

Master Course Syllabus

For additional course information, including prerequisites, corequisites, and course fees, please refer to the Catalog: <https://catalog.uvu.edu/>

Semester: Spring

Course Prefix: COMM

Course Title: Communication Capstone

Year: 2025

Course and Section #: 4930-X02

Credits: 3

Course Description

COMM 4930 Discusses the integration of various principles and objectives covered across the communication curriculum. Includes major thesis or project designed to reflect students' career goals.

Course Attributes

This course has the following attributes:

- General Education Requirements
- Global/Intercultural Graduation Requirements
- Writing Enriched Graduation Requirements
- Discipline Core Requirements in Program
- Elective Core Requirements in Program
- Open Elective

Other: *Click here to enter text.*

Instructor Information

Instructor Name: Steven Farrar

Student Learning Outcomes

1. Apply communication knowledge to workplace case studies
 2. Develop self-promotional materials for workplace readiness
 3. Evaluate the effectiveness of self-promotional materials
 4. Synthesize communication knowledge for a comprehensive exam
-

Course Materials and Texts

Required materials, fees, and technology: This course requires a book. The book is one you will select from a pre-approved list. You are welcome to purchase the book, find an e-copy, or rent it through our library. Book List:

Brave, Not Perfect: How Celebrating Imperfection Helps You Live Your Best, Most Joyful Life, by Reshma Saujani.

The Courage to Be Disliked: The Japanese Phenomenon That Shows You How to Change Your Life and Achieve Real Happiness, by Ichiro Kishimi and Furnitake Koga

"Drop the Ball: Achieving More by Doing Less," by Tiffany Dufu

"What Color Is Your Parachute?" by Richard N. Bolles.

The Alchemist, by Paulo Coelho.

Originals: How Non-Conformists Move the World, By Adam Grant and Sheryl Sandberg

Think Again: The Power of Knowing What You Don't Know by Adam Grant

Stillness is the Key: An Ancient Strategy for Modern Life by Ryan Holiday

Thinking, Fast and Slow by Daniel Kahneman

Course Requirements

Course Assignments, Assessments, and Grading Policy

Course Mode: Online

Description of how the course works:

For this **three (3) credit-hour** course students should expect to spend up to **9+ hours a week** completing course activities.

Please note: This course is not designed around typical one-week online modules. This course is designed to encompass *four* modules, which extend approximately *one month each*. This course design is intentional; as your professors, we recently redesigned Capstone to be more flexible to student schedules as you near the end of your academic career. While this design offers more flexibility, please be professional and punctual with your assignments. As you will read below, late work is not accepted. As a student, you can expect this course to challenge and engage you as a learner. You will be expected to work independently, engage in discussions, and complete papers as required to succeed as a student in this online course.

This course will be conducted through videos, independent and collaborative work, as well as reflection assignments. The aim of this course is two-fold: (1) Teach you how to prepare for entry into the workforce and (2) Synthesize your learning experiences as a communication major.

The goal of this course is not to just "teach you how to get a job." Instead, this class aims to empower you with experiences and provide you with resources to help you become a successful job-seeker when you complete your education. Throughout the course, you will come to understand your values and goals, examine your personality, create professional documents, develop a portfolio, prepare and practice interviewing skills, perform your elevator speech, build a personal and professional network, recognize workplace culture, and prepare for the future.

Grading and Late Work Statement

Grading Scale:

Please note: Each assignment in this course is valued at 4 points. You can read more about our approach to grading by visiting the following page, [Module 1: Course Navigation---Getting Started!](#)

Assignment Categories

Course Requirements	Points	Learning Outcomes
Professional Preparation		
Resume	4	2 & 3
Cover letter	4	
Personal Professional Website	8	
15 Interview Questions	4	
Elevator Pitch	4	
Final Resume & Cover Letter	4	
Participation Points		
Discussions (2)	8	2
Course Reflection Paper	4	1
Book Selection & Book Reflections (3)	16	1
Case Studies (4)	32	1 & 4
Total Points	88	

Late Work Statement:

Late work is not accepted. You have almost one entire month to complete assignments for each module; **do not wait until the last minute to complete assignments for each module.** By this point in your academic career, you should be an expert at managing your time well. If you experience an emergency or unexpected setback, contact your professor immediately. We are supportive and understanding; we can work with you through difficulties. That being said, plan ahead - plan for success! - so that if you run into trouble, you do not need to concern yourself with the additional stress of upcoming deadlines.

