PROFESSIONALISM AND ETHICS
Course Syllabus

Course Number: AVPA-1171  OHLAP Credit: No
OCAS Code: None
Course Length: 30 Hours
Career Cluster: Arts, A/V Technology & Communications
Career Pathway: Journalism & Broadcasting
Career Major(s): Audio & Video Production Assistant

Pre-requisite(s):

Course Description: This course teaches professionalism and ethics as they relate to the workplace in employment preparation, employability skills and team building. Job interview skills and retention skills are developed. Students also cover legal and ethics issues related to television.

Textbooks:
Instructor-created materials

Television Production by Phillip L. Harris, Goodheart-Wilcox (2006)


Cybercollege.com

VideoLab 3.0 CD-ROM by Herbert Zettl, Wadsworth (2004)

Course Objectives:
A. Exhibit Employability Skills.
   1. Discuss employers’ expectations of a dependable worker.
   2. Practice punctuality and dependability in class and at work sites.
   3. Identify the value of maintaining regular attendance.2
   4. Exhibit productive work habits and attitudes.
   5. Demonstrate appropriate oral and written communications.
   6. Practice listening skills.
   7. Utilize proper telephone techniques.1
   8. Develop and demonstrate public presentation skills.1
   9. Utilize problem solving and critical thinking techniques to identify and solve problems: brainstorming.1
   10. Explain ways to exhibit pride in work.2
   11. Understand cultural diversity in the workplace.1
   12. Demonstrate self-discipline, self-worth, positive attitude, and integrity in a work situation.2

B. Apply Academic Skills in the Workplace.
   1. Apply reading and writing skills.1
   2. Apply mathematical operations involving whole numbers, fractions, decimals, percentages, mathematical word problems, formulas, ratios, etc., when necessary.1
   3. Interpret charts, tables, and graphs.1
   4. Interpret and follow oral and written directions.1
C. Prepare Job Search Documents.
   1. Complete an employment application.¹
   2. Compose a cover letter.
   3. Discuss the purpose of a résumé.
   4. Create a résumé and an electronic résumé.
   5. Format a professional follow-up letter for a job interview.
   6. Discuss benefits and other employment forms.
   7. Write a follow-up letter after an interview.²
   8. Prepare a career plan or plan of study for possible further education.
   9. Create an employment portfolio.¹

D. Prepare for Job Interviews.
   1. List information to be obtained before and during a job interview.
   2. Dress appropriately for interview.²
   3. Review recommended interviewing practices.
   4. List possible interviewing questions.
   5. Understand points the interviewer looks for during the interview.
   6. Exhibit professional conduct before, during and after interview.²
   7. Explain your qualifications and interests clearly and concisely.²
   8. Answer all questions honestly and concisely.²
   9. Complete an employment interview.¹

E. Practice Teamwork.
   1. Recognize the importance of teamwork and participate as a team member.¹
   2. List factors that make teamwork successful.
   3. Discuss why production improves when people work in teams.
   4. Practice teamwork on a common goal.
   5. Participate in group discussions and keep comments positive.
   6. Describe specific ways of improving one’s relationships with others.
   7. Demonstrate negotiation skills.¹

F. Present a Professional Image and Appropriate Personal Appearance.
   1. Define characteristics of a professional image.
   2. Describe the importance of professionalism on the job.
   3. Identify and follow company dress and appearance standards.²
   4. Identify desirable personal grooming habits.
   5. Practice good grooming and hygiene.
   6. Identify considerations important in dressing appropriately for the job.

G. Apply Knowledge of Laws Affecting Television Production.²
   1. Analyze the First Amendment, FCC, the Freedom of Information Act, liable laws, and other regulations for compliance issues relevant to the Arts, A/V Technology and Communications cluster.²
      a. Describe the intent and relationship of the First Amendment to this cluster.²
      b. Identify FCC Regulations, the Freedom of Information Act, and state statutes and liability laws pertaining to work in this cluster.²
      c. Identify court cases related to this cluster that preserve business and individual rights.²
      d. Interpret how The Freedom of Information Act affects workers in this cluster.²
      e. Illustrate instances when the intent of the First Amendment was preserved in recent times.²
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2. Analyze the copyright laws in relation to seeking formal permission to use materials.
   a. Identify steps for securing permission to use copyrighted materials.
   b. Exhibit how credit is given for use of copyrighted materials.
   c. Define what is original content and when credit does not need to be given.
   d. Identify the benefits of copyright laws.
   e. Identify consequences if formal permission is not secured.

3. Analyze ethical conduct that provides proper credit to those whose ideas and content have been used.
   a. Illustrate how credit is given for use of copyright materials.
   b. Identify the consequences in historical examples of both ethical and unethical conduct related to the use of intellectual property.
   c. Identify current concerns about consumer ethics related to the music and the video industries.
   d. Identify ethical and unethical conduct in a given work situation.

H. Apply Workplace Ethics.
   1. Analyze ethical principles of decision-making related to clients, customers, fellow workers, and others.
      a. Define professional code of ethics.
      b. Examine the professional code of ethics (e.g., Society of Professional Journalism).
      c. Identify consequences of non-ethical decision-making on short and long term reputation.
   2. Analyze ethical standards that apply to the delivery of quality performance and products.
      a. Define ethical standards.
      b. Examine the problems related to maintaining ethical standards in situations without a clear standard.

1 ODCTE objectives
2 States’ Career Clusters - Career Cluster Resources for Arts, A/V Technology & Communications
All unmarked objectives are TTC instructor developed.

Teaching Methods: The class will primarily be taught by the lecture and demonstration method and supported by various media materials to address various learning styles. There will be question and answer sessions over material covered in lecture and media presentations. Supervised lab time is provided for students to complete required projects.

Grading Procedures: 1. Students are graded on theory and shop practice and performance.
   2. Each course must be passed with seventy (70%) percent or better.
   3. Grading scale: A=90-100%, B=80-89%, C=70-79%, D=60-69%, F=50-59%.

Description of Classroom, Laboratories, and Equipment: Tulsa Technology Center campuses are owned and operated by Tulsa Technology Center School District No. 18. All programs provide students the opportunity to work with professionally certified instructors in modern, well-equipped facilities.
| Available Certifications/College Credit | The student may be eligible to take state, national or industry exam after completion of the program. College credit may be issued from Oklahoma State University-Okmulgee or Tulsa Community College. See program counselor for additional information. |
| College Credit Eligibility:            | The student must maintain a grade point average of 2.0 or better. |