

## Lead Generation

MMC5737

**Academic Term:** Summer 2020

**3 Credit Hours**

### Instructor

Brianne Fleming

[brianne.fleming@ufl.edu](mailto:brianne.fleming@ufl.edu)

(954) 675-9221

### Contact Me

Please feel free to email, text, or call me with any questions or concerns. I try to respond to students within 24 hours.

### About Brianne

**Brianne** is a marketing consultant, blogger, podcast host, and content creator based outside Fort Lauderdale, FL. She has been the voice behind several brands, including Orangetheory Fitness. She now owns her own consultancy, Twelve Stories Up, where she works with other fitness and wellness clients. Brianne also runs [a blog](#) and podcast called [Making the Brand](#) which discusses the intersection of marketing and pop culture.

## Course Description & Prerequisites

This course teaches students marketing strategies that will attract new business, as well as retain and foster repeat customers in the world of digital selling. When executed effectively, these strategies will increase brand awareness, drive leads, boost referrals, maximize a brand's return on investment (ROI), and also create brand loyalists who refer others.

Why is this course important? Finding customers and generating sales is key to the success of any business, and companies can no longer rely on traditional strategies that once worked. The Internet has changed how people make buying decisions. Today, everyone has a channel and the ability to research products and services that interest them. This course will teach students

creative ways to grab the attention and stay relevant amongst sophisticated consumers who are much less tolerant of advertising and sales.

Rather than jumping right into online lead generation tactics, students will first learn how to define a brand's vision and architecture, which will guide their lead generation strategy. From there, students will be able to develop a brand's tone of voice to reflect in the messaging across every digital touchpoint. An emphasis will be placed on lead generation and management through website, SEO, social media, email marketing, content marketing, blogging, landing pages, analytics and an introduction to CRM.

Students will learn lead generation strategies and how to analyze results in order to formulate a comprehensive marketing plan for a business. The course requires that students have a basic understanding of the above listed marketing tactics as this course will aim to take a deeper exploration of these topics.

## Course Delivery Mode & Time Commitment

### Course Layout at Glance

This course will be facilitated through weekly modules in Canvas. Weekly module will include:

- Course objectives specific to a lead generation topic
- Pre-recorded lecture
- Assigned readings and/or supplemental videos
  - This includes textbook readings as well as online articles or videos
- One discussion post + classmate responses
- Projects (these may not occur EVERY week but due dates and details will clearly be addressed in the modules and lectures)
- Ongoing [Facebook Group](#) interaction

The course will end with a comprehensive final project. Throughout the semester, students will also complete a Google Analytics certification. More details on this are outlined later in this syllabus.

## Lectures

Lectures will be pre-recorded and uploaded in each Canvas weekly module. This class does not have live lectures.

## Discussions (30%)

Discussion questions will not just promote conversation among the class -- they will be designed to keep you informed about the latest marketing and lead generation trends and to prepare you for future projects within the course.

- There will be one discussion question per week worth 40 points. There is no word requirement but if the question is not thoroughly answered or well supported, points will be deducted.
- Students are required to respond to at least two classmates' on each discussion. Again, there is no word count, but the responses should promote conversation and add value. Responses are worth 10 points.
- Together, your discussion response and replies to two classmates are worth 50 points.

Your discussion responses are due on Sundays at 11:59pm. Your classmate responses are due Wednesdays at 11:59pm each week.

## Facebook Group (5%)

Since this is an online course, we will have a class Facebook group for additional interaction. Please feel free to use this group for questions, to collect feedback, share links, recommendations, etc. It is meant to be fun!

I will be sharing links and articles in the Facebook group often. Most of the links will come from assigned readings in your Canvas module for that week. You are not required to respond to every single link I share, but you must participate regularly. I encourage you to share your thoughts on the articles and topics we discuss in class by writing in the Facebook group. We work in an evolving field, so there will be lots to talk about!

Here is a link to the group: [Access Facebook Group here](#). Since it is a closed group, you will need to request entry and I will approve.

## Projects (40%)

You will have eight projects throughout the semester which will focus on lead generation strategies for one specific brand of your choice. Please refer to my [Course Overview video](#), which explains the process for picking your brand (specifically at the 15:25 mark).

