

MMC 3030

Personal Branding for Communicators

Spring 2019

M | Period 6 (12:50 PM - 1:40 PM)

Classroom: [TUR 2319](#)

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Welcome to personal branding!

We will spend this semester not only working on developing your individual brands, but we will also look at examples of how other Gators-- just like you -- have portrayed their personal brands and styles to land jobs that combined their passions with their paychecks. In this course, you will complete a 4-part passion path project that will help you chose a talent/interest/hobby that you already know and love and make a plan for how to turn it into a viable career path. Since this class will be highly individualized, in lieu of some class meeting times, we will meet individually to discuss your progress and troubleshoot your challenges with these projects. Our classroom is in Turlington, but it will be important to also know where both Emily's and my office is located in Weimer (don't worry, we're practically office neighbors in the basement of the CJC). We are looking forward to enjoying a creative and productive semester with you all!

Required texts & materials:

- Access to Google Docs to submit assignments. I do not accept assignments via email.
- A journal. I think the [Moleskin journals \(softcover, ruled, 5" x 8.25"\)](#) work well for this class. Please bring it to class *every day*.

Google Docs: You will use Google Docs to submit **all** of your coursework in this class. The only information you will find on Canvas are your grades for the assignments. Otherwise, all submissions, drafts, assignment guidelines, syllabus, and feedback will be contained in Google Drive. Each of you will receive a Google Doc shared only between me and you on the first day of class, and we will go over the ins and outs of how to use it extensively then.

Journals: You will be expected to write in a journal every week for this course. I will assign you short prompts in class, which will vary from creative writing to reflection exercises. This notebook will be especially helpful for you to jot down ideas and notes related to your ideas for this course.

Mechanics, etc.: This is a journalism class. That means you will be expected to write with a command of spelling, grammar and style, just as you would as a working journalist. It also means that you will be expected to conduct yourself with professionalism, integrity and courtesy both in and outside the classroom. Therefore, I also expect you to turn in clean work. You are expected to take as much time with your assignments as you must to make sure that they are free of all spelling errors, including typographical errors, and grammar errors.

Deadlines: Your assignments are due at the beginning of class on the day that they are due, but since we will be using Google docs for the submission process, there will be slight wiggle room here. We will discuss the specifics of this policy in class. As journalists, you will be expected to meet strict deadlines, so please get your assignments in when the schedule says they are due. No email submissions will be accepted.

Plagiarism and Academic Honesty: IF YOU PLAGIARIZE ANY ASSIGNMENT IN THIS CLASS, YOU WILL FAIL THE CLASS. Journalists make their living on credibility. They fulfill a special role in society to provide the public with information about the world around them. There is no greater offense for a journalist than stealing someone else's work and lying to his or her readers. You wouldn't want someone to take credit for all the hard work you did, so don't do it to someone else. Again, if you plagiarize you will fail the class – not the assignment, but the entire class. I should note here that plagiarism also includes self-plagiarism. Do not turn any work that you have previously turned in for another class or that has already been published elsewhere. You are expected to do original work for this course. If you are interested in doing an assignment on a topic that you have covered before, it is possible that this will be acceptable if you speak with me beforehand and get permission in advance. I will report any incidents of plagiarism to the Office of Student Judicial Affairs as academic dishonesty.

In accordance with UF policy, I'm also including in this syllabus the definitions of the types of academic dishonesty that seem most likely to be potential problems for students in this class, listed below. If you are unclear on any of these definitions or uncertain if something you are doing or plan to do falls under one of these categories, ASK ME.

Plagiarism. The attempt to represent the work of another as the product of one's own thought, whether the other's work is published or unpublished, or simply the work of a fellow student. Plagiarism includes, but is not limited to, quoting oral or written materials without citation on an exam, term paper, homework, or other written materials or oral presentations for an academic requirement; submitting a paper which was purchased from a term paper service as your own work; submitting anyone else's paper as your own work.

Misrepresentation. Any act or omission with intent to deceive a teacher for academic advantage. Misrepresentation includes using computer programs generated by another and handing it in as your own work unless expressly allowed by the teacher; lying to a teacher to increase your grade; lying or misrepresenting facts when confronted with an allegation of academic honesty.

Fabrication. The use of invented or fabricated information, or the falsification of research or other findings with the intent to deceive for academic or professional advantage.

GRADING:

Grades will be posted on Canvas. It is the only thing we will use Canvas for this semester. Assignment guidelines are posted to Google Docs, detailing the objectives, expectations, and criteria for each project.

Passion Path Part 1: Value Statement: 20%
Passion Path Part 2: The Plan: 20%
Passion Path Part 3: First Steps: 20%
Passion Path Part 4: Reflections & Next Steps: 20%
Attendance: 10%
Class participation (pop quizzes/journal writing): 10%

Grading Scale

Grades are based on results, not effort. It is unlikely grades will be curved.

