

## MMC1009 Introduction to Media and Communications – Summer A 2022

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**Office Hours:** By appointment only, booking through Microsoft Teams

**Credit Hours:** 1

### INSTRUCTOR'S POLICIES

Welcome to the College of Journalism and Communications (CJC)! My name is Alicia Bolen, and I am an advisor for first year and second year students. I also serve as the advisor for Immersion Experiences and for PROMISE students. I look forward to working with you while you are a student in the CJC! If you have any questions or concerns regarding this course or the CJC, please email me at [abolen@jou.ufl.edu](mailto:abolen@jou.ufl.edu). You can expect a response to your email within 48 – 72 hours.

When emailing me, please follow these instructions:

- **DO NOT email me through Canvas**
- **Please email me your UF email account only**

### COURSE INFORMATION

This course is designed for PaCE and UF Online students majoring within the College of Journalism and Communications and/or students interested in a major within the CJC. This course is designed to give the students a general overview of the CJC.

We will cover career options with all areas of study in the college:

- **Advertising**
- **Journalism**
- **Media Production, Management, and Technology**
- **Public Relations**

We will also review degree audits, advising principles, PaCE and UFO highlights, diversity and inclusion, many themes of self-exploration. You will also have the opportunity to produce a multimedia project with your classmates.

Please note that the videos in the course feature former and current 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 in the CJC as a PaCE and/or UF Online student
- Basic principles of all CJC majors
- Why diversity and inclusion are important to the UF, the CJC, your career, and everyday life.

## REQUIRED TEXTBOOKS

**PLEASE BUY THIS BOOK NEW TO ENSURE YOU ACCESS TO THE ASSESSMENT CODE!**

I also **do not** recommend that you buy this book in an electronic format. Students have often complained that sellers do not provide the assessment code.

- CliftonStrengths for Students by Gallup
  - ISBN: 9781595621252

## STUDENT EVALUATIONS

Students will be graded on a variety of assignments, quizzes, discussions, completion of the Gator Professional Series, a final assessment, and a final project. Please note late work will not be accepted without prior approval. 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 CJC majors, college, and the shaping of your undergraduate experience.

Discussions are designed for student engagement, interaction, and enrichment.

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

- Refining your resume and cover letter
- Practicing interviews, elevator pitches, organizing your search, and networking
- Developing answers to “Tell Me About Yourself” or “Why Are You 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.

### Final Assessment

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

You will be put in groups and asked to research a mystery that has not been solved. You will work together to determine what you (individually and as a group) think happened. You will report your findings in a multimedia format (podcast, news segment, advertisement, blog, vlog, etc.). Groups will be able to select their mystery topic and their multimedia format. There will be check points within the semester so students can ask questions and to make sure students are making progress.

### 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/>.