The projects will come together for one final project at the end of the semester. Lectures and discussions will help prepare you for these projects. Projects 1 through 8 are worth 100 points and the final project is worth 300 points.

### **Final Project (15%)**

The final project will be a comprehensive PDF presentation featuring each of the semester long projects with all previous feedback and learnings incorporated, as well as an overview of the company and an explanation of your strategy. This will not be submitted via Canvas and not presented live.

### **Google Analytics Academy (10%)**

Google Analytics is a tool that marketers use to track the effectiveness of lead generation tactics and how it relates to website traffic and online conversions. Students will enroll in Google Analytics Academy and complete the training entitled “Google Analytics for Beginners” which requires about 4 to 5 hours total.

[Access the Training Here - Select Google Analytics for Beginners](#)

Students may complete the training at any time throughout the course, and it does not need to be done in one sitting. By the end of the semester, students will submit a copy of their certificate indicating that they completed the training.

Note: if you feel that you are already very proficient in Google Analytics, please email me and we can discuss enrolling you in one of the advanced Google Analytics courses to complete this requirement.

## **Attendance and Interaction**

Throughout the 12 weeks of instruction in this course, students are expected to engage through discussions with their classmates and instructors as well as attend any live courses. If you are unable to attend live lectures, it is the student’s responsibility to make up the attendance points by submitting a response paper.

As a supplement to our lectures and class discussions, students are encouraged to post general questions, social media news, interesting examples of creative social media execution, etc. on our closed Facebook group [which can be found here](#).

This is a fully online course and you must log into Canvas with your Gatorlink username and password to access the materials and assignments. The course is organized into modules with due dates. Unless otherwise specified, each module begins on Monday at 12:00 AM, ET, and ends on Sunday at 11:59 PM, ET. The course begins with the Course Orientation video, which will familiarize you with the course.

### **Time Commitment**

Expect to spend between 10 to 20 hours per week watching or attending lectures, reading, working on assignments and projects, and engaging in discussions.

## **Course-Level Objectives**

Upon successful completion of this course, students will be able to:

- Develop a brand's vision and architecture as a framework for content creation and lead generation strategy
- Write unique value propositions, website content, email content and landing page content that drives leads to convert to sales
- Generate more qualified leads with a cohesive and integrated digital footprint
- Perform keyword research and understand the major themes of search engine optimization
- Create a customer journey map and identify opportunities to improve the customer experience and retain customers
- Determine strategies to convert current customers into loyal brand ambassadors who refer others
- Complete Google Analytics certification to learn how to analyze performance for campaigns through website analytics to improve ROI

## Teaching Philosophy

This course will not just scratch the surface of personal branding -- you will have tangible takeaways and that provide clarity about who you are as a brand and influencer. You also will learn how to develop a company's brand from the ground up. My philosophy is to always ensure that your assignments are practical and can provide value beyond the duration of this semester. You will work on your personal brand for the first seven weeks of the course, and then choose one brand to focus on for the remaining nine weeks.

## Textbooks & Materials

### Recommended Textbooks

*Digital Selling: How to Use Social Media and the Web to Generate Leads and Sell More*

by Grant Leboff

- **ISBN-10:** 0749475072
- **ISBN-13:** 978-0749475079

**Note:** While I highly recommend purchasing this book, it is not required. There seem to be some shipping and inventory challenges, which I presume are due to COVID-19. If you can't get your hands on a copy, you will still excel in the course. You may also try purchasing the ebook or a used copy. If you have any issues, please feel free to contact me and we can try to work it out together.

American Psychological Association. (2020). *Publication manual of the American Psychological Association: The official guide to APA style*. (7th ed.).

- **ISBN-13:** 978-1433832161
- **ISBN-10:** 143383216X

[Changes in the APA 7<sup>th</sup> Edition](#)

## Minimum Technology Requirements & Computer Skills

Students are expected to have a basic understanding of popular social media platforms including Facebook, Twitter, Instagram, LinkedIn, and Snapchat. This course will require the creation of social media content which will require the use of graphic design programs such as Adobe Creative Suite or Canva. All students will be introduced in Canva during this course and will be able to successfully complete the projects even if you do not have a design experience. Canva is a free graphic design tool that I think you'll love!

