



MMC6936 CAPSTONE

Global Strategic Communications, Public Relations, Social Media
SPRING 2020 » 3 CREDIT HOURS

INSTRUCTOR

Kara Page

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(772) 475-9639

Contact

The instructor is available via e-mail at kara.page@jou.ufl.edu for personal questions. Please allow up to 24 hours for a response. In case of emergency, a student is welcome to contact the instructor via text message or call at (772) 475-9639.

Office Hours

Kara is available to meet with students Monday-Friday or weekends by appointment. Please email if you'd like to set an appointment.

Instructor Bio

Kara is the former Interim Director and Associate Director of the UF CJC Online graduate program. In her former role, Kara oversaw all eight UF CJC Online master's specializations and four graduate certificates, curriculum development, instructor onboarding, internal staff, and more. Currently, Kara owns Rewritten Page, a digital marketing, branding and communication agency located in central Florida. Kara is a passionate educator, designer, and communication strategist.

COURSE WEBSITE & LOGIN

Your course is in Canvas (UF e-Learning). Go to <http://elearning.ufl.edu/>. Click the orange "Log in to e-Learning" button. Login with your GatorLink account. Your course may appear on your Dashboard. If it is not on the dashboard, the course will be in the Courses menu on the left navigation. Click on "All Courses" on this menu. After clicking "All Courses", you have the option to put the course on your dashboard by clicking on the star to the left of the course's name.

Contact UF Helpdesk <http://helpdesk.ufl.edu/> (352) 392-HELP (4357) if you have any trouble with accessing your course.

Zoom

All live meetings will be hosted in Zoom. To log into the Zoom classroom, visit <https://ufl.zoom.us/j/100288693>. Additional information about the class schedule can be found in the syllabus below or in Canvas.

THIS COURSE

Course Layout

The semester will begin with a presentation by the client and overview of the communication issue(s) the organization faces. The first half of the semester will feature pre-recorded lectures related to the upcoming assignments along with relevant reading assignments. The second half of the semester will consist of weekly live team meetings with the instructor to discuss project progress. Team meetings will be held at a time most convenient for each team.

Description

The goal of the capstone course is to combine all of the skills learned throughout the UF CJC Online master's program into a final semester-long project, which will test the students' mastery of learned concepts. The course is designed to incorporate acquired communication skills into a real world communications pitch to a client. The capstone course project will incorporate skills such as research, messaging strategies, social media planning, crisis management planning, and more. Students will develop a comprehensive communication campaign based on research and client needs. The completed campaign will be presented to the client at the end of the course. All students compete in teams and the client will determine an overall team winner who best captured the client's vision and solved their communications problem.

Objectives

By the end of this course, students will:

- Be able to effectively work on teams to develop a comprehensive, strategic, and thoughtful communication campaign for a real client
- Use research to further define and explore the client problem
- Identify target audience personas and specific messaging strategies
- Propose a well-defined social media strategy
- Deliver a professional pitch to the client

Course Deliverables

This course is project-based, so all course deliverables will be assignments related to team development and the overall communication campaign project. Student teams will submit the following projects:

- Team Development & Structure Documents
- Project 1 - Situation Analysis
- Project 2 - Target Audience Persona Analysis & Messaging Strategies
- Project 3 - Crisis Management Framework
- Project 4 - Press Kit
- Project 5 - Communication Strategy
- Project 6 - Social Media Strategy
- Project 7 - Rough Draft of Communication Plan
- Project 8 - Measurement & Evaluation Analysis
- Project 9 - Final Presentation & Campaign Book

Each project will have a teamwork assessment to evaluate each individual's contribution to the overall team project. Feedback and scores will be collected via online Qualtrics survey available in Canvas.

COURSE EXPECTATIONS

Mastery in this class requires preparation, passion, and professionalism. Students are expected, within the requirements allowed by university policy, to attend class, be on time, and meet all deadlines. Work assigned in advance of class should be completed as directed. Full participation in online and live discussions, group projects, and small group activities is expected. The instructor's role is to identify critical issues related to the course, direct you to and teach relevant information, assign appropriate learning activities, create opportunities for assessing your performance, and communicate the outcomes of such assessments in a timely, informative, and professional way. Feedback is essential for you to have confidence that you have mastered the material and for me to determine that you are meeting all course requirements. At all times it is expected that you will welcome and respond professionally to assessment feedback, that you will treat your fellow students and me with respect, and that you will contribute to the success of the class as best as you can.

