



MMC 1009

Introduction to Media and Communications

Section 07BF

Day: Thursday

Time: 3rd Period, 9:35 am -10:25 am

Location: Chemistry Lab Building C130

SPRING 2016

Course Information

COURSE DESCRIPTION

MMC 1009 is designed to introduce students to the tools, resources and academic and extra-curricular activities offered by the College of Journalism and Communications, while preparing them for success as a student and in their careers thereafter.

COURSE OBJECTIVES

Students will receive lessons on the organization of the college, its resources, and academic and career preparation. Instructors will coach students to maximize their learning and development by creating environments which provide opportunities for:

- Engagement (with UF faculty/staff, and fellow students)
- Awareness and respect of diversity
- Involvement
- Knowledge of resources
- Active engagement in one's own learning
- Goal setting and career plan development
- Healthy lifestyle

This course also connects students to key resources at the University of Florida: a faculty/staff member who is committed to student success; an undergraduate peer leader who is experienced in the challenges of making a successful transition through college; and other first-year students.



Dr. Katrice Graham

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Katrice is a double gator, with a bachelor's in advertising, a master's in business

management, and a doctorate of education. Her work experience spans campus and private industry, including financial aid, academic advising, supervising for a fortune 500 company, project management for a web development company, and career services.

She currently serves as the Director of the Knight Division for Scholarships, Career Services, and Multicultural Affairs in the College of Journalism and Communications. Here, she pushes students to be their personal best, while equipping them with the tools for greatness. In addition, she coordinates opportunities for students such as Interviewing Days, workshops, the Career Database, CJC scholarships and career coaching appointments.

Office Hours

Tuesdays, in Weimer 1060

9:00-11:00am or by appointment

(Please sign in at the front desk)

RESOURCES

E-Learning aka Canvas

<https://elearning.ufl.edu/>

- Website for your course content. You will utilize it to keep track of assignment due dates, events, and deadlines on the site calendar. It is also where you can post to the class discussion page. Most importantly, it is where you will upload many of your course assignments! Please log in with your UF username and password, and explore, just in case you have any questions.

MyCJC

<http://my.jou.ufl.edu/students/>

- Website to stay in the know for College events, internship/job/scholarship opportunities, student orgs, and announcements!

PATH Office

Located in Weimer 1060.

- Home of academic advising, the Knight Division, Online Learning, and J-School Study Abroad advising.

Knight Division

<http://www.jou.ufl.edu/knight>

- Home of academic advising, the Knight Division, Online Learning, and J-School Study Abroad advising.

ACADEMIC HONOR CODE AND ACADEMIC HONESTY

University of Florida Student Honor Code:

Preamble: In adopting this Honor Code, the students of the University of Florida recognize that academic honesty and integrity are fundamental values of the University community. Students who enroll at the University commit to holding themselves and their peers to the high standard of honor required by the Honor Code. Any individual who becomes aware of a violation of the Honor Code is bound by honor to take corrective action. The quality of a University of Florida education is dependent upon community acceptance and enforcement of the Honor Code.

Pledge: 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."

An academic honesty offense is defined as the act of lying, cheating, or stealing academic information so that one gains academic advantage. As a University of Florida student, one is expected to neither commit nor assist another in committing an academic honesty violation. Additionally, it is the student's duty to report observed academic honesty violations. Violations of the Honor Code and academic dishonesty will not be tolerated. Specifically, instructors will rigorously pursue incidents of plagiarism of any type or incidents of referring to any unauthorized material for any class requirement. Before submitting any work for this class, please read the policies about academic honesty at www.dso.ufl.edu/sccr, and ask the instructors to clarify any expectations you do not understand.



THE HONOR CODE

We, the members of the University of Florida community, pledge to hold ourselves and our peers to the highest standards of honesty and integrity.

FOR INFORMATION VISIT:

<http://www.dso.ufl.edu/sccr/process/student-conduct-honor-code/>

Our Mindset for Class

(Never waste an opportunity to become better!)

1. Class will be fun. Students will look forward to the class and the assignments.
2. Everything will be useful and have a purpose. We promise not to assign any busy work.
3. Participation is required. You do not have to talk the most, but we expect active listeners and participants.
4. Mature and respectful behavior is expected. That goes in both directions.
5. **Side conversations, sleeping, and checking electronics are not appropriate.**
6. I am here to help, but I expect you to check the syllabus and/or Canvas **before** asking us assignment/grade questions.