Also, one of your final projects is a personal website. You will work with a website builder of your choice such as Wix, Weebly, WordPress, Squarespace, etc. You are not required to know HTML or how to code in this course, as many of these platforms offer intuitive templates that you will be able to edit. You also are not required to invest in a domain or hosting plan. You will be introduced to these platforms throughout the course but the one you choose to work with will be based on your comfort level.

## COMPUTER REQUIREMENTS

### Basic Computer Specifications for Canvas

- [Specifications](#)
- Reliable Web Browser: Login to Canvas and make sure your Internet browser is compatible.

### Peripherals

- A backup option should be available to minimize any loss of work such as an external hard drive, a USB drive, cloud storage, etc.

### Hardware

- Dependable computer.
- Computer speakers.
- Headset with microphone.
- Webcam

### Software

- [Microsoft Office 365](#).
- [UF Apps](#) – access UF software applications from any device from any location, at any time.
- Canvas Mobile App: Download instructions for [iOS device](#) or [Android device](#).
- [Adobe Reader](#)

- <https://ufl.zoom.us/>
- [Canva](#)
- A website builder of your choice such a Wix, Weebly, Wordpress, or SquareSpace

#### Internet Connection

- Recommended: Broadband Internet connection with a speed of 4 Mbps or higher.
- To function properly, Canvas requires a high-speed Internet connection (cable modem, DSL, satellite broadband, T1, etc.). The minimum Internet connection speed to access Canvas is a consistent 1.5 Mbps (megabits per second) or higher.
- [Check your Internet speed here.](#)

Subscriptions, Plug-Ins, and Other Tools [\(Add any additional tools such as Hootsuite, CoSchedule, etc., in this section.\)](#)

- [Adobe Flash Player \(Good until the Microsoft update December 31, 2020.\)](#)
- [JAVA](#)

## **MINIMUM COMPUTER AND DIGITAL INFORMATION LITERACY SKILLS REQUIREMENTS**

The general and course-specific computer and digital information literacy skills you must have to succeed in the course include, but are not limited to, the following:

- Accessing the Internet.
- Using Canvas.
- Using email with attachments.
- Creating and submitting files in processing program such as Microsoft Office Tools.
- Copying and pasting functions.
- Downloading and installing software.
- Using presentation, graphics, and other programs.
- Posting and commenting in an online discussion.
- Searching the University of Florida library and websites.

## **Technical Support**

In the event that you have technical difficulties with your course, please contact the [UF Computing Help Desk](#) either by filling out an [online request form](#) or calling 352-392-4357 - select option 1. The Help Desk is located on the ground floor of the Hub on the UF campus.



If your technical difficulties caused you to miss a due date, you **MUST** report the problem to the Help Desk and then email your instructor. Include the ticket number that you are given from the Help Desk in an email to the instructor to explain the late assignment/quiz/test.

**IT Support**

For all Technical assistance questions please contact the UF Computing Help Desk:

Phone: 352-392-HELP (4357)

Email: [helpdesk@ufl.edu](mailto:helpdesk@ufl.edu)

**Please Note**

Your instructor is not able to handle technological issues or answer questions related to computer issues. If a problem of this nature arises that causes you to miss an assignment, you must provide your Help Desk ticket number to the instructor in order to receive an extension.

## Assignment Details

### Grading Criterion, Late Assignment Policy, and Expectations for Assignments

Your grade will be calculated based on the following:

Assignments/Assessments	Points	Weight (%)
<b>12 Discussions</b> · Worth up to 50 points each.	600	30%
<b>8 Projects</b> · Worth up to 100 points each.	800	40%
<b>Final Project</b> · Worth up to 300 points.	300	15%
<b>Google Analytics Academy</b> · Worth up to 200 points.	200	10%



<b>Participation / Facebook Engagement</b>	100	5%
<b>TOTAL</b>	<b>2000</b>	<b>100%</b>

You will also be asked to complete a course evaluation upon course completion. Please note that you will not receive points for the evaluation.