Attendance

Students are expected to attend live meetings that are scheduled throughout the semester (initial client meeting, second half of the semester team meetings with the instructor, final presentation to the client). Additionally, students are expected to maintain regular communication with their team and make satisfactory progress towards project completion. If you are unable to attend the live classes, please let the instructor know.

Interactions

Students will be required to work on a team throughout the semester to fulfill project requirements. In addition to projects, students will be required to attend meetings during select evenings as determined by the team or watch a recorded lecture to review important concepts related to projects and client interactions. At the midpoint in the semester, teams will meet with the instructor during lecture time to review project progress and troubleshoot any issues. All deadlines, project descriptions, reading assignments and links to lectures can be found on the corresponding week pages in Canvas.

Accountability & Group Work

Students are expected to act as respectful members of a team and equally distribute work according to individual team member strengths. Please be respectful and considerate of others when providing feedback. Students are expected and required to meet and communicate with their teams on a weekly basis. All projects must be submitted by the due dates outlined in Canvas.

Ownership Education

As graduate students, you are not passive participants in this course. This class allows you to not only take ownership of your educational experience but to also provide your expertise and knowledge in helping your fellow classmates in a team environment.

REQUIRED TEXT

There are no textbooks required for this course as all relevant reading materials will be provided in Canvas.

PREREQUISITE KNOWLEDGE & SKILLS

Students are in their final semester of the master's program. Students must be able to video chat with teammates in Zoom.

TEACHING PHILOSOPHY

The instructor's role is to help students reach their full creative and strategic communicator potential in designing a final project that incorporates a wide variety of skills. The hands-on approach allows for personalized attention and promotes an interactive dialogue.

COURSE POLICIES

Attendance Policy

Students are expected to attend live class meetings during the second half of the semester to review project progress and to receive live instructor feedback. If the student is unable to attend lecture due to a work obligation, time zone, or other conflict, please contact the instructor. Meetings with the client will be recorded and posted in Canvas for those who are unable to attend.

Live Classes in Zoom (<https://ufl.zoom.us/j/100288693>):

Week 2 – Client Introduction (Time TBA)

Beginning Week 7 – Team Meetings with Instructor at Agreed Upon Team Meeting Time

Week 16 – Final Client Presentation (Time TBA)

The attendance policy is consistent with UF's policy, found at <https://catalog.ufl.edu/ugrad/current/regulations/info/attendance.aspx>.

Late Work & Makeup Policy

Deadlines are critical to this class. All work is due on or before the due date. Extensions for deadlines will only be for preapproved emergencies. Minor inconveniences such as family vacation or minor illness are not valid reasons for extensions.

Unless excused, work submitted within 24 hours after the due date will automatically receive a deduction of 25% of the possible points. No work will be accepted beyond 24 hours after the due date.

Requirements for class attendance and make-up exams, assignments, and other work in this course are consistent with university policies that can be found in the online catalogue at: <https://catalog.ufl.edu/ugrad/current/regulations/info/attendance.aspx>

Issues with uploading work for a grade is not an excuse. If a student is having technical difficulties with Canvas, there are other means to submit completed work. Student may email .zip files or even links to Dropbox folders to Instructor via UF email. Students should compensate for technical difficulties by not waiting until the last minute to submit work.

Emergency and extenuating circumstances policy: Students who face emergencies, such as a major personal medical issue, a death in the family, serious illness of a family member, or other situations beyond their control should notify their instructors immediately.

Students are also advised to contact the Dean of Students Office if they would like more information on the medical withdrawal or drop process: <https://www.dso.ufl.edu/care/medical-withdrawal-process/> .

Coursework Submissions

All coursework will be submitted through the assignments portal in Canvas.

