

Experience Advisors

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Overview

Catalog description: **We Are CJC** is a multicultural media initiative created to highlight and support the College's diverse faculty, staff, and student body. In partnership with the Knight Division, this experience will continue to formulate and develop its production, multimedia initiatives, and branding. As a CJC interdisciplinary immersion experience, students from various majors will work together to produce content, packaged reels, and solidify its brand management.

Prerequisites

None; each student is pre-interviewed to assess skills and immersion experience needs.

Resources

UF Google Drive Account

<http://www.drive.google.com/drive>

Note: Students will be manually added to provide access to all Immersion Experience resources. Additional, UF-approved communication modalities may be added as Immersion Experience resources.

Required Textbook

None; course materials will be provided via UF Google Drive

Requisite Skills for this Immersion Experience

You should be prepared to: 1) manage academic responsibilities and meet immersion experience deadlines; 2) employ analytical skills in the evaluation of project needs and related briefs; 3) articulate these thoughts and ideas clearly in writing, including reports, productions schedules, and content development; and 4) justify/defend your creative approaches, as well as argue on behalf of perspectives that potentially run counter to your position about strategic communications, creative, and production.

Student Learning Outcomes

Throughout the duration of this Immersion Experience, students will:

- Develop and create multimedia with interdisciplinary teams (e.g., advertising, public relations, social media, and production)
- Develop creative content and messaging for integrated media platforms (e.g., edited video reels, brand creative, social media content)
- Apply critical thinking and contextual analysis when developing content and messaging for multicultural audiences (e.g., the social, psychological, and cultural understanding of faculty, staff, and students within the CJC)
- Understand the foundational aspects of brand development and management
- Engage in team-based learning and constructive peer evaluation
- Mature their decision-making, project coordination, and time management skills in a team-based learning environment
- Provide written and verbal communication skills necessary to support marketing teams in multicultural media development (e.g., client, agency team, creative specialists)
- Produce analytics reports to modify and improve social media campaigns

Assignments

Students are expected to support the creation, development, and submission of all projects. Weekly assignments will be announced by the Immersion Experience Advisors. Please, visit the Production Schedule for more details.

Digital Resources:

A variety of real-time, media resources and outlets may be referenced to support creative and content production. This may include UF approved resources (but is not limited to):

The Wall Street Journal – UF is an institution subscriber to the Wall Street Journal. Students can access a digital subscription to the WSJ through registration with a valid Gatorlink ID. The link to the education subscription site is https://education.wsj.com/?s=University+of+Florida&cat=2&page_type=searchresults .

Kanopy (<https://ufl.kanopy.com>) – Kanopy Streaming Video is a service available through the UF Libraries and is free to students with a valid Gatorlink ID and username. Videos accessed off-campus will require remote login access. Students can take advantage of Kanopy's extensive entertainment and education library at any time.

New York Times, Business section – For the first time, UF is able to provide free online subscriptions for all students, faculty and staff to both the *New York Times* and the *Wall Street Journal*. To activate your *New York Times* subscription, go to [myUFL](#) and navigate to “Main Menu.” From there, go to “Quick Links,” then “NY Times” and click on “Subscribe now.”

Assessment Criteria – Grading Policy

Final grades are calculated at the end of the semester based upon the student's successful completion of projects as amassed throughout the Immersion Experience. The course grade reported to the UF Registrar will utilize the **S/U categorization (S = Satisfactory / U = Unsatisfactory)**. Letter grades will not be calculated for this Immersion Experience.

Attendance (via ZOOM live lectures)

Class Attendance will be taken online during live lectures. **You MUST log in to ZOOM and utilize the “join video” feature** to receive credit for attendance. Our live Zoom class meetings will take place Tuesdays, 4:05PM EST to 6:00PM EST for the entire semester.

Each student is allowed two “free” missed classes (for live lecture days) without penalty. These do not excuse the student from assignments. Routine unexcused absences over the two-missed-class minimum will result in a loss of one-half point per absence and may directly affect the student’s grade. This does not apply, however, to excused absences due to activities sponsored by CJC organizations and/or that require student participation in official University business. See the “Late Policy” section below for an understanding about the Professors’ policy for excused absences and personal emergencies.

Our class sessions may be audio visually recorded for students in the class to refer back and for enrolled students who are unable to attend live. Students who participate with their camera engaged or utilize a profile image are agreeing to have their video or image recorded. If you are unwilling to consent to have your profile or video image recorded, be sure to keep your camera off and do not use a profile image. Likewise, students who un-mute during class and participate orally are agreeing to have their voices recorded. If you are not willing to consent to have your voice recorded during class, you will need to keep your mute button activated and communicate exclusively using the "chat" feature, which allows students to type questions and comments live. The chat will not be recorded or shared. As in all courses, unauthorized recording and unauthorized sharing of recorded materials is prohibited.