<b>Grade</b>	<b>Percentage</b>
<b>A</b>	<b>92.5-100%</b>
<b>A-</b>	<b>89.5-92.4%</b>
<b>B+</b>	<b>86.5-89.4%</b>
<b>B</b>	<b>82.5-86.4%</b>
<b>B-</b>	<b>79.5-82.4%</b>
<b>C+</b>	<b>76.5-79.4%</b>
<b>C</b>	<b>72.5-76.4%</b>
<b>C-</b>	<b>69.5-72.4%</b>
<b>D+</b>	<b>66.5-69.4%</b>
<b>D</b>	<b>62.5-66.4%</b>
<b>D-</b>	<b>59.5-62.4%</b>

<b>E</b>	<b>0 – 59.4%</b>
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The only passing grades for graduate students are A, A-, B+, B, B-, C+, C, and S. Grades of B-, C+ or C count toward a graduate degree if an equal number of credits in courses numbered 5000 or higher have been earned with grades of B+, A- and A, respectively. Grade points are not given for S and U grades; S and U grades are not used to calculate grade point averages. All letter-graded courses eligible to count toward the graduate degree, except 1000- and 2000-level courses, are used to calculate the cumulative grade-point average. Letter grades of C-, D+, D, D- or E are not considered passing at the graduate level, although the grade points associated with these letter grades are included in grade point average calculations. See the [UF grading policy](#) for more information.

## LATE ASSIGNMENT POLICY

Late assignments will not be accepted unless it is a [University excused absence](#) as stated in the attendance policies. ***No late work will be accepted for final projects or work due in the final week of class due to the university grading deadlines.*** If potential issue arise concerning submitting final work, students should contact their instructors before deadlines to discuss the possibility of an Incomplete Grade Contract.

1. Late Assignment Grade Reductions
  - a. 0-24 Hours Late: 10% reduction in grade.
  - b. Over 24 Hours (24 hours and 1 minute) to 7 Calendar Days Late: 20% reduction in grade.
  - c. After the 7<sup>th</sup> Calendar Day: Work will not be accepted.
2. Late Discussions will not be accepted.

## EXPECTATIONS FOR ASSIGNMENTS

### 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/>.

## Course Schedule

### Weekly Module Dates

Please note that for the duration of the course, your discussion response to a classmate is due on Wednesdays by 11:59pm.

#### **Week 1:** Course Introduction + Selling in a Digital World

Topics: Traditional selling vs. digital selling, the new sales funnel, shifts in customer behavior, permission marketing

- Discussion 1 - Different is Better Than Better
- Chapters 1 & 2 in *Digital Selling*
- Semester-Long Project Companies Requested

#### **Week 2:** Leads are People

Topics: Market research, audience personas, empathy mapping, consumer trust, value ladder

- Discussion 2 - Empathy Examples
- Project 1 Due: Empathy Map
- Chapter 3 in *Digital Selling*

#### **Week 3:** Defining a Brand Vision Architecture

Topics: Brand purpose, humanizing a brand, brand authenticity and identity

- Discussion 3 - BVA Practice
- Chapter 4 in *Digital Selling*
- Suggested: Complete Section 1 in Analytics Academy

#### **Week 4:** The Customer Journey

Topics: Direct response marketing vs. brand marketing, customer journey maps, defining communication barriers

- Discussion 4 - Customer Journey Map
- Project 2 Due: Brand Vision Architecture

#### **Week 5:** Setting & Measuring Business Goals

Topics: The digital sales funnel, lead capture definition, measurement, analysis tools, vanity vs. actionable metrics, share of voice

- Discussion 5 - KPIs
- Project 3 Due: Customer Journey Map
- Chapter 5 in *Digital Selling*

#### **Week 6:** Digital Footprint Part 1 - IMC + Creating Content

Topics: the science of shareable content, making content strategic, Inbound vs. outbound marketing, design

- Discussion 6 - Five F's of Content Creation
- Project 4 Due: Communications Strategy
- Chapter 6 in *Digital Selling*
- Suggested: Complete Section 2 in *Analytics Academy*