Deadlines

Each new weekly module starts on Monday. Assignments will be due by 11:59 p.m. EST on the Sunday of the assigned week unless otherwise noted in Canvas.

Grading

Your work will be evaluated according to the following distribution:

- Team Development & Structure Documents – 5%
- Project 1 - Situation Analysis – 10%
- Project 2 - Target Audience Persona Analysis & Messaging Strategies – 5%
- Project 3 - Crisis Management Framework – 5%
- Project 4 - Press Kit – 10%
- Project 5 - Communication Strategy – 10%
- Project 6 - Social Media Strategy – 10%
- Project 7 - Rough Draft of Communication Plan – 15%
- Project 8 - Measurement & Evaluation Analysis – 5%
- Project 9 - Final Presentation & Campaign Book – 25%

Your final grade will be rewarded as follows.

A	100%	to	93.5%
A-	< 93.5%	to	89.5%
B+	< 89.5%	to	86.5%
B	< 86.5%	to	83.5%
B-	< 83.5%	to	79.5%
C+	< 79.5%	to	76.5%
C	< 76.5%	to	73.5%
C-	< 73.5%	to	69.5%
D+	< 69.5%	to	66.5%
D	< 66.5%	to	63.5%
D-	< 63.5%	to	59.5%
E	< 59.5%	to	0%

UNIVERSITY POLICIES

University Policy on Accommodating Students with Disabilities

Students requesting accommodation for disabilities must first register with the Dean of Students Office (<http://www.dso.ufl.edu/drc/>). The Dean of Students Office will provide documentation to the student who must then provide this documentation to the instructor when requesting accommodation. You must submit this documentation prior to submitting assignments or taking the quizzes or exams. Accommodations are not retroactive, therefore, students should contact the office as soon as possible in the term for which they are seeking accommodations.

Students with Disabilities who may need accommodations in this class are encouraged to notify the instructor and contact the Disability Resource Center (DRC) so that reasonable accommodations may be implemented. You can contact them by phone at 352-392-8565.

Netiquette: Communication Courtesy

All members of the class are expected to follow rules of common courtesy in all email messages, threaded discussions and chats. <http://teach.ufl.edu/wp-content/uploads/2012/08/NetiquetteGuideforOnlineCourses.pdf>

Class Demeanor

Mastery in this class requires preparation, passion, and professionalism. Students are expected, within the requirements allowed by university policy, to attend class, be on time, and meet all deadlines. Work assigned in advance of class should be completed as directed. Full participation in online and live discussions, group projects, and small group activities is expected.

My role as instructor is to identify critical issues related to the course, direct you and teach relevant information, assign appropriate learning activities, create opportunities for assessing your performance, and communicate the outcomes of such assessments in a timely, informative, and professional way. Feedback is essential for you to have confidence that you have mastered the material and for me to determine that you are meeting all course requirements.

At all times it is expected you will welcome and respond professionally to assessment feedback, that you will treat your fellow students and me with respect, and that you will contribute to the success of the class as best as you can.

Should you have any complaints with your experience in this course please contact your program director and/or student support coordinator at distancesupport@jou.ufl.edu or visit <http://www.distance.ufl.edu/student-complaints> to submit a complaint.

Course Evaluation

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.aa.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.aa.ufl.edu/public-results/>.

University Policy on Academic Misconduct

Academic honesty and integrity are fundamental values of the University community. Students should be sure that they understand the UF Student Honor Code at <https://sccr.dso.ufl.edu/policies/student-honor-code-student-conduct-code/>.

The University of Florida Honor Code was voted on and passed by the Student Body in the fall 1995 semester. The Honor Code reads as follows:

The Honor Pledge: We, the members of the University of Florida community, pledge to hold ourselves and our peers to the highest standards of honesty and integrity by abiding by the Student 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."

For more information about academic honesty, contact Student Judicial Affairs, P202 Peabody Hall, 352-392-1261.

Academic Honesty

All graduate students in the College of Journalism and Communications are expected to conduct themselves with the highest degree of integrity. It is the students' responsibility to ensure that they know and understand the requirements of every assignment. At a minimum, this includes avoiding the following:

Plagiarism: Plagiarism occurs when an individual presents the ideas or expressions of another as his or her own. Students must always credit others' ideas with accurate citations and must use quotation marks and citations when presenting the words of others. A thorough understanding of plagiarism is a precondition for admittance to graduate studies in the college.

