

MMC 1009 - Intro to Media and Communications

Spring 2018 Syllabus

Professor: Dr. Annie Sugar

Meeting Time: Online, class week runs from Monday-Sunday with assignments due the following Monday at noon

Office Hours: Email to arrange for an email, phone, or virtual conference

Contact: amsugar@ufl.edu – all messages should be sent to this address, not via Canvas

Preferred Address: Dr. Sugar

Pronouns: she/her/hers

Instructor's policies

I am located in Denver, CO and will do my best to respond to student emails within 24-48 hours during standard business in my time zone hours Monday-Friday MT. If you email me within 24 hours of an assignment deadline, I will do my best to get back to you, but cannot promise I will respond in time, so plan ahead. **Please note that all deadlines for this course are on Mondays at NOON ET, and that modules will be opened a minimum of two weeks in advance.**

I will also regularly post information to the announcements section of the course. **Read the announcements and your syllabus before contacting me with questions to see if your answers are there, as I will not respond to questions that have been addressed in either resource.** You are responsible for the content in both. It is my goal to post grades within a week of assignment deadlines.

Before sending me an email, please [read this article](#) and follow its directions carefully. Since this is a course about our profession, we will treat ours as a professional relationship. The advice in that article will serve you well in this and every course you take. Emails that do not follow this protocol – including specifying which course you are emailing me about -- will not receive a reply. Your cooperation is greatly appreciated. **Questions or other messages for me should be sent to my UFL email address above to ensure receipt and reply.** Canvas has too many places for messages to get lost or missed. I want to be sure I receive your messages and can respond in a timely manner. **Any messages sent on Canvas will not receive a reply.**

Course overview

This course is designed to give UF Online 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, Media and Society, Public Relations and Telecommunication*. **We will look at current trends in the field of communications, audience engagement and social networks using the five majors and career paths in advertising, public relations, print and broadcast journalism to help you succeed in our College.** 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 and other UF faculty who are not Dr. Sugar. **This syllabus and schedule are subject to change with notice.**

Course goals

Our goal is to prepare you for a successful experience at our College by introducing you to our programs, professors, industry professionals and best practices. We want you to begin planning your career by building your professional network from day one with us. Finding a mentor to help guide you through college is a critical component to your success. This can be a professor, professional or close advisor. Through this course, you will be connecting with practicing professionals in the industry of your choice to learn more about career options in communications.

What will you learn?

- Basic principles of Advertising, Journalism, Media and Society, Public Relations and Telecommunication and how these fields of study provide career opportunities
- How to position your social networks to benefit you professionally
- Where to find professional networks
- What opportunities you can take advantage of as an online student

Required reading

There is not a required textbook to purchase for this course. You will have assigned readings in each module, and, in addition, you are expected to follow the news each week on the following websites and include current media events and industry developments in your weekly discussions and be prepared to answer questions on module quizzes:

Poynter

<http://www.poynter.org/>

Advertising Age

<http://adage.com/>

MediaShift

<http://mediashift.org/>

PR Week

<http://www.prweek.com/us>

Student evaluation

Students will be graded through a variety of assignments, quizzes and a final paper, all due on Mondays at NOON ET. 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). **NO EXTRA CREDIT WILL BE OFFERED.**

Six Multiple-Choice Quizzes (10 each): **60 points**

Six Discussion Board Posts (5 each): **30 points**

Six Course Activities (5 each): **30 points**

Final Paper: **30 points**

Total possible points earned in class: 150

Multiple-choice quizzes will be given at the end of each module and will cover the topics in both the lectures and the readings. They will be taken online, have a time limit, and be graded once all students in the course complete the quiz.

Discussion board posts will vary from sharing examples of work you find online to questions and comments about topics covered in class. Incorporate hyperlinks in your text as you see them used here in your syllabus. They will be open for two-week periods and will be graded for relevance, understanding of the topic asked and ability to identify and communicate pertinent and accurate concepts.

Grading Scale:

A	94-100
A-	90-93
B+	87-89
B	84-86
B-	80-83
C+	77-79
C	74-76
C-	70-73
D+	67-69
D	64-66
D-	60-63
E	59 or lower

All course activities will be turned in online. No work will be accepted via email.

