MMC 1009 - Intro to Media and Communications

Fall 2019 Syllabus

Instructor: Alejandra Delgado
Meeting Time: Online. Please see calendar for assignment due dates. All times are Eastern time.
Office Hours: Schedule a phone or video appointment here:
calendly.com/adelgadojou
Contact: Via email to **adelgado@jou.ufl.edu** . All messages should be sent to this address. Please do not e-mail me through Canvas.

Instructor's policies

Welcome to MMC1009! I am honored to be your instructor this semester. I am an Academic Advisor in the College of Journalism and Communications where I enjoy guiding and hearing about the wonderful learning experiences of students in the college. As such, I will do my best to respond to student emails within 24-48 hours during standard business hours Monday-Friday (EST). If you email me within 24 hours of an assignment deadline, I will do my best to get back to you, but cannot promise I will respond in time, so plan ahead. **Please note that ALL deadlines for this course are on Mondays at 11pm EST. Modules will be opened a minimum of two weeks in advance.**

I will also post information to the announcements section of the course. **Read the announcements and your syllabus before contacting me with questions to see if your answers are there.** You are responsible for the content in both. It is my goal to post grades within a week of assignment deadlines.

Course overview

This course is designed to give UF Online students a general overview of the College of Journalism and Communications. We will discuss career options with all areas of study in our College: *Advertising, Journalism, Media and Society, Public Relations and Telecommunication.* **We will look at current trends in the field of communications, audience engagement and social networks using the five majors and career paths in advertising, public relations, print and broadcast journalism to help you succeed in our College.** In addition to a general understanding of our fields of study and their corresponding professions, you will begin to build your professional network by connecting with industry professionals near you as a part of your learning experience. Please note that the videos in the course feature former instructors and other UF faculty.

Course goals

Our goal is to prepare you for a successful experience at our College by introducing you to our programs, professors, industry professionals and best practices. We want you to begin planning your career by building your professional network from day one with us. Finding a mentor to help guide you through college is a critical component to your success. This can be a professor, professional or close advisor. Through this course, you will be connecting with practicing professionals in the industry of your choice to learn more about career options in communications.

What will you learn?

- Basic principles of Advertising, Journalism, Media and Society, Public Relations and Telecommunication and how these fields of study provide career opportunities
- How to position your social networks to benefit you professionally
- Where to find professional networks
- What opportunities you can take advantage of as an online student

Required reading

There is not a required textbook to purchase for this course. You will have assigned readings in each module, and, in addition, you are expected to follow the news each week on the following websites and include current media events and industry developments in your weekly discussions and be prepared to answer questions on module quizzes:

Poynter
http://www.poynter.org/

Advertising Age
http://adage.com/

MediaShift
http://mediashift.org/

PR Week
http://www.prweek.com/us

Student evaluation

Students will be graded through a variety of assignments, quizzes and a final paper, all due on Mondays at 11pm EST. The grades will break down as follows and available in your grade book on Canvas (the final grade average calculated there will be used to determine your final grade). **NO EXTRA CREDIT WILL BE OFFERED.**

Six Multiple-Choice Quizzes (10 each): **60 points**
Six Discussion Board Posts (5 each): **30 points**
Six Course Activities (5 each): **30 points**
<u>Final Paper: **30 points**</u>
Total possible points earned in class: 150

Grading Scale:

A	94-100
A-	90-93
B+	87-89
B	84-86
B-	80-83
C+	77-79
C	74-76
C-	70-73
D+	67-69
D	64-66
D-	60-63
E	59 or lower

Multiple-choice quizzes will be given at the end of each module and will cover the topics in both the lectures and the readings. They will be taken online, have a time limit, and be graded once all students in the course complete the quiz.

Discussion board posts will vary from sharing examples of work you find online to questions and comments about topics covered in class. Incorporate hyperlinks in your text as you see them used here in your syllabus. They will be open for two-week

periods and will be graded for relevance, understanding of the topic asked and ability to identify and communicate pertinent and accurate concepts

All course activities will be turned in online. No work will be accepted via email. These activities could vary from completing a professional Twitter account, pitching a TV news story, or networking with each other. Again, incorporate hyperlinks in your text as you see them used here in your syllabus.

The **Final paper (Shadowing a Professional)** will serve as your final examination in this course and demonstrate understanding and application of the concepts we will cover throughout it. **Your assignment is to find a professional in one of the four media fields we cover in this class (advertising, public relations, print journalism, or broadcast journalism), and then shadow them at their job for one day and journal your experience. <u>Marketing is not one of our fields, and so people who work in that field are not acceptable for this assignment.</u>** An example of this would be finding a local reporter for your television station or other news outlet and attending a news meeting, covering a story or watching a broadcast in the studio.

The paper has no length requirement but should be detailed enough to describe who you shadowed, why and how you chose and connected with this particular professional, what shadowing you did and when, how they conducted their job, and what lessons from the lectures or reading applied to your experience with this particular profession and work. Most papers are usually between 700-1000 words. **You will also need to include photos of your shadowing experience, including a photo of you with the person you shadowed on that day**. Please make sure the professional is aware of this requirement when you make arrangements with them so they can anticipate and solve any problems, as some businesses and media outlets have restrictions about photography. **You must also include your thank-you note/email to them, which should be sent within 48 hours of your shadowing day.**

The professional you shadow must work in one of the four fields listed above full time, not have a job or business that just includes doing some marketing or social media promotion; media and communications in public relations (not marketing), advertising, or print/broadcast journalism work must be their <u>primary</u> function. You may NOT shadow any kind of faculty.