A 100 to 89.5%	C 78.4-72.5%
B+ 89.4 to 87.5%	C- 72.4-69.4%
B 87.4 to 82.5%	D 69.4-60%
B- 82.4 to 79.5%	F 59% and below
C+ 79.4-78.5%	

Grading standards for content of writing assignments:

A = outstanding; the work, which demonstrates originality and excellent story structure, meets professional publishing standards.

B = good work but still needs additional revising; the work achieves the objectives but lacks some basic elements that would make it an outstanding piece.

C = satisfactory but needs *a lot* of revising; story meets minimum requirements but may have problems with story structure, with appeal to targeted readership/audience, and with mechanical errors of grammar, spelling, punctuation and usage/style errors.

D = unsatisfactory; work does not display a grasp of basic writing skills; story has significant problems with story structure, mechanical errors, and/or an unclear understanding of the targeted readership/audience.

F = unacceptable, failing; story has flaws in research, story structure, basic reporting, writing elements, and comprehension of target audience.

Passion Path Project Assignments: As stated above, all of the assignment guidelines are posted to Google Docs, detailing the objectives, expectations, and criteria for each stage of this project. In summary, this multi-part project is designed to help you choose something you love doing and develop it into a career plan.

Homework & participation: You will have something to do between every time we meet. Typically, it will be a reading, but sometimes it will be a podcast or video clip. I understand that this is a one hour course, so these assignments will not take much of your time, but you will be expected to review the assigned material and be prepared to discuss them in class. Occasionally throughout the semester we will have comprehension checks (in the form of one sentence pop quizzes) that will count towards your participation grade in this course.

Conferences: Since this is a highly individualized class where you will have the opportunity to pursue your own goals and passions, in lieu of attending class once a month, you will meet with me or Emily for a one-on-one conference for about 10 to 15 minutes. It is important that you come prepared and on time to these meetings. Everyone will sign up for these conferences in class the week before they take place and the times will be posted in a document linked on the schedule.

Attendance: This class meets once a week for less than an hour. Please attend class. If you miss, it will be hard to keep up and attendance counts as part of your class participation grade. Missing more than 15 minutes of any class period counts as an absence, so please show up on time and don't leave class early. Additionally, you'll note on the schedule that I have canceled a number of dates for our collective class meetings in favor of individual conferences and to give you extra time to work on your assignments. That means the days that we do all meet together for class are that much more important. Please note that missing a conference also counts as an absence.

Attendance will be taken for every class. You get one free absence, which means that having one absence will not negatively impact your attendance points. If you wake up one day and decide to go to the beach instead of this class, that is your choice. However, missing two or more class periods will result in a reduction of your attendance points by a third, so be sure to use your one free absence wisely. You are adults. I don't need your excuses for why you missed class. Sporting events, best friend's weddings, hangovers, etc. are not viable reasons for missing this course and do not need to be documented with me. You knew when this class was going to meet when you signed up to take it. **FOUR absences or more will automatically result in failure for the course regardless of performance.** It is your responsibility to keep track of your own absences in this course. You may ask me for your number

of recorded absences at any time throughout out the semester, but do not assume I will email you if you are nearing the absence limit. If a situation arises during the semester that will affect your ability to attend class regularly (such as an extended illness), please contact me as soon as possible so we can discuss your options.

Behavior: I expect you to be courteous and attentive to classmates and to me. Multitasking is a myth, [just ask Dr. Cliff Nass](#). Please turn off your cell phone before class starts, and keep your laptop away unless I've asked you to get it out for something we're working on. However, I understand that we will in a connected society. We will have short technology breaks throughout class to check in.

This also includes being respectful of the class' time. Please be prompt and on time when returning from breaks as to not interrupt the lecture.

Student Resources: Students with disabilities requesting accommodations should first register with the Disability Resource Center (352-392-8565, 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.

Mental health is important. The UF Counseling and Wellness Center is a terrific, free resource for any student who could use help managing stress or coping with life. The center, at 3190 Radio Road on campus, is open for appointments and emergency walk-ins from 8 a.m. to 5 p.m. Monday through Friday. To make an appointment or receive after-hours assistance, call (352) 392-1575.

Office Hours and Email: I keep regular office hours each week, and this time is reserved for you to discuss with me any issues, concerns, or suggestions you have about your work or about the course. I have an open door policy, so please don't hesitate to visit me during office hours. If you can't make the hours posted, email me or talk with me before or after class. I am flexible to meet at other times. I will respond to all emails within 72 hours. Please email me or drop by my office if you need me.