CCIM 400 – Fall 2026 Syllabus

Career Success and Advancement

Instructor Information:

Courtney Dreyer
Department of Communication Studies
LB 362
Email: courtney.dreyer@bsu.edu
Office Hours: MW 10-10:50am; T 11am-1pm

Class Dates/Time/Location:

Dates/Format: 7 Week, On-Campus Session, 8/24 – 10/9
Class Times: Tuesdays and Thursdays 9:30-10:45am
Location: Letterman RM 125

Required Texts and Materials:

- No textbook required. Select Readings will be posted on Canvas website.
- **SOFTWARE:** Microsoft Word is needed to submit course assignments (This software may be obtained at a discount from the BSU Computer Store.

Useful Resources

- Purdue University Online Writing Lab
- Ball State University Writing Center

Course Description

This 1 credit hour, 7-week course is designed to provide CCIM students 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 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.

Course Objectives:

After successful completion of CCIM 400, students will be able to:

1. Seek, identify, apply, and interview for professional communication-related jobs
2. Learn effective strategies for interviewing for communication-related jobs.
3. Learn effective strategies for negotiating the terms of a job offer.
4. Evaluate the workplace climate to determine its alignment with the applicant's professional goals, personal values, and desired work-life balance.
5. Demonstrate appropriate workplace etiquette by applying professional standards in areas such as dress, communication, punctuality, and interpersonal behavior.

Course Assignments

Assignments	Possible Points	Your Points
Participation		
Attendance/Participation: 10% of your grade will be based on your class attendance/participation. Because we meet 7 times, each day that you attend and are an active participant will be worth about 1.4% of your total grade.	10	
Application Materials/Interview		
Quinncia Resume Initial & Final Review: You will upload your resume to Quinncia to receive an initial score. Then you will edit the resume and re-upload it until you receive a score increase of at least 100 points.	10	

Assignments	Possible Points	Your Points
Quinncia Practice Interview: complete a practice video-conference interview via Quinncia and write a reflection of the activity.	10	
Interview Cliffs-notes: This worksheet will help prepare you for an interview by getting your qualifications and skills down on paper and fresh in your mind.	10	
Salary Worksheet: Be ready to negotiate your salary by calculating your "Minimum Acceptable Number" based on your estimated living expenses, cost of living in your area, and average salary for desired position.	10	
LinkedIn Activity Assignment: You will demonstrate effective LinkedIn use by submitting screenshot evidence of growing your network 10+ connections, joining a professional group, following a company of interest, and posting to the timeline.	10	
Cardinals Connect Mentor Contact: Provide screenshot evidence of a mentor/mentee relationship and contact within the Cardinals Connect platform.	10	
Portfolio		

Assignments	Possible Points	Your Points
Digital Portfolio: You will submit a digital portfolio designed to showcase your coursework, experience, skills/achievements to potential employers.	30	
Total:	**100**	

Grading Scale

Assignment and course grades can be interpreted using the scale below.

A	B	C	D	F
100-90%	89-80%	79-70%	69-60%	59%-0%

Course & University Policies

University Statement

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.

Freedom of Expression
In this course, we are committed to fostering a learning environment that values intellectual diversity, encourages free expression, and promotes open inquiry. As members of the Ball State Community, we treat each person in the Ball State community with civility, courtesy, compassion, and dignity and respect and learn from differences in people, ideas, and opinions. Please review Ball State University's Statement on Freedom of Expression, the resources on Ball State's Freedom of Expression webpage, and Ball State's Beneficence Pledge.

Attendance
Regular attendance is vital to your success in this course. Therefore, you should make attending this class a priority. Please arrive to class on time.

Late Work
Late work will result in the loss of 10% per calendar day. For instance, if you submit an assignment 3 days past the deadline, you will receive 30% off. This deduction is capped at 50%.

Assignment Submission
All work is to be typed and in proper format (Times New Roman, Double-spaced, 12pt., with one inch margins, APA style). Work should be submitted on Canvas unless otherwise noted at the time of assignment. Please let your instructor know right away if you are having issues submitting an assignment in Canvas.

Technology
I expect you to use technology respectfully. Please remember to completely silence your phone upon arrival to class. Please refrain from using technology for purposes other than class, notes, materials or activities.

