



MMC 1009

Intro to Media and Communications

Fall 2020

**COURSE INFORMATION**

MMC 1009

Credits 01

Meeting Time: Distance Asynchronous

Office Hours by Appointment

**Canvas Classroom URL:**

<https://ufl.instructure.com/courses/404200>

**INSTRUCTOR**

Robert (Bob) Hughes MA

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970-368-2021

@rjhughes\_uf

Please see my Bio—and a place for you to add your bio—under the Discussions tab in Canvas.

Note—please use my [rjhughes@jou.ufl.edu](mailto:rjhughes@jou.ufl.edu) email address for all communication. Email is the quickest way to get a message to me as it hits my phone, which I always have with me!

Please DO NOT use the email option/tab in the Canvas shell. This does not hit my iPhone on a timely basis and I cannot reply using my iPhone. Please only use my [rjhughes@jou.ufl.edu](mailto:rjhughes@jou.ufl.edu) email address to reach me.

**Questions or other messages for me should be sent to my UFL email address above to ensure receipt and reply. Any messages sent on Canvas will not receive a reply.**

**IMPORTANT! Follow this syllabus ONLY for your class information. Print it out and check things off as completed. THERE MAY BE INFORMATION INCLUDED HERE THAT IS NOT FULLY EXPLAINED/INCLUDED ON CANVAS PAGES!!!**

Announcements tab in Canvas shell

Be sure to check the Announcements tab in the Canvas shell regularly (I recommend daily) for information on class assignments, changes and other class information. In addition, important information (but not all Announcements) will be sent via email when it is posted in this tab. It is YOUR responsibility to keep up with class Announcements.

## COURSE WEBSITE

Canvas Classroom: <https://ufl.instructure.com/courses/404200>

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

## Course Description and Objectives

This course is designed to give UF Online students a general overview of the College of Journalism and Communications. We will discuss career options with all areas of study in our College: *Advertising, Journalism, Media and Society, Public Relations and Telecommunication*. **We will look at current trends in the field of communications, audience engagement and social networks using the majors and career paths in advertising, public relations, print and broadcast journalism to help you succeed in our College.** In addition to a general understanding of our fields of study and their corresponding professions, you will begin to build your professional network by connecting with industry professionals near you as a part of your learning experience.

Please note that the videos in the course feature former instructors and other UF faculty.

## Course goals

Our goal is to prepare you for a successful experience at our College by introducing you to our programs, professors, industry professionals and best practices. We want you to begin planning your career by building your professional network from day one with us. Finding a mentor to help guide you through college is a critical component to your success. This can be a professor, professional or close advisor. Through this course, you will be connecting with practicing professionals in the industry of your choice to learn more about career options in communications.

## What will you learn?

- Basic principles of Advertising, Journalism, Media and Society, Public Relations and Telecommunication and how these fields of study provide career opportunities
- How to position your social networks to benefit you professionally
- Where to find professional networks
- What opportunities you can take advantage of as an online student

## Course Design/Expectations

This course is asynchronous.

## Lectures

The recorded materials will help you to understand key concepts and assignments. These are reinforced in online homework and in written submissions. **Please note: Follow only the syllabus for assignments, due dates and other relevant information. Some may have changed since the lectures were recorded.**

## Required Readings

There is not a required textbook to purchase for this course. You will have assigned readings in each module, and, in addition, you are expected to follow the news each week on the following websites and include current media events and industry developments in your weekly discussions and be prepared to answer questions on module quizzes:

Poynter  
<http://www.poynter.org>

MediaShift  
<http://mediashift.org/>

Advertising Age  
<http://adage.com/>

PR Week  
<http://www.prwe>

*Your Student Role Includes:*

- Completing the assignments by deadline
- Watching the class lectures
- Participating in ALL discussions and exercises
- Being innovative and entrepreneurial
- Communicating often with your professor
- Checking Announcements Tab VERY often

*My Instructor Role Includes:*

- Facilitating your classroom success in a diplomatic, courteous, and fun environment
- Reviewing, grading, and offering commentary on your assignments
- Evoking discussion and having fun doing it!
- Resolving any issues that arise with assignments and other course materials
- Communicating often with YOU

**My Policies**

I am located in Atlanta, GA, and will do my best to respond to student emails within 24 hours. If you email me within 24 hours of an assignment deadline, I will do my best to get back to you, but cannot promise I will respond in time, so plan ahead.