If you have any questions or need direction or help, please contact me as soon as possible – this includes confirming that the person and place where you want to shadow is appropriate for this assignment. **The final paper can be turned in at any time during the course, but its final deadline is Monday, April 22nd at 11pm.**

How to succeed in an online course

Taking a course online can be a lot of fun! Here are some tips that will help you get the most of this course while taking full advantage of the online format:

- Schedule "class times" for yourself. It is important to do the coursework on time each week. **You will receive no credit for work that is turned in late!**
- Read ALL of the material contained on this site. There is a lot of helpful information that can save you time and help you meet the objectives of the course.
- **TAKE NOTES** on your lectures and readings.
- Print out this syllabus with our course schedule, put our deadlines in your personal calendar/planner, and check things off as you go.
- Ask for help or clarification of the material if you need it.
- Do not wait to ask questions! Waiting to ask a question might cause you to miss a due date or do an assignment incorrectly. This includes your final Shadowing a Professional paper. It's better to ask and be safe than sorry.
- **Do your work well before the due dates.** Sometimes things happen. If your computer goes down when you are trying to submit an assignment, you'll need time to get to another machine. **Deadline extension request are not likely to be granted.**
- To be extra safe, back up your work to an external hard drive, flash drive, or the cloud.

Learning Environment

Give your classmates the utmost respect when interacting with them in this course. Remember that it is much different to communicate thoughts and opinions over discussion boards than in person. Be respectful to your classmates' ideas, ask insightful questions for clarity, read with consideration, and give criticism with professionalism. Both students and faculty each have a responsibility to maintain an appropriate learning environment online. I expect that we will all show professional courtesy and good "netiquette" in our discussions. Per university policy, we will all give due respect to individuals and topics dealing with differences of race, color, culture, religion, creed, politics, veteran's status, sexual orientation, gender, gender identity, and gender expression, age, disability, political affiliation, and nationalities. If there is a pronoun your classmates and I should use when talking with you, please let us know.

Missed assignments and late work

Because we are working together in a class about professionalism and learning about professions that run on tight and crucial deadlines, we will do the same to model and practice that behavior as students. **No late work will be accepted or extended deadlines for missed assignments will be granted in this course.** Manage your time and prioritize your work. Our assignments are neither long nor extremely difficult, and if you do them thoroughly, well and turn them in on time, you will complete this course with a satisfactory grade. **Note that our deadlines are at 11pm ET on Mondays.**

Each module's discussion board post and activity will be open for at least a two-week period and the module quiz will be scheduled well in advance. The final paper's instructions are in this syllabus and the assignment is open on Canvas on the first day of the course and can be turned in at any time during the course. **Our deadlines are always the same: Mondays at 11pm EST.** Please plan ahead and, if you need to, work ahead. **NO EXTRA CREDIT WILL BE OFFERED.**

Fact errors

Making fact errors on an assignment – this includes, but is not limited to, inaccurate facts and statistics, misspellings of proper names, and misquotes – will result in a full letter grade deduction for that assignment. Please proofread and fact check your writing, sources, and information carefully.

Academic honesty

As a student at this university, you have accepted a commitment to the Honor Code, and the principles of academic integrity, personal honesty, and responsible citizenship on which it was founded. The instructor of this class is bound to take that commitment seriously and encourages you to contact her with specific questions regarding the Honor Code and your responsibilities within this course.

University of Florida students are expected to read, understand, and follow the [Student Conduct & Honor Code](#). Violations of this code are taken very seriously and can result in your failure of this course and additional sanctions up to and including academic probation and expulsion. **I recommend you watch this helpful [Avoiding Plagiarism video](#) from the Office Dean of Students at the start of the semester to help you with citations in your research and writing.**

Online tutoring

The new Writing Studio is a free service for current UF graduate and undergraduate students. Students have the opportunity to work one-on-one with a consultant on issues specific to their own particular development. Because their aim is to help students become more effective writers, they do not simply proofread or edit documents. They can, however, assist students to become better proofreaders and editors of their own work. Their main office phone is (352) 846-1138. They also offer online tutorials from 11am-4pm EST on Wednesdays. You must register in advance for all tutorials.

Students with disabilities

Students in need of accommodations must first register with the Disability Resource Center in the Dean of Students Office at the beginning of the semester. The Disability Resource Center will provide documentation to the student, who must then provide this documentation to the instructor when making a request for accommodations. Please contact the professor within first two weeks of class with documentation to request accommodations. I will most happily (and legally) comply! Accommodations cannot be applied retroactively.

If you are in distress..
If you are totally overwhelmed by the stresses of your semester and feel like you just can't handle the pressure, please contact me or someone at UF's Counseling and Wellness center (http://www.counseling.ufl.edu/cwc/SelfHelp-Library.aspx). I genuinely care for my students' wellbeing. Without you, I would have no one to teach...and that's uncool. Please take care!

Instructor evaluation

Students are expected to provide professional and respectful feedback on the quality of

instruction in this course by completing course evaluations online via GatorEvals. Guidance on how to give feedback in a professional and respectful manner is available at https://gatorevals.aa.ufl.edu/students/. Students will be notified when the evaluation period opens, and can complete evaluations through the email they receive from GatorEvals, in their Canvas course menu under GatorEvals, or via https://ufl.bluera.com/ufl/. Summaries of course evaluation results are available to students at https://gatorevals.aa.ufl.edu/public-results/.