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## SUMMER BREAK

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#### **Week 7:** Digital Footprint Part 2 - Earned, Owned, and Paid Media

Topics: Types of media, website optimization, influencers, contests, partnership lead generation strategies; voice, artificial intelligence, programmatic

- Discussion 7 - Creating an Ad
- Project 5 Due: Organic & Paid Content
- Chapter 7 in *Digital Selling*
- Suggested: Complete Section 3 in Analytics Academy

### **Week 8:** Optimizing Content & Getting Discovered

Topics: Decision making and user experience, conversion copywriting, calls-to-action, SEO and discoverability

- Discussion 8 - Discoverability
- Chapter 8 in *Digital Selling*

### **Week 9:** Converting Prospects to Leads

Topics: Digital marketing, offers, landing pages, lead magnets, thank you pages, CRM

- Discussion 9 - Value Ladder
- Project 6 Due: Lead Magnet / Content Upgrade
- Suggested: Complete Section 4 in Analytics Academy

### **Week 10:** Transforming Leads to Customers

Topics: Capturing attention, lead generation campaigns, lead quality/scoring, lead nurturing

- Discussion 10 - Cannes Lion Awards
- Project 7 Due: Landing Page & Welcome Email

### **Week 11:** Transaction vs. Relationship Marketing + Nurturing Relationships

Topics: Types of customers, personalization, social listening, using CRM data to create experiences

- Discussion 11 - Email Segmentation
- Project 8 Due: Email Designs
- Chapter 9 in *Digital Selling*

## **Week 12:** Customer Retention & Loyalty

Topics: Brand equity, loyalty programs, leveraging existing customers, brand experience

- Discussion 12 - Loyalty Strategy
- Final Project Due
- Google Analytics Academy Certification Due

## **Accessibility Policy**

Students requiring reasonable access to services and resources required by the Americans with Disabilities Act of 1990, Section 504 of the Rehabilitation Act of 1973, and other applicable federal and state regulations, please access [UF Accessibility](#) for all options available to you. Once registered, students will receive an accommodation letter which must be presented to the instructor when requesting accommodations. Please register early!

### **Contact Information**

- For ADA questions: Dr. Russ Froman, [rfroman@ufl.edu](mailto:rfroman@ufl.edu) , Phone: 352 - 273-1094
- Disability Resource Center: Gerry Altamirano, [galtamirano@ufl.edu](mailto:galtamirano@ufl.edu) , Phone: 352 - 392-8565
- Electronic Information Technology & Communication Accessibility: Anne Allen, [alallen@ufl.edu](mailto:alallen@ufl.edu) , Phone: 352- 871-2707
- For persons with hearing or speech related accessibility needs: When trying to access an office on campus that does not list a TDD/TTY number, contact the Florida Relay Service at 800-955-8771(TDD) or 711 (V/TDD).

### **Accessibility Resource Center**

University of Florida  
PO Box 114085  
Gainesville, FL 32611-4085  
Phone: 352-392-8565  
Email: [accessuf@dso.ufl.edu](mailto:accessuf@dso.ufl.edu)

### **Address**

Environmental Health and Safety Administrative Offices  
916 Newell Dr  
Gainesville, FL 32603

For more information, see UF's [Electronic Information Technology Accessibility \(EITA\) Policy](#).

## Communication Policy

### Expectations for Students

#### Announcements

You are responsible for reading all announcements posted in the courseroom each time you log in.

#### Email

You are responsible for reading all your course email and responding in a timely manner (within 24 hours).

#### Social Media

Students are required to participate in discussions in our class Facebook group. You will post general questions, social media news, interesting examples of creative social media execution, etc. on our private Facebook group [which can be found here](#).

#### Video Conferencing

You are responsible for attending course video conferencing meetings. If you cannot attend the video conferencing meeting, please advise the instructor and/or your team at least 24 hours in advance (exceptions can be made for legitimate emergencies). You are expected to demonstrate netiquette and etiquette communication expectations.

