

PRO MASTER'S COURSES – Summer 2020

ON CAMPUS COURSES

The Art of Podcasting—Taylor Williams

MMC 6936, section 05AD, Class# 15486—Summer A, Mondays, periods 3-4 and Tuesdays, periods 2-4

This class is about what builds to make a podcast what it can be - the class will have two major grade portions - the first project and the final project. Both projects will build towards either/or the production of the next season of the WUFT podcast "Unvarnished" or a podcast project that we'll all contribute to. We will focus on the art and craft of podcasting - with a focus on finding subjects and generating ideas ("following the fun,") crafting an interview, harnessing the gems of your community, the gift of authentic conversation, and creating a podcast that utilizes your best skills and style and employs a strong theme. You'll learn how to use your own voice and critical listening skills to find ideas that matter and that feel fulfilling to you and impact the community. This class capitalizes on the CJC's goal, to "Invest in Communication Research, Curriculum, and Practice Focused on Advancing Human Values, Improving Quality of Life, and Sharing Knowledge for a Diverse Society."

Mass Comm Statistics—Frank Waddell

MMC 6455, section 0052, Class# 12117—Summer A, Wednesdays, periods 2-4 and Thursdays periods 6-7

Mass communication statistics (MMC 6455) provides an introduction to the fundamentals of descriptive and inferential statistics commonly used in the field of communication science. Topics to be covered include central tendency/dispersion, index reliability, factor analysis, chi-square, *t*-test, ANOVA, regression, and path analysis, among others.

Qualitative Research—Huan Chen

MMC 6426, section 004F, Class# 12116—Summer A, Tuesdays, periods 3-5 and Thursdays periods 3-4

This course provides a survey of qualitative research philosophies and methods. Its focus is on the use of qualitative research to understand phenomenon generally considered within the domain of communication. While philosophical foundations are referenced from time to time, the course places primary emphasis on the application of qualitative research methods. Of special interest are decisions and activities that the qualitative researcher must accomplish, such as selecting a phenomenon for study, determining research objectives and questions, selecting a qualitative research design, choosing data sources, conducting a long interview and a field observation, analyzing qualitative data, evaluating qualitative research, and writing a report of the results.

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Science Policy—Debbie Treise

MMC 6936, section 774G, Class# 12218—Summer C. To arrange. Contact the professor for more information

How is scientific knowledge generated, presented, understood and applied as various political forces shape the development of policy in that scientific/health area?

This class attempts to:

- provide background in science policy
- help you consider different perspectives from political science, economics, sociology. How can they be used to critically examine your area and policy in your area?
- Examine criticisms of both science/health and policy processes articulated by academics, government agencies, interest groups and grassroots organizations
- Explore how scientific/health claims are commonly misrepresented and misused in policy formation, particularly to support various ideological. How have the media covered, or possibly contributed to the misrepresentations?

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SUMMER A 2020—May 11 – June 19

Summer **A** Registration
 Advanced—March 23 to May 7
 Regular registration—May 8
 EEP & Drop/Add—May 11—12

SUMMER B 2020—June 29 – August 7

Summer **B** Registration
 Advanced—March 23 to June 25
 Regular registration—June 26
 EEP & Drop/Add—June 29—30

SUMMER C 2020—May 11 – August 7

Summer **C** Registration
 Advanced—March 23 to May 7
 Regular registration—May 8
 EEP & Drop/Add—May 11—12

CLASS MEETING TIMES

A and B classes meet for 75 minutes with a 15-minute break between classes.

C classes meet for 65 minutes within the 75-minute regular summer period.

Period	Class Begins	Class Ends
1	8:00	9:15 am
2	9:30	10:45 am
3	11:00	12:15 pm
4	12:30	1:45 pm
5	2:00	3:15 pm
6	3:30	4:45 pm
7	5:00	6:15 pm
E1	7:00	8:15 pm
E2	8:30	9:45 pm

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ONLINE COURSES

Please note that a maximum of 6 credits of online courses will count towards your degree. In certain situations, students may petition to take additional credits online. These courses will be offered on a first-come, first-served basis. Other class seats may be available during the Drop/Add period of registration depending on the capacity of the courses at that time. Please contact Jody Hedge (jhedge@jou.ufl.edu) to register or inquire about these courses

MMC6936 Fundamentals of Political Engagement (3 credits)

This course will teach students how to utilize email and other channels to engage potential voters, volunteers, and donors. After completing this course, students will know how to reach voters organically in a variety of ways. Students will learn about voter messaging and how to ask potential donors for contributions. They will also learn about email deliverability, A/B testing, and the proper use of web analytics.

MMC6936 Introduction to Digital Political Organizing (3 credits)

This course will teach the students the necessary skills and best practices of political organizing online. They will learn how to implement campaign-style tactics across email, social media, websites, voter targeting, advertising, and fieldwork. The students will have a fundamental understanding of how to engage voters online based on self-identified and publicly available data points.

MMC6936 Statistics for Analysts in Communication (3 credits)

This course discusses the use of statistical methods commonly used in research within the communications and media industries. The overall goals of the course are for students to develop an understanding of statistical principles and concepts, develop the ability to perform statistical tests within various research contexts, and to critically evaluate the statistical tests and results of empirical studies to assess not only whether such tests are relevant and appropriately carried out, but whether the findings have relevant implications for individual research and/or industry projects.

MMC5406 Selling Today (3 credits)

Today's salesperson can access a wealth of new knowledge that will increase sales effectiveness and provide greater customer satisfaction. This course addresses the critical concepts and theories of contemporary selling.