's Academic Ethics Policy unless the AI use is explicitly approved by the faculty member. In general, students may not submit any work generated by an AI program as their own. Doing so is plagiarism. In courses and assignments where AI use is permitted, faculty will have guidelines for that use. Work created outside of those guidelines will be considered an Academic Ethics Policy violation. If a student's grade is affected by an academic ethics violation, faculty are required to report the violation to the Office of the Vice Provost for Academic Affairs which oversees the Student Academic Ethics policy and maintains records of its violations. More information about the reporting process is available [here](#).

For the purposes of this course, AI use is welcome as directed in course assignments and as a tool for brainstorming and idea generation. It is not appropriate to use AI to create content for submitted assignments where it is not explicitly stated that this is appropriate.

Student Rights

It is your responsibility to be familiar with your rights and responsibilities as a BSU student. Please visit the following site for relevant information: www.bsu.edu/studentcode Code of Student Rights & Responsibilities. This code includes appendices that contain Ball State's policies on academic dishonesty, policy and procedures for appealing final grades, student leaves for funerals, etc.

Canvas and Student Privacy

Canvas Accessibility

Canvas provides a user experience that is easy, simple, and intuitive. Special attention has been paid to making Canvas screen readable. The Rich Content Editor encourages users to create accessible content pages (i.e., text formatting is accomplished using styles). Canvas is designed to allow limited customization of colors and schemes to be accessible for all users. The National Federation of the Blind granted Canvas the Gold Level Web Certification in 2010. Find more information by visiting the [Canvas Voluntary Product Accessibility Template \(VPAT\)](#).

FERPA and Privacy

As a student, your educational records are considered confidential. Under FERPA (Family Educational Rights and Privacy Act), your records are confidential and protected. Under most circumstances, your records will not be released without your written and signed consent. However, some directory information may be released to third parties without your prior consent unless a written request to restrict this is on file. You can learn more about student rights to privacy by reading [Ball State's FERPA and Privacy and Protection](#).

Video Conferencing Recording

In this class, software may be used to record live class discussions. As a student in this class, your participation in live class discussions may be recorded. These recordings typically will be made available only to students enrolled in the class, to assist those who cannot attend the live session or to serve as a resource for those who would like to review content that was presented. Students who prefer to participate via audio only will be allowed to disable their video camera, so only audio will be captured. Students who prefer to listen only must disable their audio capability and visual camera. If you have concerns, please discuss these options with me.

Academic Support Services

The Learning Center

The Learning Center offers free Tutoring and Academic Coaching for many courses at Ball State. Students can make appointments for online (Zoom) or in-person (NQ 350) appointments. To make an appointment, visit myballstate.bsu.edu and click on “Navigate” in the Academic Tools section, or just go directly to bsu.navigate.eab.com.

Testing accommodations for students with disabilities are available for students who have received the appropriate documentation from Disability Services. Tests may be administered in the Learning Center.

Supplemental Instruction is available in select courses. If you have an SI leader for your course, that person will provide students with information the first week of school regarding weekly study sessions. For more information about Learning Center programming, visit bsu.edu/learningcenter or call 765-285-1006. Follow us on Instagram: [BallStateLC](https://www.instagram.com/BallStateLC).

The Writing Center

All writers improve with practice and feedback, so as a student in this course, you are encouraged to use the Writing Center (in Robert Bell 295 during weekdays, Bracken Library First Floor West in the evenings, or online during any of our regularly scheduled hours) to get additional feedback on your writing.

The Writing Center offers free planning, feedback, and accountability sessions (in person and online) to all students composing essays, reports, reflections, research projects, web content, lesson plans, slideshows, poster presentations, resumes, and other digital or print texts. To schedule a free appointment to discuss your writing, go to bsu.edu/writingcenter. Online and in-person appointments are available; however, plan ahead because appointments book quickly!

The Basic Needs Hub

If you are having difficulty affording enough food, do not have a safe and reliable place to sleep, and/or are experiencing an emergency or crisis, help is available through the [Basic Needs Hub](#). The Basic Needs Hub has information, resources, and provides individualized support to students. To talk with a supportive staff member about your experience, receive one-on-one assistance, or learn more about resources, you can submit a [Basic Needs Assistance Form](#).

Subject to Change Statement

This syllabus and schedule are subject to change in the event of extenuating circumstances.