#### Course-Related Questions

Post course-related questions to the FAQ discussion board. This allows other participants with the same question to benefit from the responses. Also, make sure you review this forum prior to posting a question. Someone may have already asked and answered the question in previous posts.

### **INSTRUCTOR'S PLAN FOR CLASSROOM RESPONSE TIME AND FEEDBACK**

#### Email Policy



Except for weekends, holidays, and University breaks, the instructor will typically respond to emails within 48 hours. You should ask course-related questions in the FAQ discussion board. If you have questions of a personal nature, please email the instructor.

#### Assignment Feedback Policy

The instructor will provide feedback on submitted assignments within one week of the submission date. Some assignments may require a longer review period, which the instructor will communicate to you.

#### Course-Related Questions Policy

Except weekends and holidays, the instructor will generally answer questions within 48 hours.

### **Video Conferencing**

The instructor will provide any information on required video conferencing within the courseroom.

### **Electronic Communication Policy**

In addition to the University's policy, please consider the following:

- Privacy, confidentiality, and security in all electronic communications. See [Information Security](#).
- All electronic communication resources must be used for the course and in alignment with to the CJC Online and University mission. See the [Acceptable Use Policy](#).
- Prohibited use of false identity, false identity pseudonyms, or anonymous (sender's name or electronic identification is hidden).
- Prohibited online access without consent.
- Prohibited disruption of services including introducing computer contaminants (viruses).
- Prohibited [harassment](#) of any kind.

Please see UF's Information Technology [policies](#) for additional information.

## Select CJC and University Policies and Guidelines

### Academic Integrity Policy

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.”

The [Student Honor Code](#), Violation of the Student 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 the appropriate personnel. If you have any questions or concerns, please consult with the instructor or TA’s in this class.

### Netiquette

Casual style of communication is commonly found in the online environment and students are sometimes tempted to relax their grammar, word choice, syntax (arrangement of words to create well-formed sentences), writing mechanics (capitalization, punctuation, and spelling), and/or professionalism. Keep in mind when communicating with others to be courteous, civil, respectful, and professional. Please remember that you are adult students and professionals—your communication must be appropriate.

### Online Attendance Policy

Since the course is online, you should access your course at least four times per week to ensure you do not miss pertinent postings, messages, or announcements. It is imperative that you meet course deadlines and stay active in discussion boards, group projects, etc. If you are experiencing a major illness, absences due to University duties, or other large-scale issues, contact the instructor immediately.

Students are responsible for meeting all academic objectives as defined by the instructor. In general, acceptable reasons for absences include illness, serious family emergencies, special curricular requirements, military obligation, [severe weather conditions](#), [religious holidays](#), and participation in official University activities. Absences from class for court-imposed legal obligations (e.g., jury duty or subpoena) must be excused. [Excused absences](#) must be consistent with university policies in the Graduate Catalog and require appropriate documentation. For additional information, see the [attendance policies](#).

### Plagiarism

Plagiarism is unacceptable; especially, in the academic communities. All academic work must be an original work of your own thought, research, or self-expression. Plagiarism includes, but is not limited to, prohibited collaboration, consultation, submission of academic work that has been purchased or obtained (see the [UF Policy: Student Conduct Violation](#)). Remember that plagiarism

is not acceptable in any of your work including all discussion board posts, journal entries, wikis, and other written and oral presentation assignments. Always cite your sources!

### **Software Use**

All faculty, staff, and students of the University are required and expected to obey the laws and legal agreements governing software use. Failure to do so can lead to monetary damages and/or criminal penalties for the individual violator. Because such violations are also against University policies and rules, disciplinary action will be taken as appropriate. We, the members of the University of Florida community, pledge to uphold ourselves and our peers to the highest standards of honesty and integrity.

### **Notification to Students of FERPA Rights**

There are federal laws ([FERPA](#)) protecting your privacy with regards to grades earned in courses and on individual assignments.

