Comm 415: Senior Seminar  
Spring 2011

Instructor:  Dr. Jan W. Kelly  
Office: 4129 Communication Wing, St. Thomas Hall  
Office hours:  MWF 2-3pm

Catalog Description:

“(Prerequisite: senior standing). This capstone course will synthesize course work to prepare students for entry into the profession of communication. Emphasis will be placed on the application of Jesuit ideals to the concerns of today’s communication industry.”

Texts and Readings:

Thomas L. Friedman, Hot, Flat, and Crowded: Why We Need a Green Revolution—and How it Can Renew America, Release 2.0, 2009.  
Farhad Manjoo, True Enough: Learning to Live in a Post-Fact Society, 2008

Scholarly articles from communication journals.  
Other readings as identified in the syllabus.

Content of Course:

The course has three foci: intellectual development and engagement (academic); professional development and engagement; and applied (hands-on) development and engagement.

This third focus gives you the opportunity to apply the skills you have developed throughout your study of communication. This semester’s theme is sustainability.

(1) Students become familiar with issues surrounding sustainability through readings, class discussions and guest speakers: Ms. Sondra Myers (people), Dr. Michael Cann (planet) and “green” small business owners (profit).

(2) Early on students will be divided into groups. Groups will be heterogeneous across the four tracks. Each group must develop and execute a significant project that promotes sustainability.

The practical objective of this project is to provide an opportunity for students to apply their skills to a meaningful project. Depending on the tracks represented in each group, projects will include:

1. A detailed research plan
2. A detailed public relations plan
3. A detailed advertising plan
4. A detailed journalistic element (newspaper articles, op-ed pieces, etc.)
5. A detailed broadcasting plan
6. A detailed web communication component
7. A project impact evaluation component (both quantitative and quantitative measures)
8. Any other communication-related strategies/plans

(3) This project is 25% of the final grade.