ADA Statement

The University of Florida provides high-quality services to students with disabilities, and we encourage you to take advantage of them. Students with disabilities needing academic accommodations should 1) Register with and provide documentation to Disability Resources (352-392-8565), and 2) Bring a letter to the instructor from Disability Resources indicating that you need academic accommodations. Please do this as soon as possible, **preferably within the first week of class.**

Absences/ Late Policy

There is no such thing as a "freebie" when it comes to absences or being late. If you miss class and subsequently have missed an in class assignment, you will receive a zero. Please note that most assignments are uploaded online, but some are submitted in class. Both are due by the start of class. **Late work is not accepted.** If you have an excused absence, you may make arrangements to turn in your work early. In the case of an emergency, late work may be accepted with documentation of the extenuating circumstance. Religious holiday conflicts with class should be submitted by January 15th. Excused absences are as follows: University Sponsored and/or UAA Events with at least 1 week **prior** notice **and** documentation; Medical/Emotional/Family Emergencies with **appropriate documentation** and **communication**. All emergency absence documentation is due within two weeks of your return to class. Make up assignments will not be given until documentation is received.

Out of Class Attendance

To supplement class discussion and engage you in opportunities within the College of Journalism and Communications, as well as resources, attendance and participation will be required for some out-of-class activities. Excused absences for these activities will follow the same guidelines as missing a class. Keep in mind that most activities will have flexible dates, so you may plan around your schedule.

Procrastination, resulting in a loss of options, does not count as an excused absence.

Respect is an absolute requirement for this course. Participation is essential to the learning process and reflects 15% of the course grades. In order to give everyone the opportunity for maximum participation, a safe respectful environment must exist in the class for all opinions and perspectives. At no time should there be any use of profanity, disrespectful slurs, or aggressive volume used in the discussions. This applies to course guests and

Respect

students. Surfing the internet, playing games, and blogging are all disrespectful when done during a presentation or lecture. We are all here to learn, and should therefore vow to listen, process, and then respectfully respond to the statements made.

Class Agenda

Date/Topic	Topic Description	Assignment Due
01/07- Class 1 – Welcome, Introductions Expectations, Course Objectives	Syllabus	
01/14- Class 2 – College Resources	Panel with PATH office	
01/21- Class 3 – Your Brand Values, Motivation & Path	Discussion on Identifying, Pursuing, & Achieving Goals	
01/28- Class 4 – Resume	Resume	<i>Dream Job</i>
02/04- Class 5 – Communications	Communicating and Professionalism	
02/11- Class 6 – The Majors	Department Chair Panels	
02/18- Class 7- Interviewing Skills	Elements of a Great Interview	<i>Resume Before & After</i>
02/25- Class 8 – Time Management	Counseling & Wellness Center	
03/03- Class 9 – No Class	Spring Break	
03/10- Class 10 – Get Involved	Student org panel	<i>Certified Gator Professional Certificate</i>
03/17- Class 12- Social Media	What does yours say about you???	<i>Spring Career Fair</i>
03/24- Class 11 – Immersion Learning	Production , Radio, News, Gatorvision, The Agency	
03/31- Class 13 –	***WILDCARD***	<i>Diversity Reflection</i>
04/07- Class 13 – Diversity	Perspective, Presentation, & Media	<i>Student Org Meeting</i>
04/14- Class 14- Real Talk	Q & A	

GRADING and COURSE TOPIC OUTLINE *Schedule is subject to change per advance notice from Instructors*

95-100 (A); 90-94 (A-); 87-89 (B+); 83-86 (B); 80-82 (B-); 77-79 (C+); 73-76 (C); 70-72 (C-); 67-69 (D+); 63-66 (D); 60-62 (D-); 59 or below (E)

30	In-Class Assignments
05	Pre- Test
10	Resume Assignment
10	Diversity Assignment
10	Certified Gator Professional Certificate
10	Career Day/ Showcase Attendance
10	Dream Job Assignment
10	Student Organization Meeting Attendance
05	Post Test
100	TOTAL POINTS POSSIBLE

Assignment Descriptions

All assignments are for credit towards a college level course. Submissions should be of college level quality. All homework assignments should be typed. In class assignments and academic plans should be written legibly. Please check grammar, punctuations, and tone prior to submission. **First and last names should be listed on all submissions (no nicknames). Assignments requiring a photo, you should use the embed image tool to paste a photo into the text field on the e-learning page (aka Canvas). If having extreme difficulties attaching photos, complete the assignment in a word document (with photos) and upload as a single file. **If you absolutely cannot upload your assignment in canvas, a hardcopy should be submitted in the class in which the assignment is due.** All Assignments are due at the start of class.*

- **Pre-Test & Post Test**

You will receive an email from the instructor, to your official University of Florida email address, at the beginning of the semester, and again at the end of the semester (after last class). The email will contain a link to an online survey style quiz. There are no wrong answers, but you are required to answer honestly, and to complete the survey fully for credit.

5 points each

Due- January 21st

- **In Class Assignments**

Attendance is required in this class, as lack of presence equates to a lack of learning and a lack of participation. These elements are essential to the objectives of this course. To monitor attendance, random in class assignments will be given to provide points. Leaving early without submitting the in class assignment will result in a zero for that assignment. Arriving late and missing the in class assignment will result in a zero. Make-Ups for in class assignments will only be given to those with an excused absence and documentation.

