



# MMC 1009

## Introduction to Media and Communications

### Section 1256

Day: Tuesdays

Time: 3rd Period, 9:35-10:25 am

Location: Hybrid: Online and Weimer

FALL 2020

## Course Information

### COURSE DESCRIPTION

MMC 1009 is designed to introduce students to the tools and resources offered by the College of Journalism and Communications, while preparing them for success as a student and in their careers thereafter. This section is specifically tailored first semester transfer students.

Students will receive lessons on the organization of the college, and academic and career preparation. Instructors will coach students to maximize their learning and development by creating environments which provide opportunities for:

- Engagement (faculty/staff, and peers)
- Awareness and respect of diversity
- Involvement
- Knowledge of resources
- Active engagement in one's own learning
- Goal setting and career plan development
- Healthy lifestyle

#### E-Learning aka Canvas

<https://elearning.ufl.edu/>

Is the website for your course content, utilized to keep track of assignments, due dates, and events. Most importantly, it is where you will upload your course assignments! Please log in with your UF username and password, and explore, just in case you have any questions.



### Dr. Katrice Graham McIntosh

[KGraham@jou.ufl.edu](mailto:KGraham@jou.ufl.edu)  
352-294-0808  
@DrKatGraham

Katrice is a double gator, with a bachelor's in advertising, a master's in business

management, and a doctorate of education. Her work experience spans campus and private industry, including financial aid, academic advising, supervising for a fortune 500 company, project management for a web development company, and career services.

She currently serves as the Director of the Knight Division for Scholarships and Student Inclusion in the College of Journalism and Communications. Here, she pushes students to be their personal best, while equipping them with the tools for greatness. She also coordinates student opportunities such as Interviewing Days, Job/Internship Databases, CJC scholarships and career planning.

#### Office Hours

Thursday, via zoom

9:30-11:00am or by appointment

(see zoom link and passcode on class calendar)



## ACADEMIC HONOR CODE AND ACADEMIC HONESTY

University of Florida Student Honor Code:

**Preamble:** In adopting this Honor Code, the students of the University of Florida recognize that academic honesty and integrity are fundamental values of the University community. Students who enroll at the University commit to holding themselves and their peers to the high standard of honor required by the Honor Code. Any individual who becomes aware of a violation of the Honor Code is bound by honor to take corrective action. The quality of a University of Florida education is dependent upon community acceptance and enforcement of the Honor Code.

**Pledge:** 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."

An academic honesty offense is defined as the act of lying, cheating, or stealing academic information so that one gains academic advantage. As a University of Florida student, one is expected to neither commit nor assist another in committing an academic honesty violation. Additionally, it is the student's duty to report observed academic honesty violations. Violations of the Honor Code and academic dishonesty will not be tolerated. Specifically, instructors will rigorously pursue incidents of plagiarism of any type or incidents of referring to any unauthorized material for any class requirement. Before submitting any work for this class, please read the policies about academic honesty at [www.dso.ufl.edu/sccr](http://www.dso.ufl.edu/sccr), and ask the instructors to clarify any expectations you do not understand.



### THE HONOR CODE

We, the members of the University of Florida community, pledge to hold ourselves and our peers to the highest standards of honesty and integrity.

FOR INFORMATION VISIT:

<http://www.dso.ufl.edu/sccr/process/student-conduct-honor-code/>

## Our Mindset for Class

(Never waste an opportunity to become better!)

1. Class will be fun. Students will look forward to the class and the assignments.
2. Everything will be useful and have a purpose. I promise not to assign any busy work.
3. Participation is required. You do not have to talk the most, but I expect active listeners and participants.
4. Mature and respectful behavior is expected. From you, and from me.
5. **Side conversations, sleeping, and checking electronics are not appropriate.**
6. I am here to help, but I expect you to check the syllabus and/or Canvas **before** asking assignment/grade questions.

## ADA Statement

The University of Florida provides high-quality services to students with disabilities, and we encourage you to take advantage of them. Students with disabilities needing academic accommodations should **1)** Register with and provide documentation to Disability Resources (352-392-8565), and **2)** Bring a letter to the instructor from Disability Resources indicating that you need academic accommodations. Please do this as soon as possible, **preferably within the first week of class.**

## Absences/ Late Policy

There is no such thing as a "freebie" when it comes to absences or being late. If you miss class and subsequently miss an in class assignment, you will receive a zero. Please note that most assignments are uploaded online, but some are submitted in class. Both are due by the start of class. **Late work is not accepted.** If you have an excused absence, you may make arrangements to turn in your work early. In the case of an emergency, late work may be accepted with documentation of the extenuating circumstance. **Religious holiday conflicts with class should be submitted by the third week of class.** Excused absences are as follows: University Sponsored and/or UAA Events with at least 1 week **prior** notice **and** documentation; Medical/Emotional/ Family Emergencies with **appropriate documentation and communication.** All emergency absence documentation is due within two weeks of your return to class. Make up assignments will not be given until documentation is received. If class is cancelled for unforeseen reasons, homework is still due online as previously scheduled.

