

# WRT 276 / PSC/IR 299 : Communicating Your Professional Identity in Political Science & International Relations

Fall 2017: CRN: 41184

Thursday, 450-605, Meliora 206

Instructor: Kellie Hernandez  
Office Location: Career Center, 4-200 Dewey Hall  
Contact Information: [kellie.hernandez@rochester.edu](mailto:kellie.hernandez@rochester.edu) ; 585.275.2366  
Office Hours: Monday 12-1, Tuesday 12-1 & 430-530 or by appointment

---

## **Week 1:** *Introduction to Professional Communication / Identity* **August 31**

Goals of course; defining key terms: Career/Writing/Identity; Syllabus Review

---

## **Week 2:** *Audience and Purpose ; Professional Email Etiquette* **September 7**

**Writing due:** Written reflection on goals (submitted through Blackboard)  
**Reading due:** Rawlins, "What Good Writing Is: The Sense of Audience" (26-33)  
To download the pdf, see the "Reserve Readings" section of Course Materials  
[UNC Writing Center, Audience](#)  
[UMUC Writing Center, Writing for an Audience](#)  
[Lam, The Atlantic, "Why Emoji Are Suddenly Acceptable at Work"](#)  
[Student Real Reader Guide](#)

**Select your Real Reader, using the database link below (the link is also posted in Blackboard):**

<http://writing.rochester.edu/Engineering/StudIDPrompt.php?class=WRT276>

**The database will be live on Thursday, September 7th at 9am**

---

## **Week 3:** *Networking Notes and Informational Interviewing: What to say and how to say it* **September 14**

**Writing due:** **Networking Note due** (draft or outline)  
**Networking Note Peer Review and finalization in class**  
Please bring a laptop or tablet, to access your networking note, to class. If this isn't possible, please let me know.  
**Reading due:** Pollak, Getting from College to Career, Ch. 4 (89-113)  
Hansen, Information Interviewing Tutorial: A Key Networking Tutorial  
Career Center web page, "Networking Notes and Letters of Introduction"  
"WSAP Guidelines for Giving and Receiving Help"

**Writing due:** **Networking Note to your Real Reader (BCC me!!!)**

---

## **Week 4:** *Introduction to Elevator Pitches* **September 21**

**Watch:** Sample elevator pitch YouTube links (posted in Blackboard) – we will also watch some in class  
**Reading:** Gwen M. Greene Career Center Guides on Professional Dress - Will be uploaded into Blackboard

---

## **Week 5:** *Summarizing Professional Identity; Developing Professional*

September 28

## **Resumes and Cover Letters - Resumes and CVs**

Reading due:

Career Center, "Guide to Resume Writing" and samples  
Spolsky, "Sorting Resumes" (7pp)  
Brooks, "You Majored in What?" (Chapters 8 – resumes)  
Optional:  
UC Davis Internship & Career Center, Curriculum Vitae  
UNC Chapel Hill, Curricula Vitae (CVs) vs. Resumes

On Campus Fall Engineering, Tech & Data Science Career Expo; and Finance,  
Consulting & Corporate Career Expo –  
Tuesday, Oct 3 11:00 am - 2:00 pm  
Suggested reading: Career Center web page, "Career Fair Success"

### **Week 6: Cover letters / Personal Statements / Statement of Purpose**

October 5

Presentation:

Elevator Pitches in class.

Reading due:

Career Center, "Cover Letters"  
Brooks, "You Majored in What?" (Chapters 9 – cover letters)  
Optional:  
Koeppel, "Want Your Letter to Stand Out? Here's a Tip: Write it Yourself" (2pp)  
Korkki, "A Cover Letter is Not Expendable" (2pp)  
Asher, Graduate Admissions Essays, Chapters 5-7, 55-78 (if you're writing a SofP)

The Informational Interview with your Real Reader should be completed by October 11th. Request feedback via the Real Reader system within one week of completing the interview.

Fall Break October 9-10

Meliora Weekend October 12-15

### **Week 7: Resume / CV ; Cover Letters / Personal Statements /**

October 12

### **Statements of Purpose – Bringing the Application Together**

Presentation:

Elevator Pitches in class.

Writing due:

Peer Review: Set 1  
Bring laptop or 3 hard copies of each document.

### **Week 8: Resume / CV ; Cover Letters / Personal Statements /**

October 19

### **Statements of Purpose – Bringing the Application Together**

Presentation:

Elevator Pitches in class.

Writing due:

Informational Interview Reflection.  
Peer Review: Set 2  
Bring laptop or 3 hard copies of each document.

Midpoint to RR's by 10/25

**Week 9: *Interviewing***

**October 26**

Writing due:

Mini-Portfolio to me.

Presentation:

Elevator Pitches in class (tentative)

Reading due:

Brooks, *You Majored in What?*, Ch. 10

Career Center Website

Quintessential, "The 150 Typical Job Interview Questions"

Zhang, "30 Behavioral Questions You Should Be Ready to Answer"

---

**Week 10: *Professional Writing Projects***

**November 2**

Presentation:

Elevator Pitches in class (tentative)

Reading:

Sample descriptions, abstracts, memos, press releases etc. TBD

---

**Week 11: *Interviewing Continued ... Speaking Fellows***

**November 9**

Writing due:

Interview Prep worksheet

---

**Week 12: *Professional Writing Project, Peer Review ; On-Line Presence - LinkedIn***

**November 16**

Writing due:

Peer Review

Final revision of your choice of assignment should be turned in in BlackBoard. It will also be included in your Final Portfolio

Reading Due:

LinkedIn, "Building a Great Student Profile" three articles

The Muse, "4 Key Elements of a Killer LinkedIn Summary"

LinkedInInsights.com, "3 Stunningly Good LinkedIn Profile Summaries"

---

Thanksgiving Recess November 22-26

---

**Week 13: *Linked in Peer Review***

**November 30**

Writing due:

Professional Writing Project Final due in BlackBoard

LinkedIn profile - Peer review and feedback on LinkedIn profiles in class

---

**Week 14: *Communication Scenarios***

**December 7**

---

**Final Portfolio due to Real Reader:**

**December 8th**

---

**Final Portfolio due to instructor:**

**December 13th**

**Emailed thank you note to Real Reader:**

**December 13th**