30 points

Various Dates

- **Dream Job Assignment**

On the e-learning page, complete the series of questions in reference to your long term career goal with a bullet point list of at least 5 things you plan to do during your undergraduate studies to prepare for this goal. Include a web link to the job description for your dream job or a similar position. Include three employers, and the link to their careers page. Please do not try to make up the job requirements and tasks off the cuff. You may gather them from your review of the job postings of your actual dream job.

Graduation, passing classes, attending classes, and other academic centered items should NOT be included as steps towards your goal. Please make very specific statements (join a club vs. Join "XYZ" club) *TIP- review actual job descriptions for a clear understanding of requirements and duties.*

10 points

Due- January 28th

- **Resume Before and After**

In Class, submit a hard copy of your critiqued (before) resume, with critique notes and the organization that critiqued it, **stapled** to a copy of your updated (after) resume. Critiqued copies of the resume should be signed by and/or include a business card of the critique. **Please take into consideration the items discussed and reviewed in class, as well as taking advantage of resume critiquing resources on campus, including the Career Resource Center.** Using off campus or untrained resources for resume critiques will be at your own risk. I strongly recommend scheduling an appointment for the Career Resource Center for your critique. This can be scheduled by logging into Gator CareerLink at www.crc.ufl.edu.

10 points

Due- February 18th

- **Certified Gator Professional**

Certified Gator Professional (CGP) is a series of personal and professional development workshops that review skills needed to succeed in a professional setting. Complete the four CGP workshops to help you develop strategies for your job search, craft your brand, and understand expectations when working in a professional environment. Upon completion, you will be recognized as a Certified Gator Professional, reflected in your Gator CareerLink profile. **Upload a copy of your certificate or the official completion confirmation email, to receive course credit.**

CGP is available in an in-person format or through an online module. Upcoming dates for in-person sessions are listed in Gator CareerLink under Events/Workshops. To begin the online CGP, visit <http://www.crc.ufl.edu/students/studentWorkshops.html> and scroll down to the Certified Gator Professional link.

Note: The workshop formats cannot be combined – they must be completed either all online or all in person. For questions, please email exped@crc.ufl.edu.

10 points

Due- March 10th

- **Spring Career Fair Attendance**

Students must attend at the Spring Career Showcase on January 26th & 27th or CJC Career Day on Thursday, March 10th. Please remember to swipe your Gator 1 Card to register your attendance. **At the student information table, there will be a sign in sheet for you to check in and verify your attendance.** Upload a photo of you attending the fair and describe a conversation you had with a recruiter that day. Don't forget to wear appropriate career fair attire! *Hint: If you would like pre-scheduled interviews, you must pre-register before the deadline!*

10 points

Due- March 17th

- **Diversity Reflection**

Attend an approved diversity activity from a culture you do not personally identify with and write a brief reflection. In selecting an event, I expect you to be somewhat uncomfortable, your participation to be somewhat interactive, and your experience to teach you something about the culture. Your reflection should include the name, date, and location of the event, as well as who sponsored it. You should also include the following reflections 1) how do you defer from the event hosts 2) what are expectations of the event (content of the event/not just format), 2) your feelings while attending the event, and 3) the differences between your expectations and the actual experience. Close with a statement on what you learned from trying a new experience. You will also need to submit a photo of you participating in the activity. Complete via the E-learning page (aka Canvas).

The following count as approved diversity experiences for this assignment:

- Black Student Union General Body Meetings
- Asian Student Union General Body Meetings
- Pride Student Union General Body Meetings
- Hispanic Student Association General Body Meetings
- Arab Student Association General Body Meetings
- Religious services (not bible study) of religion you do not identify with (denominations within the same religion will not count)

****Additional approved events will be added to the Canvas discussion board as discovered****

10 points

Due- March 31st

- **Professional Student Organization Meeting**

A professional student organization is one that directly relates to a specific career or industry. Examples of professional student organizations are the National Broadcast Society, The Pre-Law Society, National Association of Black Journalist, Ad Society, Public Relations Student Society of America, Women in Engineering, etc. etc. etc. Student unions, Cicerones, Student Government, and Non-Profit/Volunteer organizations will **NOT** count for this assignment. While they may have professional development components, this assignment is for professional organizations that are geared towards a particular industry, with the primary goal of preparing you for your career field of interest. Please take a picture of you attending a professional student organization meeting and upload it to the e-learning page of assignments. *(You should be visible in the photo, and the event should be visible as well. ie. no bathroom pics. Multiple photos are allowed)*

In the text entry box, 1) include the name of the organization, the 2) date and 3) location of the meeting, 4) how it relates to your career goal, and 5) a photo of you at the meeting.

10 points

Due- April 07th

If you ever have questions or need guidance in reference to any class assignment, topic, or just the college in general, please do not hesitate to visit my office hours or schedule an appointment.