I may email you directly but may also post information to the Canvas announcements section of the course. **Please read the announcements and your syllabus before contacting me with questions to see if your answers are there.** It is my goal to post grades within a week of assignment deadlines.

**Questions or other messages for me should be sent to my UFL email address above to ensure receipt and reply. Any messages sent on Canvas will not receive a reply. Please include your class number in your subject line!!**

Student evaluation

**Students will be graded through a variety of assignments, quizzes and a final paper.** The grades will break down as follows and available in your grade book on Canvas (the final grade average calculated there will be used to determine your final grade):

- Six Multiple-Choice Quizzes (10 each): **60 points**
- Six Discussion Board Posts (5 each): **30 points**
- Six Course Activities (5 each): **30 points**
- **Final Paper: 30 points**

Total possible points earned in class: 150

**Multiple-choice quizzes** will be given at the end of each module and will cover the topics in both the lectures and the readings. They will be taken online, have a time limit, and be graded once all students in the course complete the quiz.

**Discussion board posts** will vary from sharing examples of work you find online to questions and comments about topics covered in class. Incorporate hyperlinks in your text as you see them used here in your syllabus. They will be open for two-week periods and will be graded for relevance, understanding of the topic asked and ability to identify and communicate pertinent and accurate concepts.

## Grading Scale

<b>A</b>	94-100
<b>A-</b>	90-93
<b>B+</b>	87-89
<b>B</b>	84-86
<b>B-</b>	80-83
<b>C+</b>	77-79
<b>C</b>	74-76
<b>C-</b>	70-73
<b>D+</b>	67-69
<b>D</b>	64-66
<b>D-</b>	60-63
<b>E</b>	59 or lower

**Course activities** will be turned in online. These activities could vary from completing a professional Twitter account, pitching a TV news story, or networking with each other. Again, incorporate hyperlinks in your text as you see them used here in your syllabus.

**The Final paper (A Day in the Life)** For this assignment you must choose one of the communication fields we have studied in our class (advertising/PR/print journalism/broadcast journalism). Then research what a typical day in the life of a professional in your chosen field is like. Your research must be cited with at least three sources. Your paper should detail WHAT your research shows that professional does during the day and what steps they take in their profession. (As an example, for your research, Google 'A day in the life of (an advertising executive)' and you will find numerous articles and links for your research. You should explain why those steps relate to the professional's field. (As an example: Ad Manager meets with representatives of the brand's ad agency. How this relates: In this meeting the Ad Manager can detail the new product or service the brand will introduce in the next quarter, explaining introduction date, benefits of the product or service, the sales goals for the product or service and timelines. This information will allow the ad agency to develop an advertising plan for the introduction of the product or service.)

Then, search LinkedIn for TWO real life examples of professionals actually engaged in that profession, what their current job is and their background. Explain why you chose those two people for your examples.

The paper should include links to all your sites used in your research as well as the LinkedIn profile link.

Your paper should be between 750 and 1000 words (roughly 3-4 pages.)

#### Learning environment

Give your classmates the utmost respect when interacting with them in this course. Remember that it is much different to communicate thoughts and opinions over discussion boards than in person. Be respectful to your classmates' ideas, ask insightful questions for clarity, read with consideration, and give criticism with professionalism

Both students and faculty each have a responsibility to maintain an appropriate learning environment online. I expect that we will all show professional courtesy and good “netiquette” in our discussions. Per university policy, we will all give due respect to individuals and topics dealing with differences of race, color, culture, religion, creed, politics, veteran’s status, sexual orientation, gender, gender identity, and gender expression, age, disability, political affiliation, and nationalities. If there is a pronoun your classmates and I should use when talking with you, please let us know.

### ***Announcements tab in Canvas shell***

Be sure to check the Announcements tab in the Canvas shell regularly for information on class assignments, changes and other class information. In addition, important information will be sent via email when it is posted in this tab.