Assignment and Assessment Descriptions

Assignments:

Assignments:

The course assignments can be broken down into four categories:

1. **Professional Preparation**
2. **Participation**
3. **Book Reflections**
4. **Case Studies**

Professional Preparation includes Submitting your resume, cover letter, and a link to your personal professional website, as well as 15 interview questions, an elevator pitch, and towards the end of the semester, submitting your *final* resume and cover letter.

Participation includes Discussion posts (two), and a course reflection paper at the end of the term.

Book Reflections include the selection of one book to read this term ([from a pre-approved list, linked here](#)), and three book reflections.

Case Studies include Three case studies and one reverse case study exam at the end of the term.

Read about our schedule for the course and our approach to grading by visiting the following page, [Module 1: Course Navigation---Getting Started!](#)

The following grading scale will be used in the course:

A = 94%-100%

A- = 90%-93.9%

B+ = 86%-89.9%
B = 83%-85.9%
B- = 80%-82.9%
C+ = 76%-79.9%
C = 74%-75.9%
C- = 70%-73.9%
D+ = 66%-69.9%
D = 63%-65.9%
D- = 60%-62.9%
F = > = 60%

Required or Recommended Reading Assignments

All required readings use chapters from course textbook and student guidebook that align with lectures and assignments.

General Description of the Subject Matter of Each Lecture or Discussion

Module 1: Getting Started

- Introduction and goals
- What's your plan – figuring out a career path
- Book Reflection #1
- Case Study #1 – Communicating Communication Research

Module 2: Professional Resources and Presence

- Introduce Resumes & CV's
- Introduce Cover Letters & Letters of Intent
- Introduce Personal Professional Website
- Book Reflection #2
- Case Study #2 – Theory Application

Module 3: Elevator Pitch, Interview Preparation, and Workplace Culture

- Preparing for Job Market and Grad School
- Crafting an Elevator Pitch
- Practicing the Art of Interviewing
- Interview Questions
- Book Reflection #3
- Case Study #3 – Theory Application

Module 4: Final Assignments, Case Studies

- Final Resume & CV
- Final Cover Letter
- Personal Professional Website – Online Presence
- Case Study #4 – Theory Application
- Reverse Case Study Exam

Finals Week:

- Reflection Paper
-

Required Course Syllabus Statements

Generative AI

AI programs are not a replacement for your human creativity, originality, and critical thinking. Writing, thinking, and researching are crafts that you must develop over time to develop your voice. At the same time, you should learn how to use AI and in what instances AI can be helpful to you.

The use of generative AI tools (e.g. ChatGPT, Google Bard, etc.) is permitted in this course for the following activities:

- Brainstorming and refining your ideas;
- Fine-tuning your research questions;
- Finding information on your topic;
- Drafting an outline to organize your thoughts; and
- Checking grammar and style.

The use of generative AI tools is not permitted in this course for the following activities:

- Impersonating you in classroom contexts, such as by using the tool to compose discussion board prompts/responses assigned to you or content that you put into a Teams/Canvas chat.
- Writing a draft of a writing assignment.
- Writing entire sentences, paragraphs, or papers to complete class assignments.
- Writing outlines for speeches.
- Rewriting sentences, paragraphs, or papers to make it sound better, more academic, etc.

