

MMC5465 – Communication Leadership

Fall 2019 | Period 3 - 5 (9:35 AM - 12:35 PM) Weimer 1078

Instructor: Matt Sheehan, Managing Director, Center for Public Interest Communications and Lecturer in the Department of Journalism

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Office Hours: Mondays 1:30-3:30 p.m. and by appointment. You may check and book times here: <https://calendly.com/sheehan-matt>

Course Objectives:

This course will help students prepare themselves to become leaders of content and media organizations and embark on paths of personal leadership development that will guide them through rapid change and the consequent pressures to perform. The course also explores communication and the variables involved when leaders attempt to influence members to achieve a goal. Topics include power, credibility, motivation, research on leader traits, styles, and situations, and current theories and models of leadership. The different leadership challenges posed by community and institutional settings will also be explored. All of these variables will be discussed and assessed in relationship to the digital communications industry.

Learning Outcomes:

- Students will demonstrate an understanding of multiple theories of leadership and communication and will be able to apply the main concepts to leadership opportunities.
- Students will learn how to develop an effective team and will apply these concepts to projects.
- Students will develop and apply a framework for strategic change work and be able to execute a strategic plan for building support for their ideas.
- Students will explore and develop skills for effective presentations.
- Students will learn the importance of creativity in the workplace and how they can develop their own creativity and that of their colleagues and subordinates.

Course Learning Management System

This course will utilize Canvas (<https://elearning.ufl.edu>). All assignments, due dates and official course schedule and records shall be kept on that site. If electronic and paper

information conflicts during term, the latest accessible information on Canvas is operating version.

Course Schedule

The schedule of course meetings, topics, assignments and due dates is maintained on the course Canvas site. Enrolled students shall be able to access at elearning.ufl.edu

Required Texts:

- Northouse, Peter (2015), Leadership: Theory and Practice, 7th Ed. Sage Publications, Inc. (ISBN: 9781483317533)
- Sinek, Simon (2012), Start With Why, 2nd Ed. Portfolio (Penguin Group) (ISBN-10: 1591846447 ISBN-13: 978-1591846444)

Students will need to obtain one copy of a popular press book on leadership and management of their choice during the course of the term for a literature review. They may opt to purchase that book from a retailer or take advantage of a library system to which they have access.

Students will also need to gain access to one or two case studies from Harvard Business Publishing during the course of the semester. Some of these resources may be available via UF Libraries access or can be purchased directly from HBP site. Links to the materials will be provided in Canvas.

Course Performance Evaluation

Quizzes	25 percent
Class Participation	10 percent
Presentations	20 percent
Leadership Literature Review	15 percent
Final Project	30 percent

Grading Policies

This course follows standard UF grading policies. If applicable, grades are rounded to tenth of a point. <https://catalog.ufl.edu/ugrad/current/regulations/info/grades.aspx>

Letter Grades	B+	89.9-86	C+	79.9-76	D	69.9-59	
A	100-94	B	85.9-83	C	75.9-73	E	Below 59
A-	93.9-90	B-	82.9-80	C-	72.9-70		

Requirements for class attendance and make-up exams, assignments, and other work in this course are consistent with university policies that can be found at:

<https://catalog.ufl.edu/ugrad/current/regulations/info/attendance.aspx>

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.

Course Evaluations: 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.ua.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.ua.ufl.edu/public-results/>.

Academic Integrity

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 (<http://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. If you have any questions or concerns, please consult with the instructor.

Campus Resources

Health and Wellness

U Matter, We Care: If you or a friend is in distress, please contact umatter@ufl.edu or 352 392-1575 so that a team member can reach out to the student.

Counseling and Wellness Center: <https://counseling.ufl.edu/>, 392-1575; and the University
Police Department: 392-1111 or 9-1-1 for emergencies.

Sexual Assault Recovery Services (SARS): Student Health Care Center, 392-1161.

University Police Department: 392-1111 (or 9-1-1 for emergencies).
<http://www.police.ufl.edu/>

Academic Resources

E-learning technical support, 352-392-4357 (select option 2) or e-mail to Learningsupport@ufl.edu. <https://lss.at.ufl.edu/help.shtml>.

Career Connections Center, Reitz Union, 392-1601. Career assistance and counseling.
<https://career.ufl.edu/>

Library Support, <http://cms.uflib.ufl.edu/ask>. Various ways to receive assistance with respect to using the libraries or finding resources.

Teaching Center, Broward Hall, 392-2010 or 392-6420. General study skills and tutoring. <http://teachingcenter.ufl.edu/>

Writing Studio, 302 Tigert Hall, 846-1138. Help brainstorming, formatting, and writing papers. <http://writing.ufl.edu/writing-studio/>

Student Complaints On-Campus:
<https://sccr.dso.ufl.edu/policies/student-honorcode-student-conduct-code/>

On-Line Students Complaints: <http://distance.ufl.edu/student-complaint-process/>