### **Video Conferencing Etiquette**

[Video conferencing is an excellent tool to interface with your peers and instructor\(s\) and there are also netiquette expectations to ensure that all participants are respected and treated with civility. Please make sure that you follow all of the netiquette and \[etiquette\]\(#\) expectations including the following:](#)

1. [Be punctual and courteous.](#)
2. [Position your camera at eye level with good lighting.](#)
3. [Show respect and professionalism by dressing business casual or business professional.](#)
4. [Make sure your background is in a proper setting with minimal distractions.](#)
5. [Mute your microphone when you are not speaking.](#)

### **Writing Style**

In order to meet the academic rigor and standards of a graduate program, all students are required to use the Publication Manual of the American Psychological Association (APA) 7<sup>th</sup> Edition style in their courses. The APA 7<sup>th</sup> Edition Manual has a plethora of guidelines that includes scholarly writing, publishing principles, elements and format for your papers, writing style and grammar, bias-free language guidelines, mechanics of style, intext citing and references, etc. For additional information on notable changes, see [changes between APA 6<sup>th</sup> Edition and APA 7<sup>th</sup> Edition](#).

## **Academic and Student Resources**

### **Academic Resources**

- [One UF Student Portal](#) – Course registration, final grades, transcript requests, degree audit.
- [GatorEvals](#) – Online faculty evaluations and results.
  
- [UF Bookstore](#): Phone: 352-392-0194, Email: [ufbookstore@bsd.ufl.edu](mailto:ufbookstore@bsd.ufl.edu)
  - [Library Support](#): Various ways to receive assistance with respect to using the libraries or finding resources.  
[UF Library Services for Distance Students](#)  
[Ask a Librarian](#) – chat with librarians online.  
CJC Librarian - [April Hines](#), Phone: 352-273-2728, Email: [aprhone@uflib.ufl.edu](mailto:aprhone@uflib.ufl.edu).  
[Course Reserves](#): Electronic resource reserve items that can be accessed via links or files.
  
  - [Copyright Concerns of Graduate Researchers](#): Information and resource guide on copyright concerns.
  
  - [Teaching Center](#): General study skills and tutoring. Broward Hall, Phone: 352-392-2010 or 352-392-6420.
  
  - [Writing Studio](#): Provides one-on-one consultations and workshops tailored to specific classes (graduate and undergraduate). 302 Tigert Hall, Phone: 352-846-1138.
  
  - [Online Student Complaints](#): This process is designed to make every attempt to resolve student complaints within its academic and administrative departments at the program level.
  
- [Information for Veterans](#): Veterans Affairs Certification: Phone: 352 - 294-2948

## Student Resources

- [Graduate Student Resources](#): Available resources for graduate students. Your advisors are here to support you, answer questions, help with registration, and other sources. Email [onlineadvising@jou.ufl.edu](mailto:onlineadvising@jou.ufl.edu).

- [U Matter, We Care](#): If you or a friend is in distress, please contact [umatter@ufl.edu](mailto:umatter@ufl.edu) or Phone: 352-294-2273 so that a team member can reach out.
  
- [Counseling and Wellness Center](#): [3190 Radio Road, Gainesville, FL 32611](#)  
Phone: (352) 392-1575, Fax: (352) 273-4738
  
- [Sexual Violence Response](#): Victim services, Care Area, UF Police Department, and Title IX.
  
- [University Police Department](#): Resources available include the Office of Victim Services and Community Services Division. Emergency: 9-1-1; Non-Emergency: 352-392-1111.
  
- [Gator Connect](#): Online database of student organizations.
  
  
- [Career Connection Center](#): Career assistance and counseling. Reitz Union, Phone: 352-392-1601.
  
- [Veteran Services](#): Office of Student Veteran Services, Phone: 352-294-2948, email: [vacounselor@ufl.edu](mailto:vacounselor@ufl.edu). Collegiate Veterans Success Center, Phone: 352- 294-7215, email: [charlotte.kemper@va.gov](mailto:charlotte.kemper@va.gov).
  
- [Student Financial Affairs](#): Financial aid counseling including Aid-a-Gator program. Phone: 352-392-1275.
  
- [Student Success Coach](#): Meet with a graduate student coach that can support you in numerous ways during your time in graduate school, such as time and stress management, motivation, organization, and much more.

**The instructor reserves the right to adjust this syllabus, as necessary.**