You are responsible for the information you submit based on an AI query (for instance, that it does not violate intellectual property laws, or contain misinformation or unethical content). Your use of AI tools must be properly documented and cited to stay within university policies on academic honesty.

Using Remote Testing Software

This course does not use remote testing software.

This course uses remote testing software. Remote test-takers may choose their remote testing locations. Please note, however, that the testing software used for this may conduct a brief scan of remote test-takers' immediate surroundings, may require use of a webcam while taking an exam, may require the microphone be on while taking an exam, or may require other practices to confirm academic honesty. Test-takers therefore shall have no expectation of privacy in their test-taking location during, or immediately preceding, remote testing. If a student strongly objects to using test-taking software, the student should contact the instructor at the beginning of the semester to determine whether alternative testing arrangements are feasible. Alternatives are not guaranteed.

Required University Syllabus Statements

Accommodations/Students with Disabilities

Students needing accommodations due to a permanent or temporary disability, pregnancy or pregnancy-related conditions may contact UVU [Accessibility Services](#) at accessibilityservices@uvu.edu or 801-863-8747.

Accessibility Services is located on the Orem Campus in BA 110.

Deaf/Hard of Hearing students requesting ASL interpreters or transcribers can contact Accessibility Services to set up accommodations. Deaf/Hard of Hearing services can be contacted at DHHservices@uvu.edu

DHH is located on the Orem Campus in BA 112.

Academic Integrity

At Utah Valley University, faculty and students operate in an atmosphere of mutual trust. Maintaining an atmosphere of academic integrity allows for free exchange of ideas and enables all members of the community to achieve their highest potential. Our goal is to foster an intellectual atmosphere that produces scholars of integrity and imaginative thought. In all academic work, the ideas and contributions of others must be appropriately acknowledged and UVU students are expected to produce their own original academic work.

Faculty and students share the responsibility of ensuring the honesty and fairness of the intellectual environment at UVU. Students have a responsibility to promote academic integrity at the university by not participating in or facilitating others' participation in any act of academic dishonesty. As members of the academic community, students must become familiar with their [rights and responsibilities](#). In each course, they are responsible for knowing the requirements and restrictions regarding research and writing, assessments, collaborative work, the use of study aids, the appropriateness of assistance, and other issues. Likewise, instructors are responsible to clearly state expectations and model best practices.

Further information on what constitutes academic dishonesty is detailed in [UVU Policy 541: Student Code of Conduct](#).

Equity and Title IX

Utah Valley University does not discriminate on the basis of race, color, religion, national origin, sex, sexual orientation, gender identity, gender expression, age (40 and over), disability, veteran status, pregnancy, childbirth, or pregnancy-related conditions, citizenship, genetic information, or other basis protected by applicable law, including Title IX and 34 C.F.R. Part 106, in employment, treatment, admission, access to educational programs and activities, or other University benefits or services. Inquiries about nondiscrimination at UVU may be directed to the U.S. Department of Education's Office for Civil Rights or UVU's Title IX Coordinator at 801-863-7999 – TitleIX@uvu.edu – 800 W University Pkwy, Orem, 84058, Suite BA 203.

Religious Accommodation

UVU values and acknowledges the array of worldviews, faiths, and religions represented in our student body, and as such provides supportive accommodations for students. Religious belief or conscience broadly includes religious, non-religious, theistic, or non-theistic moral or ethical beliefs as well as participation in religious holidays, observances, or activities. Accommodations may include scheduling or due-date modifications or make-up assignments for missed class work.

To seek a religious accommodation, a student must provide written notice to the instructor and the Director of Accessibility Services at accessibilityservices@uvu.edu. If the accommodation relates to a scheduling conflict, the notice should include the date, time, and brief description of the difficulty posed by the conflict. Such requests should be made as soon as the student is aware of the prospective scheduling conflict.

While religious expression is welcome throughout campus, UVU also has a [specially dedicated space](#) for meditation, prayer, reflection, or other forms of religious expression.