## Out of Class Attendance

To supplement class discussion and engage you in opportunities within the College and across campus, attendance and participation will be required for some out-of-class activities. Excused absences for these activities will follow the same guidelines as missing a class. Keep in mind that most activities will have flexible dates and times, and **ALL** will have **VIRTUAL** alternatives so you may plan around your schedule and needs. **Procrastination, resulting in a loss of options, does not count as an excused absence.**

## COVID Statement

There will be an **option** for face-to-face participation activities to accomplish the student learning objectives of this course. In response to COVID-19, the following policies and requirements are in place to maintain your learning environment and to enhance the safety of in person interactions.

- You are required to wear approved face coverings at all times during class activities and within buildings. Following and enforcing these policies and requirements are all of our responsibility. Failure to do so will lead to a report to the Office of Student Conduct and Conflict Resolution.
- This course will only utilize physical spaces with enough capacity to maintain physical distancing (6 feet between individuals) requirements. Please utilize designated seats and maintain appropriate spacing between students. Please do not move desks or stations.
- Sanitizing supplies are available if you wish to wipe down your space prior to sitting down and at the end of class.
- Follow instructor guidance on how to enter and exit the classroom. Practice physical distancing to the extent possible when entering and exiting the classroom.
- If you are experiencing COVID-19 symptoms ([Click here for guidance from the CDC on symptoms of coronavirus](#)), please use the UF Health screening system and follow the instructions on whether you are able to attend class. [Click here for UF Health guidance on what to do if you have been exposed to or are experiencing Covid-19 symptoms.](#)
- Course materials will be provided to you with an excused absence, and you will be given a reasonable amount of time to make up work. [Find more information in the university attendance policies.](#)

## Virtual Attendance & Privacy

- You are expected to have your camera on during Zoom sessions. If you go to black screen for a significant amount of time, points will be deducted from your attendance/participation score at the instructor's discretion.
- You may use virtual backgrounds for Zoom if you want to protect the privacy of your environment or surroundings. All backgrounds selected should be free of inappropriate or unprofessional content.
- Our class sessions may be audio visually recorded for enrolled students who are unable to attend live due to extenuating circumstances. Students who participate with their camera engaged or utilize a profile image are agreeing to have their video or image recorded. If you have extenuating circumstances or concerns about Zoom attendance, please see the instructor.
- Likewise, students who un-mute during class and participate orally are agreeing to have their voices recorded. If you are not willing to consent to have your voice recorded during class, you will need to keep your mute button activated and communicate exclusively using the "chat" feature, which allows students to type questions and comments live. The chat will not be recorded or shared. As in all courses, unauthorized recording and unauthorized sharing of recorded materials is prohibited.

## Respect

**Respect is an absolute requirement for this course.** Participation is essential to the learning process and reflects 15% of the course grades. In order to give everyone the opportunity for maximum participation, a safe respectful environment must exist in the class for **all** opinions and perspectives. At no time should there be any use of profanity, slurs, or aggressive volume used in the discussions. This applies to course guests and students. Surfing the internet, playing games, and blogging are all disrespectful when done during a presentation or lecture. We are here to learn, and should therefore vow to listen, process, and then respectfully respond to the statements made.

# Class Agenda

Date/Topic	Topic Description	Assignment Due
09/01- Class 1 – Welcome, Introductions Expectations, Course Objectives	How to Get an A and MORE ...	
09/08- Class 2 – Your Brand Values, Motivation & Path	Discussion on Identifying, Pursuing, & Achieving Goals	<i>Pre-Test</i>
09/15- Class 3 – Resume	Resume	
09/22- Class 4 – The Majors	Department Panel	<i>Dream Job</i>
09/29- Class 5 – Know your PATH	Degree Audit & Advising	
10/06- Class 6 – Get Involved	Student org panel	<i>Resume Before &amp; After</i>
10/13- Class 7- Communications	Communicating and Professionalism	
10/20- Class 8 – Interviewing Skills	Elements of a Great Interview	<i>Fall Career Fair</i>
10/27- Class 9 – Social Media	What does yours say about you???	
11/03- Class 10 – Time Management	Counseling & Wellness Center	<i>Diversity Reflection</i>
11/10- Class 11- Diversity	Perspective, Presentation, & Media	
11/17- Class 12 – Immersion	Production , News, & Agency Experiences in the College	<i>Student Org Meeting</i>
11/24- Class 13 –	Real Life Success	
12/01- Class 14 -	Real Life Success	<i>Gator Professional Series</i>
12/08- Class 14 Last Class	Real Talk Q & A	

