

Fall 2021

COM 325-001: Multimedia Communication in the Modern World

Devdatta Banerjee

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NJIT COM 325 001 - Fall 2021

Course Name: Multimedia Communication in the Modern World

Prerequisites/Co-requisites: None

Time/Location: Monday/Wednesday, 10:00AM – 11:20AM at CKB 219

Professor: Devdatta Banerjee

Email: db296@njit.edu

Office Hours: Wednesday 1:00PM – 3:00 PM by appointment

Course Description: This course was developed and is set to be taught by an NJIT Alumni who graduated with a B.S. in Communication and Media and did not fully understand how to proceed into the working world, or into the next step after graduation. It seeks to solve this problem that many other graduates have had by guiding students towards certain career pathways, and teaching them how to find value in their degree to proceed towards any other career pathway as well. The course will consist of 3 units: Marketing, Media Planning, and Education; all three career pathways will be explored so that they are introduced and then supported with guiding advice for someone who wants to pursue one of these career fields. If a student wants to pursue another career field, this course will allow them to see how a current student or college graduate can explore one of the presented fields – and thus will know how to approach any field with the same thought process.

Learning Goals:

1. Students will learn basic principles of marketing, media planning, and education.
2. Students will learn the use of communication and media based skills in the fields of marketing, media planning, and education.
3. Students will learn what kinds of jobs are available for them in the fields of marketing, media planning, and education.
4. Students will learn what to do before graduation to pursue careers in the fields of marketing, media planning, and education.
5. Students will learn how to facilitate class topics through collaboration.
6. Students will learn how to find value in their degree in the pursuit of any career field.

Texts/Materials: No required texts – Articles and videos will be viewed and discussed in class at the start of each unit. Course content will also be updated weekly on Canvas.

Weekly Expectations and Class Discussions: Attendance and participation required and graded. This is an interactive course where both the instructor and the students will play major roles week to week in order to achieve course objectives. Assignments must also be submitted on time, and groups should communicate effectively.

Quizzes and Quiz Policy: One quiz will be administered per unit of the course. Quizzes which are missed without an excused absence will result in a grade of zero. Upon acceptable excuse being provided, arrangements will be made for a make-up dependent on the situation.

Statement about Requesting Accommodations, as follows: *If you need an accommodation due to a disability please contact Scott Janz, Associate Director of the [Office of Accessibility Resources and Services](#), Kupfrian Hall 201 to discuss your specific needs. A Letter of Accommodation Eligibility from the office authorizing student accommodations is required.*

Policy for Late Work: Work must be submitted by the due dates listed on Canvas. Each day work is submitted late will result in a loss of 5 points from the work.

Academic integrity statement, as follows: *“Academic Integrity is the cornerstone of higher education and is central to the ideals of this course and the university. Cheating is strictly prohibited and devalues the degree that you are working on. As a member of the NJIT community, it is your responsibility to protect your educational investment by knowing and following the [academic code of integrity policy](#).”*

Please note that it is my professional obligation and responsibility to report any academic misconduct to the Dean of Students Office. Any student found in violation of the code by cheating, plagiarizing or using any online software inappropriately will result in disciplinary action. This may include a failing grade of F, and/or suspension or dismissal from the university. If you have any questions about the code of Academic Integrity, please contact the Dean of Students Office at dos@njit.edu”

Expectations for Class Etiquette: Students are expected to follow [NJIT's Code of Student Conduct](#). Students should be polite, active participants and respect their instructor, classmates, as well as ideas or opinions that differ from their own. While scholarly debates are encouraged, they should not become personal attacks.”

Grading:

Final Project – 35%

Group Assignment– 25% (Each group has a group facilitation)

Quizzes – 15% (Each unit has a quiz which accounts for 5% per quiz)

Quiz Dates: 09/29/21, 10/27/21, 11/24/21

Participation – 15% (In class)

Attendance – 10% (Each absence is minus 5% - after 3rd absence participation grade drops to 0% - this is an interactive course with less written work, so it would be unfair to the class to not attend or participate.)

Scale Converting Numerical to Letter Grades:

A (100-89.5) -- B+ (89.4-84.5) -- B (84.4-79.5) -- C+ (79.4-74.5) -- C (74.4-69.5) -- D (69.4-64.5) -- F (Below 64.4)

Structured Schedule of the Course:

The course will consist of 3 units, and the class will be divided into 3 groups (1 per unit). Each unit will consist of in-class reading/video discussion, activities, 1 lecture per unit, one group presentation per unit, and further discussion to wrap up the unit. The final project for this course will replace the need for a final exam and will be a reflection essay on the course.

09/01/21	Syllabus Week
09/08/21	Divide Class into Groups – Team Building Exercise
09/13/21 – 10/04/21	Unit 1: Field of Marketing
10/06/21 – 11/01/21	Unit 2: Field of Media Planning
11/03/21 – 11/29/21	Unit 3: Field of Education
12/01/21 – 12/15/21	Work on Final Project Reflection Essay
TBD	Final Project Presentation and Essay Due