These activities could vary from completing a professional Twitter account, pitching a TV news story, or networking with each other. Again, incorporate hyperlinks in your text as you see them used here in your syllabus.

The **Final paper (Shadowing a Professional)** will serve as your final examination in this course and demonstrate understanding and application of the concepts we will cover throughout it. **Your assignment is to find a professional in one of the four media fields we cover in this class (advertising, public relations, print journalism, or broadcast journalism), and then shadow them at their job for one day and journal your experience. Marketing is not one of our fields, and so people who work in that field are not acceptable for this assignment. If you want to work with someone who is a Social Media Manager, you must clear it with the professor first.**

An example of this would be finding a local reporter for your television station or other news outlet and attending a news meeting, covering a story or watching a broadcast in the studio. The paper has no length requirement but should be detailed enough to describe who you shadowed, why and how you chose and connected with this particular professional, what shadowing you did and when, how they conducted their job, and what lessons from the lectures or reading applied to your experience with this particular profession and work. Most papers are usually between 700-1000 words. **You will also need to include photos of your shadowing experience, including a photo of you with the person you shadowed on that day.** Please make sure the professional is aware of this requirement when you make arrangements with them so they can anticipate and solve any problems, as some businesses and media outlets have restrictions about photography. **You must also include your thank-you note/email to them, which should be sent within 48 hours of your shadowing day.**

The professional you shadow must work in one of the four fields listed above full time, not have a job or business that just includes doing some marketing or social media promotion; media and communications in public relations (not marketing), advertising, or print/broadcast journalism work must be their primary function. You may NOT shadow any kind of faculty.

If you have any questions or need direction or help, please contact me as soon as possible – this includes confirming that the person and place where you want to shadow is appropriate for this assignment. **The final paper can be turned in at any time during the course, but its final deadline is Monday, April 30 at NOON ET.**

How to succeed in an online course

Taking a course online can be a lot of fun! Here are some tips that will help you get the most of this course while taking full advantage of the online format:

- Schedule "class times" for yourself. It is important to do the coursework on time each week. **You will receive no credit for work that is turned in late!**
- Read ALL of the material contained on this site. There is a lot of helpful information that can save you time and help you meet the objectives of the course.
- **TAKE NOTES** on your lectures and readings.
- Print out this syllabus with our course schedule, put our deadlines in your personal calendar/planner, and check things off as you go.
- Ask for help or clarification of the material if you need it.
- Do not wait to ask questions! Waiting to ask a question might cause you to miss a due date or do an assignment incorrectly. This includes your final Shadowing a Professional paper. It's better to ask and be safe than sorry.
- **Do your work well before the due dates.** Sometimes things happen. If your computer goes down when you are trying to submit an assignment, you'll need time to get to another machine. **Because you have access to our course materials and assignments well in advance of the deadlines, missing an assignment because you waited until the last minute and something happened will not get you a deadline extension.**
- To be extra safe, back up your work to an external hard drive, flash drive, or the cloud. Failing to back-up lost work will not be accepted as an excuse for missed assignment deadlines.

How to succeed in THIS online course

Take notes while you watch your lectures, do the readings, and watch/listen to the media in your modules. It will help you to have your own notes that cover the critical points of each reading/media. **You may need to watch and read them more than once.** Focus on the main ideas and then fill in supporting points. Here are some [tips](#) and some [more tips](#) on taking notes. [The Writing Studio](#) (see p. 8 below) provides tutoring that can also help you with notetaking and study skills.

Read the assignments carefully and begin them well before the deadline. Make sure you understand what they ask for and that you address all the requirements in your

work. If you have questions or do not understand something, email the professor at amsugar@ufl.edu.

Research what you write about, become a bit of an expert, and show your work. Do some Googling and reading and demonstrate that you've built a little expertise about your topic. **You must provide in-text hyperlinks to all sources (this includes corporate websites, research studies, ads, etc.).** This is a college course, and you must be proactive learners who engage your topics and do informed work. This class is not about opinion -- you MUST back up your claims and ideas.