## GRADING and COURSE TOPIC OUTLINE \*Schedule is subject to change per advance notice from Instructors\*

95-100 (A); 90-94 (A-); 87-89 (B+); 83-86 B; 80-82 (B-); 77-79 (C+); 73-76 (C); 70-72 (C-); 67-69 (D+); 63-66 (D); 60-62 (D-); 59 or below (E)

30	Attendance/Participation
05	Pre- Test
10	Resume Assignment
10	Diversity Assignment
10	Certified Gator Professional Certificate
10	Career Day/ Showcase Attendance
10	Dream Job Assignment
10	Student Organization Meeting Attendance
05	Post Test

**100 TOTAL POINTS POSSIBLE**

\*All assignments are for credit towards a college level course. Submissions should be of college level quality. All homework assignments should be typed. Scanned assignments should be written legibly. Please check grammar, punctuations, and tone prior to submission. **First and last names should be listed on all submissions (no nicknames).** Assignments requiring a photo can either be uploaded as a jpeg or you may use the embed image tool to paste a photo into the text field on the e-learning assignment page (aka Canvas). If having extreme difficulties attaching photos, complete

***the assignment in a word document (with photos) and upload as a single file. All Assignments are due by the start of class.***

## Assignment Descriptions

- **Pre-Test & Post Test**

You will receive an email from the instructor, to your official University of Florida email address, at the beginning of the semester, and again at the end of the semester (after last class). The email will contain a link to an online survey style quiz. The link can also be accessed via the class Canvas page, in assignments. There are no wrong answers, but you are required to answer honestly, and to complete the survey fully for credit.

**5 points each**

**Due Sept 08 & Dec 07**

- **Attendance and Participation**

Attendance is required in this class, as lack of presence equates to a lack of participation and contribution. These elements are essential to the objectives of this course. Points will be given for class attendance. The class is **synchronous**, so attendance is required. Coming late or leaving early may result in a reduction of points. Additional points will be awarded based on the level of engagement in the course as a whole. Make-Ups for in class points will only be given to those with an excused absence and documentation.

**30 points**

- **Dream Job Assignment**

On the canvas assignment page, answer the questions in reference to your long term career goal with a bullet point list of at least 5 things you plan to do during your undergraduate studies to prepare for this goal. Include a web link to the job description for your dream job or a similar position. Include three employers (companies), and the link to their careers page.

- Please do not try to make up the job requirements and tasks off the cuff. You may gather them from your review of the job postings of your actual dream job.
- Please use actual job postings and not general websites like study.com. It will give you a much more accurate understanding of what is required to achieve your goal.
- Seek job postings on company career pages and professional organization job boards.
  - No indeed.com No monster.com or anything along those lines

If you are an athlete, please complete the assignment from the perspective of your post athletic (NFL, NBA, WNBA, Olympic, etc) career. If you are unsure of your exact career interest or you have multiple interests, please identify one possible goal to focus on for the assignment.

**Also, read your classmates entries and offer a word of advice or resource to at least 2 peers in the replies.**

- Graduation, passing classes, attending classes, and other academic centered items should NOT be included as steps towards your goal. Please make very specific statements ("Join the XYZ club" vs. "join a club") *TIP- review actual job descriptions for a clear understanding of requirements and duties.*

**10 points**

**Due September 22<sup>nd</sup>**

- **Resume Before and After**

Upload a copy of your original and updated resumes to the designated assignment on the class canvas page. Your file may be an image, pdf, or word document. PDF is preferred. You may scan your original with your resume critique notes on it if you like. Please include the name and title of the person who critiqued your resume. **Please take into consideration the items discussed and reviewed in class, as well as taking advantage of resume critiquing resources on campus, including the Career Connections Center.** Using off campus or untrained resources for resume critiques will be at your own risk. I strongly recommend scheduling an appointment for the Career Connections Center for your critique. This can be scheduled by logging into Gator CareerLink or visiting