Cheating: Cheating occurs when a student circumvents or ignores the rules that govern an academic assignment such as an exam or class paper. It can include using notes, in physical or electronic form, in an exam, submitting the work of another as one's own, or reusing a paper a student has composed for one class in another class. If a student is not sure about the rules that govern an assignment, it is the student's responsibility to ask for clarification from his instructor.

Misrepresenting Research Data: The integrity of data in mass communication research is a paramount issue for advancing knowledge and the credibility of our professions. For this reason any intentional misrepresentation of data, or misrepresentation of the conditions or circumstances of data collection, is considered a violation of academic integrity. Misrepresenting data is a clear violation of the rules and requirements of academic integrity and honesty.

Any violation of the above stated conditions is grounds for immediate dismissal from the program and will result in revocation of the degree if the degree previously has been awarded.

If you have additional questions, please refer to the Online Graduate Program Student Handbook you received when you were admitted into the Program.

COURSE & ASSIGNMENT DETAILS

Weekly Lectures

The instructor will post a weekly lecture recording to Canvas for the first half of the semester. Each lecture will be related to skills, competencies, and concepts the team will need to successfully approach and complete upcoming projects. There will also live meetings with the client at the beginning and end of the semester as well as weekly meetings with the instructor the second half of the semester to review project progress.

Assignments Overview

There will be nine major projects during the semester. The projects will build upon each other and culminate in a final presentation and campaign book. Each project is designed to test the students' ability to apply skills learned in previous classes to help a real world client. All project work should be professional, original, detailed, and submitted on time.

- Team Development & Structure Documents – 5% or 75 points
- Project 1 - Situation Analysis – 10% or 150 points
- Project 2 - Target Audience Persona Analysis & Messaging Strategies – 5% or 75 points
- Project 3 - Crisis Management Framework – 5% or 75 points
- Project 4 - Press Kit – 10% or 150 points
- Project 5- Communication Strategy – 10% or 150 points
- Project 6 - Social Media Strategy – 10% or 150 points

- Project 7 - Rough Draft of Communication Plan– 15% or 225 points
- Project 8 - Measurement & Evaluation Analysis – 5% or 75 points
- Project 9 - Final Presentation & Campaign Book – 25% or 375 points

**The class is out of a total of 1,500 points*

All assignment descriptions, expectations, and requirements will be clearly outlined in Canvas and will be explained in lectures. Each assignment will include a detailed rubric. Team members will be required to evaluate their teammates individually for every completed project via Qualtrics survey. The link will be available with each project.



COURSE SCHEDULE

WEEKLY MODULE DATES

The weekly modules will be Monday-Sunday. Lectures for the next week will be posted Sunday evenings.

COURSE SCHEDULE

Week 1 – 1/6-1/12

Learning Objectives

- Review course expectations and team matching process
- Prepare for client meeting next week by completing initial research

Lecture

- Recorded Welcome & Course Introduction Lecture

Projects Assigned

- Team Matching Form – Due 1/12

Week 2 – 1/13-1/19

Learning Objectives

- Practice active listening skills during the client presentation
- Identify communication problem and brainstorm research questions

Lecture

- Live Client Presentation in Zoom – Time TBA via Canvas

Projects Assigned

- Team Contract and Name – Due 1/19

Week 3 – 1/20-1/26

Learning Objectives

- Understand research terminology and best practices for successful client research

Watch:

- Recorded Situation Analysis & Research Overview Lecture

Projects Assigned

- Situation Analysis – Due 2/2

Week 4 – 1/27-2/2

Learning Objectives

- Define target audience personas and identify strategic messaging ideas

Watch:

- Recorded Target Audience Persona & Messaging Strategies Overview Lecture

Projects Assigned

- Target Audience Persona & Messaging Strategies – Due 2/9

Week 5 – 2/3-2/9

Learning Objectives

- Understand the importance of developing a crisis management plan
- Develop an organized approach to crisis management in the organization