Late Policy

Unless you notify me in advance and have a documented reason for why you cannot complete an assignment in a timely way, and with the exception of factors listed as part of UF policy, late submissions will not be accepted. Extra credit projects will not be assigned in lieu of late submissions.

COVID-19 Notice *Notice: For Production Shoots Only

We will have some face-to-face production shoots to accomplish the student learning objectives of this course. In response to COVID-19, the following policies and requirements are in place to maintain your learning environment and to enhance the safety of our in-classroom interactions.

- You are required to wear approved face coverings at all times during class and within buildings. Following and enforcing these policies and requirements are all of our responsibility. Failure to do so will lead to a report to the Office of Student Conduct and Conflict Resolution.
- This course has been assigned a physical classroom with enough capacity to maintain physical distancing (6 feet between individuals) requirements. Please utilize designated seats and maintain appropriate spacing between students. Please do not move desks or stations.
- Sanitizing supplies are available in the classroom if you wish to wipe down your desks prior to sitting down and at the end of the class.
- Follow your instructor’s guidance on how to enter and exit the classroom. Practice physical distancing to the extent possible when entering and exiting the classroom.
- If you are experiencing COVID-19 symptoms ([Click here for guidance from the CDC on symptoms of coronavirus](#)), please use the UF Health screening system and follow the instructions on whether you are able to attend class. [Click here for UF Health guidance on what to do if you have been exposed to or are experiencing Covid-19 symptoms](#).
- Course materials will be provided to you with an excused absence, and you will be given a reasonable amount of time to make up work. [Find more information in the university attendance policies](#).

GatorEvals

Online Course 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/>.

UF Policies

University Policy on Accommodating Students with Disabilities

Students with disabilities who experience learning barriers and would like to request academic accommodations should connect with the disability Resource Center. [Click here to get started with the Disability Resource Center](#). It is important for students to share their accommodation letter with their instructor and discuss their access needs, as early as possible in the semester.

University Policy on Academic Misconduct

Academic honesty and integrity are fundamental values of the University community. Students should be sure that they understand the UF Student Honor Code at <https://sccr.dso.ufl.edu/policies/student-honor-code-student-conduct-code/>.

Netiquette: Communication Courtesy

All members of the class are expected to follow rules of common courtesy in all email messages, threaded discussions and chats. See the course netiquette guidelines on Canvas.

Getting Help

For issues with technical difficulties for E-learning in Canvas, please contact the UF Help Desk at:

- helpdesk@ufl.edu
- (352) 392-HELP - select option 2
- <https://elearning.ufl.edu/student-help-faqs/>

Other resources are available at <http://www.distance.ufl.edu/getting-help> for:

- Counseling and Wellness resources
- Disability resources
- Resources for handling student concerns and complaints
- Library Help Desk support

UMatter, We Care

Your well-being is important to the University of Florida. The *U Matter, We Care* initiative is committed to creating a culture of care on our campus by encouraging members of our community to look out for one another and to reach out for help if a member of our community is in need. If you or a friend is in distress, please contact umatter@ufl.edu ; by phone at 352-392-1575 ; and/or visit [U Matter, We Care website](#) to refer or report a concern. A team member will reach out to the student in distress. The *UMatter, We Care Team* can help connect students to the many other helping resources available including, but not limited to: Victim Advocates, the Counseling and Wellness Center, and/or Student Health Care Center. Please remember that asking for help is a sign of strength. In case of emergency, call 9-1-1.

Equipment Room Policies

Students will sign an equipment room contract. Failure to adhere to the contract may result in a student having a grade point deduction and/or receiving an “incomplete” for the class. Late returns will result in equipment privileges being revoked. Parking for the equipment room is limited to 10 minutes. Failure to adhere to this policy can result in a point deduction from the student’s final grade.

Communicating with the Experience Advisors

Per departmental policy, all emails are returned with 72 hours. As an official notice, the Experience Advisors may not answer emails on weekends (i.e., Saturday or Sunday). In this event, emails sent during this timeframe will be addressed beginning the next Monday, in the order received.

Immersion Experience Schedule

*(*Tentative – Detailed Production Schedule will be Provided)*

Week 1 to 4:	Pre-Production
Week 5 to 11:	Production
Week 12 to 16:	Post-Production