[www.career.ufl.edu](http://www.career.ufl.edu)

**10 points**

**Due- October 06<sup>th</sup>**

- **Fall Career Fair Attendance**

Students must attend at the [Fall Career Showcase](#) on September 21<sup>st</sup> -24<sup>th</sup> or [Careers in Communications Fair](#) on Wednesday, October 13<sup>th</sup>. Upload a photo or screenshot of you attending the fair and describe a conversation you had with a recruiter that day. Don't forget to wear appropriate career fair attire! *Hint: If you would like pre-scheduled interviews, you must pre-register before the deadline!*

**10 points**

**Due- October 20<sup>th</sup>**

- **Diversity Reflection**

Attend an approved diversity activity from a culture you do not personally identify with and write a brief reflection. In selecting an event, I expect you to be somewhat uncomfortable, your participation to be somewhat interactive, and your experience to teach you something about the culture. Your reflection should include the name, date, and location of the event, as well as who sponsored it. You should also include the following reflections 1)how do you differ from the event hosts 2) what are expectations of the event (content of the event/not just format), 2) your feelings while attending the event, and 3) the differences between your expectations and the actual experience. Close with a statement on what you learned from trying a new experience. You will also need to submit a screenshot/photo of you participating in the activity. Complete via the E-learning page (aka Canvas).

The following do **NOT** count as a diversity experience for this assignment:

- Eating in a restaurant, Hare Krishna lunch, or any ethnic meal without a program explaining significance of the meal
- Parties/Socials
- Visiting exhibits or anything that does not include interaction with people from different culture
- Vacation or recreational trips (fraternity trips to New Orleans, Spring Break in Mexico, etc)
- Attending a church service for a different denomination of the religion you identify with

The following count as **approved** diversity experiences for this assignment:

- Black Student Union General Body Meetings
- Asian Student Union General Body Meetings
- Pride Student Union General Body Meetings
- Hispanic Student Association General Body Meetings
- Arab Student Association General Body Meetings
- Religious services (not bible study) of religion you do not identify with (denominations within the same religion will not count)

**\*\*Additional approved events will be added to the Canvas discussion board as discovered\*\***

**10 points**

**Due- November 03<sup>rd</sup>**

- **Professional Student Organization Meeting**

A professional student organization is one that directly relates to a specific career or industry. Examples of professional student organizations are the National Broadcast Society, The Pre-Law Society, National Association of Black Journalist, Ad Society, Public Relations Student Society of America, Pre-Med Society, Women in Engineering, etc. etc. etc.

Student unions, Cicerones, Student Government, and Non-Profit/Volunteer organizations will **NOT** count for this assignment. While they may have professional development components, this assignment is for professional organizations that are geared towards a particular industry, with the primary goal of preparing you for your career field of interest. Please take a picture of you attending a professional student organization meeting and upload it to the e-learning page of assignments. *(You should be visible in the photo, and the event should be visible as well. ie. no bathroom pics. Multiple photos are allowed)*

In the text entry box, 1) include the name of the organization, the 2) date and 3) location of the meeting, 4) how it relates to your career goal, and 5) a photo/screenshot of you at the meeting.

**10 points**

**Due- November 17<sup>th</sup>**

- **Gator Professional Series**

Gator Professional Series (GPS) is a series of personal and professional development workshops that review skills needed to succeed in a professional setting. Complete the GPS workshops to help you develop strategies for your job search, craft your brand, and understand expectations when working in a professional environment. Upon completion, you will be recognized as a Certified Gator Professional, reflected in your Gator CareerLink profile. **Upload a jpeg copy of your certificate or the official completion confirmation email, to receive course credit.**

CGP is available through online modules. To begin the online CGP, visit <https://career.ufl.edu/services-resources/gator-professional-series/> and scroll down to the Certified Gator Professional link.

In order to receive your certificate, you must complete the "end of course" survey in GPS. Once the survey is marked "complete", the system will be prompted to create a certificate that you can retrieve. Don't forget to add this certification to your resume!

**10 points**

**Due- December 01<sup>st</sup>**

- **Extra Credit**

Extra credit may be given for exceptional work. When students are spotted going above and beyond in their coursework, or accomplish extraordinary feats utilizing what they learned in the course, they may be awarded extra credit.

**If you ever have questions or need guidance in reference to any class assignment, topic, or just the college in general, please do not hesitate to email Dr. Graham, attend office hours, or schedule an appointment.**