Finally, if an assignment tells you to incorporate and cite our module materials, do it. And that means engaging and applying *multiple* materials (videos and readings) in a *meaningful* way -- just a mention or a general summary of what the material said is inadequate. Failing to reference and cite our materials when required will result in a zero or failing grade. Submissions that do not adequately engage and reference multiple materials, when required, will not receive a grade higher than a C-. Our discussions and activities are where you will demonstrate your understanding, mastery, and ability to apply the concepts we are learning in this course, so you are expected you to make this a priority. Be sure to proofread your work carefully before submitting it.

Our assignments require that you **HYPERLINK** your sources (you should hyperlink our course materials and outside publications/media), that means two things:

- that you should **provide a clickable link** that the instructor does not need to cut and paste into the browser to follow; and
- **that link would be embedded under a couple/few words in the text you have written** (not an entire sentence) so as to clearly identify what the link is about and not interrupt the flow of the narrative.

I use hyperlinks regularly in our modules and assignments (including the assignments, readings, and videos in the modules...and, as you can see, this syllabus) that serve as an example for you. **The Canvas Community provides [a step-by-step tutorial](#) with images to instruct you on how to create hyperlinks on this site.** See how I used a hyperlink in that last sentence to link you to the tutorial? Please review and use it in your future assignments. **Note: your hyperlinks should not just say "link" or "click here." Embed your links under descriptive text.**

Learning environment

Give your classmates the utmost respect when interacting with them in this course. Remember that it is much different to communicate thoughts and opinions over discussion boards than in person. Be respectful to your classmates' ideas, ask insightful questions for clarity, read with consideration, and give criticism with professionalism.

Both students and faculty each have a responsibility to maintain an appropriate learning environment online. I expect that we will all show professional courtesy and good netiquette in our discussions. Per university policy, we will all give due respect to individuals and topics dealing with differences of race, color, culture, religion, creed, politics, veteran's status, sexual orientation, gender, gender identity, and gender expression, age, disability, political affiliation, and nationalities. If there is a pronoun your classmates and I should use when talking with you, please let us know.

Missed assignments and late work

Because we are working together in a class about professionalism and learning about professions that run on tight and crucial deadlines, we will do the same to model and practice that behavior as students. **No late work will be accepted or extended deadlines for missed assignments will be granted in this course – NO EXCEPTIONS.** Requests for extensions will not receive a response. Manage your time and prioritize your work. Our assignments are neither long nor terribly difficult, and if you do them thoroughly and well and turn them in on time, you will complete this course with a satisfactory grade. **Note that our deadlines are at NOON on Mondays, not midnight.**

Each module's discussion board post and activity will be open for at least a two-week period and the module quiz will be scheduled well in advance. The final paper's instructions are in this syllabus and the assignment is open on Canvas on the first day of the course and can be turned in at any time during the course. **Our deadlines are always the same: Mondays at NOON ET. Given the long-term availability of the course content and assignments in this class, as well as the fact that our deadlines are always the same, there are no excuses for not completing work on time.** Please plan ahead and, if you need to, work ahead. **NO EXTRA CREDIT WILL BE OFFERED.**

Fact errors

Making fact errors on an assignment – this includes, but is not limited to, inaccurate facts and statistics, misspellings of proper names, and misquotes – will result in a full letter grade deduction for that assignment. Please proofread and fact check your writing, sources, and information carefully.

Academic honesty

As a student at this university, you have accepted a commitment to the Honor Code, and the principles of academic integrity, personal honesty, and responsible citizenship on which it was founded. The instructor of this class is bound to take that commitment seriously and encourages you to contact her with specific questions regarding the Honor Code and your responsibilities within this course.

Specifically, plagiarism will be grounds for significant penalty. Plagiarism may include a failure to cite sourced material, copying portions of others' work without appropriate citation, and inappropriately reusing your own work from this and other courses. NOTE: quoted or copied language that is not original to you MUST BE IN QUOTES WITH IN-TEXT CITATION. Paraphrased sources also need in-text citations. Of course, cheating is also a violation of the honor code.