### **COURSE POLICIES**

#### Attendance Policy

This is an online asynchronously delivered course, attendance in the form of calling roll will not occur.

#### Missed assignments and late work

Because we are working together in a class about professionalism and learning about professions that run on tight and crucial deadlines, we will do the same to model and practice that behavior as students. **No late work will be accepted or extended deadlines for missed assignments will be granted in this course – NO EXCEPTIONS.** Requests for extensions will not receive a response. Manage your time and prioritize your work. Our assignments are neither long nor terribly difficult, and if you do them thoroughly and well and turn them in on time, you will complete this course with a satisfactory grade.

Each module’s discussion board post and activity will be open for at least a two-week period and the module quiz will be scheduled well in advance. The final paper’s instructions are in this syllabus and the assignment is open on Canvas on the first day of the course and can be turned in at any time during the course. **Given the long-term availability of the course content and assignments in this class, as well as the fact that our deadlines are always the same, there are no excuses for not completing work on time.** Please plan ahead and, if you need to, work ahead.

#### Factual errors

Making fact errors on an assignment – this includes, but is not limited to, inaccurate facts and statistics, misspellings of proper names, and misquotes – will result in a full letter grade deduction for that assignment. Please **proofread** and fact check your writing, sources, and information carefully.

***Late submissions will receive a ‘zero’ grade, and there will be no make-up assignments unless you have a doctor’s note, a documented emergency or you have negotiated with me ahead of time for late work.***

Issues with uploading work for a grade is not an excuse. If you have technical difficulties with Canvas, there are other means to submit completed work. You may email .zip files or even links to Dropbox folders to your Instructor via UF email. Another suggestion to compensate for technical difficulties by not waiting until the last minute to submit work.

**Technical issue policy:** Any requests for make-ups due to technical issues MUST be accompanied by the ticket number received from LSS when the problem was reported to them. The ticket number will document the time and date of the problem. You MUST e-mail your instructor within 24 hours of the technical difficulty if you wish to request a make-up. Contact UF helpdesk (352) 392-HELP.

**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/>.

**Students MUST inform their academic advisor before dropping a course**, whether for medical or non-medical reasons. Your advisor will assist with notifying professors and go over options for how to proceed with their classes.

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>

#### Ownership Education

As UF students, you are not passive participants in this course. All students in this Program have a background in marketing, advertising, public relations, journalism, or similar fields. 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. The Canvas shell will have an open Q&A thread where you should pose questions to your classmates when you have a question as it relates to an assignment or an issue that has come up at work. Your classmates along with your instructor will be able to respond to these questions and provide feedback and help. This also allows everyone to gain the same knowledge in one location rather than the instructor responding back to just one student which limits the rest of the class from gaining this knowledge.

#### 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. DRC is located in room 001 in Reid Hall or you can contact them by phone at 352-392-8565.

University counseling services and mental health services:

**\*\*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 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.

**Getting Help:**

For issues with technical difficulties for E-learning in Canvas, please contact the UF Help Desk at:

- [Learning-support@ufl.edu](mailto:Learning-support@ufl.edu)
- (352) 392-HELP - select option 2
- <https://lss.at.ufl.edu/help.shtml>

**\*\* Any requests for make-ups due to technical issues MUST be accompanied by the ticket number received from LSS when the problem was reported to them. The ticket number will document the time and date of the problem. You MUST e-mail your instructor within 24 hours of the technical difficulty if you wish to request a make-up.**

Other resources are available at <http://www.distance.ufl.edu/getting-help> for:

Counseling and Wellness resources

<http://www.counseling.ufl.edu/cwc/Default.aspx>

352-392-1575

- Disability resources
- Resources for handling student concerns and complaints
- Library Help Desk support

Should you have any complaints with your experience in this course please 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.a.a.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.a.a.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 <http://www.dso.ufl.edu/students.php>

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:

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. A student-run Honor Court and faculty support are crucial to the success of the Honor Code. The quality of a University of Florida education is dependent upon the community acceptance and enforcement of the Honor Code.

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."

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 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.

Students are expected to adhere to the University of Florida Code of Conduct <https://www.dso.ufl.edu/sccr/process/student-conduct-honor-code>

**#END OF SYLLABUS#**

