2022 Winter Jterm Virtual Career Rhode Trip Syllabus
ITR 300(Section 0001): Engage with the Professional World:
Exploring the Job Market in Communications and Media

Monday, January 10 through Friday, January 14, 2022
8:30 a.m. – 3:30 p.m. Synchronous – Daily
3 credits

Overview:

Our virtual classroom meets the corporate world as students from the Harrington School of Communication and Media network with and learn from business and communication professionals who work in public relations, marketing, corporate communications and other communication-intensive positions. By the end of this week course, students will know how to network with business leaders, perform effective job searches and secure jobs in industries that often hire students with strong backgrounds in communication and media studies. By networking with business professionals, students will also learn how these individuals and their organizations communicate with internal and external constituents while utilizing contemporary technology and navigating organizational challenges, change and competition.

Instructor: Gail Lowney Alofsin

Gail is the Director of Corporate Partnerships & Community Relations for Newport Restaurant Group, a leading restaurant and hospitality company based in Newport, Rhode Island with properties throughout the state of Rhode Island and Massachusetts. Gail’s primary focus in the corporate sponsorship sales and experiential marketing of the Newport International Boat Show.

Gail will offer her students introductions to University of Rhode Island (URI) Harrington School of Communication & Media Board Members, URI alumni, and corporations that she has worked with. Past speakers include: The Boston Red Sox, CBS Local Digital, BBC StoryWorks – The Americas, AAA, ABC 6, Polar Beverages, Essence, GOOGLE, State Street Bank, Life Is Good, Citizen’s Bank, Decas Cranberries, Oakland A’s, Ritz Carlton and others to be announced. We will learn from a diverse array of industries – healthcare, consumer product goods, finance, insurance, travel, conferences, apparel, social media, tech, education, agencies, conferences, event management, hospitality, sports, etc....

Gail is also the author of Your Someday is NOW: What are YOU Waiting for? a business and personal development book focused on personal communication and leadership. Since being published in 2014 with a second edition in 2020, the book has raised over $44,000 for non-profit organizations. She is also a national and international keynote speaker (gailspeaks.com). She has been an Adjunct professor at URI since January 1999 teaching over 1000 students and welcoming over 100 interns to her company. It is her privilege to introduce URI students to her professional network.

E-Mail: gailalofsin@yahoo.com or gailalofsin@uri.edu
**Course Location/Contingency Plans:** Synchronous. Online via Zoom. Please insure that you have access to Zoom meetings. Meeting ID and password will be provided. Should there be any temporary technical difficulties (i.e. loss of internet access) I will send an email with instructions/information.

**Upon completion of this course, students will:**

- Understand Marketing, Advertising, Promotion, and Public Relations as integral communication tools.
- Be able to identify communication and business options for various projects, events and corporations.
- Understand the benefits of a variety of communication mediums (*i.e. Electronic and print advertising, PR, experiential marketing, digital and research*).
- Gain insight from both local and national corporations on how they successfully integrate PR, Marketing, and Advertising in their Marketing Communication strategies via both guest lecturers invited to the classroom via Zoom.
- Learn the importance of communication, networking, leadership and personal branding as critical business tools from both Gail and our guest speakers comprised of seasoned executives and emerging leaders.
- Understand how to create an impactful LinkedIn profile and network for career leads on LinkedIn

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**Required books – please read both books by first day of class – Monday, January 19, 2022. Both books should be near your computer on our first day – we will take a group photo on Zoom holding up each of the books:**

**Title:** LinkedIn for Personal Branding: The Ultimate Guide (Author: Sandra Long) $22.95  
**ISBN:** 978-1938015434. (Available on Amazon – have in hand by 12.28.20)

**Title:** Your Someday is Now - What are You Waiting For? (Author: Gail Alofsin) $24.95  
**ISBN:** 978-1938686603 (Not available on Amazon. Contact Gail no later than 12.28.20 to order by Venmo or credit card and allow enough time to have it mailed)

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**EXPECTATIONS: ATTENDANCE/LATENESS/GRADES/CLASS POLICIES**

**Class organization and grading:**

In the fields associated with both Business and Communications (Marketing, Advertising, Public Relations), appearance, presentation and promptness are as important as creativity and content. It is expected that all assignments will be computer
generated, double-spaced, size 12 font with appropriate margins, name, date, and assignment topic. Points will be deducted for poor grammar, spelling (you cannot rely on the computer's spell check!), and careless work.

**Grades will be based on the following:**

**Class participation and attendance (50%):** This class offers an unprecedented opportunity to meet and learn from business executives in a position to hire or assist participating students with networking following their graduation. Our meetings with corporations will expose us to local, national and international industries. During the presentations by the professionals, students will be expected to take an active role in discussions in addition to copious notes. **You must be present on screen at all times except during scheduled breaks.**

**Writing (50%):** Students will create a recap portfolio of their week experience focused on lessons learned from each speaker and the application to business and/or corporate communications. The portfolio will include but not be limited to executive profiles of the business professionals that we meet with and a report on lessons learned from each speaker with a focus on business and communication.

Students will also write a thank you letter to every guest speaker in a business format. An example of the correct format will be provided to you. The letters are to be submitted to our TA daily and the recaps are due by Wednesday, January 19, 2022 by 4:00 p.m. All assignments must be emailed to gailalofsin@yahoo.com

**Dress Code/Camera Location:** Business Casual (research what this means…) is expected in our virtual classroom each day. You will be visible to me and to the guest speakers at all times (turning off your video feed is not respectful and not allowed) so you should dress as indicated above and you should select an appropriate location (minimal distractions) for your camera.

**URI MANUAL: ATTENDANCE/LATENESS/GRADES/CLASS POLICIES** Please refer to the University Manual for information or questions concerning any University-related issues and any and all University policies and procedures, including class attendance, lateness, grades, class policies/procedures, etc.... It is the responsibility of each student to be aware of and knowledgeable about any University rules and regulations and consequences of any violations.

I will open the Zoom meeting at 8:30 a.m. each morning to give us time to meet prior to the start of class at 8:45 a.m.

Agenda of speakers will be available December 1, 2021.