MMC1009 Introduction to Media and Communications – Summer A 2021

Instructor: Allicia Bolen

Phone Number: 352-273-3412

Email: abolen@jou.ufl.edu **(please do not email me through Canvas)**

Office Hours: By appointment via Calendly https://calendly.com/abolen-jou

Credit Hours: 1

INSTRUCTOR'S POLICIES

Welcome to the College of Journalism and the College of Journalism and Communications! My name is Allicia Bolen and I am the dedicated PaCE advisor for the CJC. I look forward to working with you while you are a student in our college! If you have any questions or concerns regarding this course, UF Online, or the CJC please email me at abolen@jou.ufl.edu. **Please email me from your UF email account only.** You can expect a response to your email within 48 hours.

Modules take place over a two-week period. **Please check all due dates.** I will post a video announcement in each module so please make sure you are checking announcements. You are responsible for all course content. It is my goal to grade all material within one week of submission.

COURSE INFORMATOIN

This course is designed for UF Online students majoring in a College of Journalism and Communications (CJC) and/or students interested in a major within the CJC. This course is designed to give 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, Public Relations, and Telecommunication. We will also review degree audits, advising principles, and diversity and inclusion. 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, UF faculty, and UF staff.

COURSE GOALS

The goal of this course is to familiarize you with CJC staff, faculty, students, and resources for a successful and meaningful experience in our college. This course also seeks to make you aware of what is expected of you as a CJC student.

WHAT WILL YOU LEARN?

You will learn:

• How and when to contact CJC Advisors

• How to read your degree audit and understand CJC degree requirements

• The differences between majors and specializations in the CJC

• How you can be involved on campus, even while being an online student

• Basic principles of all CJC majors

• Why diversity and inclusion are important to UF, the CJC, your career, and everyday life

STUDENT EVALUATIONS Students will be graded on a variety of assignments, quizzes, discussion, completion of the Gator Professional Series, a final assessment, and a final project. 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). Late work is not accepted. **NO EXTRA CREDIT WILL BE OFFERED.**

Assignments will vary in length and topic but have an overarching goal of expressing individuality while you explore our majors, resources, and professions associated with our majors, college, and the shaping of your undergraduate experience.

Discussions are designed for student engagement and enrichment.

The Gator Professional Series (GPS)is a self-paced and interactive, online video series that guides you through:

•Refining your resumes and cover letters

•Practicing interviews, elevator pitches, organizing your search and networking

•Developing answers to "Tell Me About Yourself" or "Why You Are a Good Fit"

•Reflecting and effectively communicating your attributes, knowledge, skills, and experiences.

GPS is accessible through the Canvas eLearning app so you can get help right from your device. Complete the entire workshop series to feel confident and prepared for your next career steps.

Article Summaries Modules 0 – 5 will require students to read an article from the links below and submit an article summary.

    Poynter https://www.poynter.org/

    Advertising Age https://adage.com

    PRWeek http://www.prweek.com/

    MediaShift http://mediashift.org/

There are two assessments in this course to determine your understanding and retention of course materials. The first assessment is used as a benchmark tool and is only graded on completion. The final assessment will be graded.

Final Project Schedule and conduct phone, video (Zoom, GoMeet, FaceTime, Google Duo, etc.), or email interviews with a professional of your choice. Your interview should focus on what a day in the life of that profession is like.

Please write about your interview experience. Please identify the profession you identified and the professional you interviewed. What were your thoughts on the profession before the interview? What are your thoughts on the profession after your interview? What did you learn about the profession? How did this correlate to information on the profession you received in class? This paper does not have a word limit but should address all questions.

Please note that the final project can be turned in at any point during the semester, but the FINAL due date is December 6, 2020.

Grading Policy

94.0 - 100.0 **A** 4.00 90.0 – 93.9 **A-** 3.67 87.0 - 89.9 **B+** 3.33 84.0 – 86.9 **B** 3.00 80.0 - 83.9 **B-** 2.67 77.0 - 79.9 **C+** 2.33 74.0 – 76.9 **C** 2.00 70.0 - 73.9 **C-** 1.67 67.0 - 69.9 **D+** 1.33 64.0 - 66.9 **D** 1.00 61.0 - 63.9 **D-** 0.67 0 - 60.9 **E** 0.00

More information on UF grading policy may be found at: http://gradcatalog.ufl.edu/content.php?catoid=10&navoid=2020#grades

Students Requiring Accommodations

Students with disabilities requesting accommodations should first register with the Disability Resource Center (352- 392-8565, https://www.dso.ufl.edu/drc) by providing appropriate documentation. Once registered, students will receive an accommodation letter which must be presented to the instructor when requesting accommodation. Students with disabilities should follow this procedure as early as possible in the semester. Course Evaluation Students are expected to provide feedback on the quality of instruction in this course by completing online evaluations at https://evaluations.ufl.edu/evals. Evaluations are typically open during the last two or three weeks of the semester, but students will be given specific times when they are open. Summary results of these assessments are available to students at https://evaluations.ufl.edu/results/. University Honesty Policy. UF students are bound by The Honor Pledge which states, "We, the members of the University of Florida community, pledge to hold ourselves and our peers to the highest standards of honor and integrity by abiding by the Honor Code. On all work submitted for credit by students at the University of Florida, the following pledge is either required or implied: "On my honor, I have neither given nor received unauthorized aid in doing this assignment." The Honor Code (https://www.dso.ufl.edu/sccr/process/student-conduct-honor-code/) specifies a number of behaviors that are in violation of this code and the possible sanctions. Furthermore, you are obligated to report any condition that facilitates academic misconduct to appropriate personnel. Software Use All faculty, staff, and students of the University are required and expected to obey the laws and legal agreements governing software use. Failure to do so can lead to monetary damages and/or criminal penalties for the individual violator. Because such violations are also against University policies and rules, disciplinary action will be taken as appropriate. We, the members of the University of Florida community, pledge to uphold ourselves and our peers to the highest standards of honesty and integrity. Student Privacy There are federal laws protecting your privacy with

regards to grades earned in courses and on individual assignments. For more information, please see: http://registrar.ufl.edu/catalog0910/policies/regulationferpa.html

Diversity Statement I believe an inclusive, equity-minded environment includes access to higher- and continued education. As an instructor, I aim to develop flexible, efficient, and accessible learning environments that welcome and support diversity. Diversity can include disability, age, socioeconomic status, ethnicity, race, nationality, religion, gender identity, sexuality, and culture. I expect you to act respectfully towards others (online and in person) and to utilize differences of opinion as learning opportunities. I also want you to feel comfortable asking for reasonable accommodations so that all students can participate in this course equitably. Please consult the Disability Resource Center https://disability.ufl.edu/, and for further on-campus resources, refer to the following sections in this syllabus.

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.

REQUIRED TEXTBOOKS

CliftonStrengths for Students – From Gallup (July 2017)

**Do not buy this book used. It contains a unique access code to take the CliftonStrengths assessment that you will need. **

STUDENT EVALUATIONS

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Assignments	130 points
Discussions	50 points
Gator Professional Series	40 points
Article Summaries	30 points
Quizzes	75 points

Final Assessment   25 points

Final Project   100 points