Watch:

- Recorded Crisis Management Framework Lecture

Projects Assigned

- Crisis Management Framework – Due 2/23

Week 6 – 2/10-2/16

Learning Objectives

- Understand the elements of the press kit and why it's important
- Learn to design for impact

Watch:

- Recorded Press Kit Lecture

Projects Assigned

- Press Kit – Due 3/8

Week 7 – 2/17-2/23

Learning Objectives

- Develop a strategic and meaningful communication strategy that addresses the client's problem(s) and provides strong solution ideas

Watch:

- Recorded Communication Lecture
- Team Meeting with Kara – Review Project 2 Submission & Ask Questions/Review Progress on Project 3

Projects Assigned

- Communication Strategy – Due 3/15

Week 8 – 2/24-3/1

Learning Objectives

- Review social media strategy best practices

Watch:

- Recorded Social Media Strategy Overview

Projects Assigned

- Social Media Strategy – Due 3/22

Week 9 – 3/2-3/8

Learning Objectives

- Review project progress throughout the semester and prepare for the final campaign book

Watch:

- Rough Draft of Communication Plan Overview

Projects Assigned

- Rough Draft of Communication Plan – Due 4/5

Week 10 – 3/9-3/15

Learning Objectives

- Define meaningful objectives and measure results
- Understand the importance of tracking KPIs

Watch:

- Measurement & Evaluation Analysis Overview
- Team Meeting with Kara to Review Project 4 & Ask Questions/Review Progress on Project 5

Projects Assigned

- Measurement & Evaluation Analysis – Due 4/12

Week 11 – 3/16-3/22

Learning Objectives

- Review project progress

Watch:

- Team Meeting with Kara to Review Project 5 & Ask Questions/Review Progress on Project 6

Projects Assigned

- Continue working on projects

Week 12 – 3/23-3/29

Learning Objectives

- Prepare for a successful final presentation
- Review best practices of presenting to a client

Watch:

- Recorded Final Presentation Overview Lecture
- Team Meeting with Kara to Review Project 6 & Ask Questions/Review Progress on Project 7

Projects Assigned

- Continue working on projects

Week 13 – 3/30-4/5

Learning Objectives

- Review project progress

Watch:

- Team Meeting with Kara to Review Project 7 Progress & Review Zoom Presentation Logistics

Projects Assigned

- Continue working on projects

Week 14 – 4/6-4/12

Learning Objectives

- Practice presentations with your group in Zoom

Watch:

- No Lecture or Meeting with Instructor – Practice Presentations

Projects Assigned

- Continue working on projects

Week 15 – 4/13-4/19

Learning Objectives

- Practice presentations with your group in Zoom

Watch:

- No Lecture or Meeting with Instructor – Practice Presentations

Projects Assigned

- Prepare final project – Due 4/19

Week 16 – 4/20-4/24

Learning Objectives

- Pitch your campaign ideas to the client

Watch:

- Live Final Presentations to the Client

Projects Assigned

- Complete your evaluations and graduate. Congratulations!

Disclaimer: This syllabus represents the instructor's current plans and objectives. During the course of the semester, changes may be made to the assignments or due dates. Such changes, communicated clearly, are not unusual. Please keep track of due dates on Canvas.



ASSIGNMENTS

Assignment	Due Date	% of Grade or # of Points
Team Matching Form	1/12/20	0 Points
Team Development & Structure Documents	1/19/20	75 Points or 5%
1- Situation Analysis	2/2/20	150 Points or 10%
2 - Target Audience Persona Analysis	2/9/20	75 Points or 5%
3 - Crisis Management Framework	2/23/20	75 Points or 5%
4- Press Kit	3/8/20	150 Points or 10%
5 - Communication Strategy	3/15/20	150 Points or 10%
6 - Social Media Strategy	3/22/20	150 Points or 10%
7 - Rough Draft of Communication Plan	4/5/20	225 Points or 15%
8 - Measurement & Evaluation Analysis	4/12/20	75 Points or 5%
9- Final Presentation & Campaign Book	4/19/20	375 Points or 25%