Generative AI-Statement
Because AI tools are rapidly transforming the modern job market—from resume optimization to interview prep—learning to use them strategically is a critical professional skill. In this course, you are allowed to leverage GenAI as a workplace collaborator to assist with your assignments, such as brainstorming or refining drafts. However, GenAI should enhance your work, not do it for you; AI tools must not complete assignments on your behalf. All final submissions must reflect your own original thinking, judgment, and effort. You, the student, are always responsible for the content you submit, publish, share, or act upon, regardless of whether GenAI tools assisted in the process.

Furthermore, any use of AI in your assignments must be explicitly disclosed (e.g., adding a brief note at the end of your submission stating which tool was used and how it assisted you). Any use

outside of this permission constitutes a violation of Ball State University's Student Academic Ethics Policy. When in doubt, please ask me before using GenAI.

For data security reasons, please use BSU-approved GenAI tools (e.g., BSU Gemini, NotebookLM), which support single sign-on (SSO) with BSU ID and password. Commonly used public GenAI tools carry a higher risk of data being shared externally. In contrast, when using BSU-approved GenAI tools, any data you input is protected within the BSU system. Instructors do not have access to BSU IT Center logs of AI tool usage, so student data shared through BSU-approved GenAI tools remain private.

Course AI Tools & Alternatives

Throughout the semester, we will be utilizing Quinncia, an AI-powered platform, to assist with resume analysis and practice mock interviews. If you prefer not to use Quinncia, you may opt out by emailing me directly within the first two weeks of class to set up an alternative plan. The alternative path will involve submitting your resume directly to me for personalized review and scheduling a live practice interview through the university Career Center.

Student Academic Ethics Policy

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 VPAA's academic integrity website (Students tab) **f**or resources on understanding academic integrity, citing sources properly, and avoiding inadvertent academic dishonesty. To learn about BSU's academic integrity expectations and students' rights, please read the University Student Academic Ethics Policy. Academic integrity violations include giving or receiving an unfair academic advantage (cheating), presenting someone else's ideas or work as your own (plagiarism), and falsifying academic records. Unless otherwise indicated, you must work independently by yourself. Check with me if you are unsure whether something constitutes academic dishonesty. Examples of academic integrity violations include but are not limited to:

- Using resources not authorized by the faculty member (including devices, AI tools, hidden notes, and open books)
- Using commercial study websites to find answers to graded assignments (Chegg, Course Hero, StudyPool, OneClass, etc.).
- Without the instructor's written permission, giving away, buying, or selling graded assignments class notes, exams, study guides, or other course materials to other students or to third-party vendors (Course Hero, Chegg, 24HourAnswers, etc.).
- 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.
- Reusing your own work from another semester, course, or section.
- Sharing answers with others during exams (passing notes, texting, whispering, gesturing)
- Discussing exam questions and answers with students who have not taken the exam.
- Soliciting others to complete work for you.

Emergencies & Extensions
If serious circumstances arise that may affect your coursework, please contact me as soon as possible. Extensions may be considered on a case-by-case basis when circumstances are communicated proactively.

Class Cancelations
Please see the course schedule for specific dates that our class will not be meeting. I will do my best to avoid canceling any additional scheduled class meetings. However, if class must be canceled due to university closure, instructor illness, or another extenuating circumstance, I will post an announcement to Canvas as soon as possible. Thus, it is important to regularly check our course Canvas page. I recommend allowing notifications on the Canvas app or setting up Canvas announcements so they are sent to your email.

Title IX
Ball State University is committed to maintaining an educational environment free from sex discrimination, including sexual harassment, sexual misconduct, dating and domestic violence, and stalking. Students who experience or witness conduct that may violate University policy are encouraged to seek support and assistance. The Title IX Office can provide information about reporting options, supportive measures, and available resources. Contact the Title IX Office at 765-285-1545 or **titleix@bsu.edu**.

Please Note: As your instructor, I am a mandatory reporter. If you disclose information to me about conduct that may constitute sex discrimination or sexual misconduct, I am required to notify the Title IX Coordinator. The Title IX Office will reach out to discuss available resources, supportive measures, and reporting options. If you wish to speak with someone confidentially, you may contact the Counseling Center or the Center for Survivor Support.

Course Copyright
No electronic recording or broadcast of any portion of this class is permitted without permission; posting audio or video recordings of any portion of this class online is not permitted without permission.

Course & Instructor Evaluation
Students will have an opportunity to participate in formal assessment of this course and the instructor's teaching performance at the end of the semester through the university's online evaluation process.

Subject to Change Statement
The syllabus and course schedule may be adjusted because of scheduling difficulties or instructional need. You are responsible for all materials and instructions given in class and on Canvas.