University of Florida students are expected to read, understand, and follow the [Student Conduct & Honor Code](#). Violations of this code are taken very seriously and can result in your failure of this course and additional sanctions. **I recommend you watch this helpful [Avoiding Plagiarism video](#) from the Office Dean of Students at the start of the semester to help you with citations in your research and writing.**

Online tutoring

The new [Writing Studio](#) is a free service for current UF graduate and undergraduate students. Students have the opportunity to work one-on-one with a consultant on issues specific to their own particular development. Because their aim is to help students become more effective writers, they do not simply proofread or edit documents. They can, however, assist students to become better proofreaders and editors of their own

work. Their main office is 302 Tigert Hall. Their office phone is (352) 846-1138. Online tutorials are available from 11am-4pm ET on Wednesdays. [Register in advance](#).

Students with disabilities

Students in need of accommodations must first register with the [Disability Resource Center](#) in the Dean of Students Office at the beginning of the semester. The Disability Resource Center will provide documentation to the student, who must then provide this documentation to the instructor when making a [request for accommodations](#). Please contact the professor within first two weeks of class with documentation to request accommodations. I will most happily (and legally) comply! Accommodations cannot be applied retroactively.

Instructor evaluation

Students are highly encouraged to provide feedback on the quality of instruction in this course. These evaluations are conducted online at <https://evaluations.ufl.edu> and are typically open during the last two or three weeks of the semester. Thank you for taking your time to complete this process.

Course schedule

DATE	TOPIC	ASSIGNMENTS
Week 1 Jan 8-14	Module 1: Introduction to Media and Communication and your course	Discussion 1: Hello My Name Is Due Monday 1/15 @ Noon ET
Week 2 Jan 15-21	Module 1: UF and our College (Part I)	Activity: Class Survey Due Monday 1/22 @ Noon ET
Week 3 Sept 22-28	Module 1: UF and our College (Part II)	Module 1 Quiz: UF and our College Due Monday 1/29 @ Noon ET
Week 4 Jan 29-Feb 4	Module 2: Introduction to Advertising (Part I)	Activity: Twitter Exercise Due Monday 2/5 @ Noon ET
Week 5 Feb 5-11	Module 2: Introduction to Advertising (Part II)	Discussion 2: Advertising Module 2 Quiz: Intro to Advertising Due Monday 2/12 @ Noon ET
Week 6 Feb 12-18	Module 3: Introduction to Journalism (Part I)	Activity: Newspaper Exercise Due Monday 2/19 @ Noon ET
Week 7 Feb 19-25	Module 3: Introduction to Journalism (Part II)	Discussion 3: Journalism Design Module 3 Quiz: Intro to Journalism Due Monday 2/26 @ Noon ET
Week 8 Feb 26-Mar 4	Module 4: Introduction to Public Relations (Part I)	Discussion 4: Corporate Stories Due Monday 3/5 @ Noon ET
Spring Break (no assignments) Mar 5-11		
Week 9 Mar 12-18	Module 4: Introduction to Public Relations (Part II)	Activity: Rewrite a Company Story Module 4 Quiz: Introduction to Public Relations Due Monday 3/19 @ Noon ET

Week 10 Mar 19-25	Module 5: Introduction to Telecommunication (Part I)	Discussion 5: Telecommunications and Storytelling Due Monday 3/26 @ Noon ET
Week 11 Mar 26-Apr 1	Module 5: Introduction to Telecommunication (Part II)	Pitch a News Story Module 5 Quiz: Introduction to Telecommunication Due Monday 4/2 @ Noon ET
Week 12 Apr 2-8	Module 6: Planning a Career (Branding)	Your Elevator Pitch Due Monday 4/9 @ Noon ET
Week 13 Apr 9-15	Module 6: Planning a Career (Networking)	Connecting Through Social Networks Due Monday 4/16 @ Noon ET
Week 14 Apr 16-22	Module 6: Planning a Career (Finding Your First Job/Internship)	Module 6 Quiz: Planning a Career Due Monday 4/23 @ Noon ET
Week 15 Apr 23-29	Module 7: Wrapping Up	Final Paper: Shadowing A Professional Due Monday 4/30 @ Noon ET
Week 16 Apr 30-May 4	EXAM WEEK	NO FINAL TURN IN YOUR PAPER ON 4/30 @ Noon ET, AND YOU'RE DONE!!! Have a great summer & congratulations graduates!