



MMC 1009 – Introduction to Media and Communications

Fall 2021 Syllabus (subject to change)

Professor: Ms. Liandra Larsen

Meeting Time: Online, No Mandatory Live Classes

Office Hours: Email to arrange a phone or virtual conference

Contact: llarsen2394@ufl.edu

Required Readings: Links to readings and videos will be posted on Canvas

Course overview

MMC 1009 is designed to introduce students to the tools, resources and activities offered by the College of Journalism and Communications, while preparing them for success as a student and in their careers thereafter.

Objectives

Students will receive lessons on the organization of the college, its resources, and career preparation. Students will be coached on ways to maximize their learning and development. The main topics discussed this semester will be:

- Engagement (with UF faculty/staff, and fellow students)
- Involvement
- College resources
- Active engagement in one's own learning
- Goal setting and career plan development

Instructor's policies

Students should contact Ms. Larsen by email and include a detailed subject line. Questions about assignment should be sent in a timely manner, giving Ms. Larsen ample time to respond before they are due. The deadlines for all assignments in each module are on Sundays at 11:59 pm ET. The final project may have a different deadline. You must be aware of all deadlines as outlined in Canvas.

The Grading

The grade breakdown for the course is as follows:

5 Assignments: *50 pts. each for a total of 250 pts.

5 Quizzes: *50 pts. each for a total of 250 pts.

5 Discussions: *50 pts. each for a total of 250 pts.

1 Final project: *250 pts.

*There is potential for assignment totals and formats to change depending on how things progress throughout the semester. We have to be flexible due to COVID, internet issues, personal issues, things out of our control, etc.

Total points possible: 1000 pts.

The Modules

Over the last few semesters, I've realized that there are always specific topics my students are interested in learning more about. That's why, once we reach the halfway point of the course, I will ask for your feedback. With that feedback, I will create modules that will benefit you most. Here's a look at what we have planned for the first half of the semester:

Module 1: Welcome to MMC 1009!

Module 2: Become a research ninja

Module 3 – 4: Career Building

Module 5: Personal Branding

Module 6: How're we doing?

Module 7: Off Week (Homecoming)

Module 8 – 13: TBD

Module 14: Off Week (Thanksgiving)

Module 15: Final Assignment

Course Structure

This course is online only via Canvas. All deadlines are on Eastern Time, but Professor Larsen in on Central Time, so be mindful when emailing and scheduling meetings. Each module will become available by Tuesday at 8am ET to Sunday at 11:59pm ET of a given week, including holidays. It is the student's responsibility to follow and adhere to this schedule. Each module may consist of course videos, readings, discussion topics, reading quizzes & lecture quizzes.

There will be one final project. Final grades will be calculated based on the average grade calculated in the Canvas grade book and according to the UF grading scale that follows.

Reading/Video Quizzes - Some of the modules will have quizzes on material covered in video lectures and readings. These quizzes may include open-ended questions to test your command and understanding of the material. These will be timed (length varies by module).

Discussion Contributions - You will participate in several discussions related to the subjects covered. Some of them will be centered around videos, and some will be about major points of the module. You are expected to make a minimum of one original video reply to the discussion and either a 50 word reply or short video reply to a minimum of one other classmate.

Do not use derogatory language in your discussion posts or assignments. Everyone deserves a safe environment in which to participate in class discussions. Therefore, while expressing what you feel about a particular issue, be respectful in your discussion posts and peer interactions. Disrespect towards other students, direct or covert, will not be tolerated under any circumstances. If you have questions about the use of specific words or language that may be deemed derogatory, obscene, or biased in some way, clarify with the instructor via email before including such words/phrases in your post.

The Fine Print

Lecture recordings and materials

All class materials will be available under the appropriate week/module. This includes pre-recorded videos, readings, links to assignments, and any additional relevant materials. In other words, if you are looking for the recording or assignment from Week 3's class, then click on the Week 3 module. This is also available under the Modules tab of Canvas. A detailed description of each assignment can be found on Canvas.

Miss a quiz or assignment?

- All quizzes and assignments must be completed by 11:59pm on the Sunday of the week it is assigned.
- If you do not complete a quiz or assignment by that time, you will receive a 0 for that week, but I'm human, so if you are going through a difficult time and miss a quiz or assignment please reach out to me personally so we can get the assignment reopened for you.
- I have been in college for what feels like forever (and used every excuse in the book), so please be honest with me when you fall short on an assignment. We will figure it out!

How will I get in touch with you?

Messages to the entire class will be sent out on Canvas. Individually, it may be via email or on Canvas. Remember that although I may reply to a message from your gmail (or other) account, I will always initiate a message to your UF email. This is in accordance with program policy. Check those UF email accounts!

UF's Grading Policy

Please read: <https://catalog.ufl.edu/ugrad/current/regulations/info/grades.aspx>

Communication

You may email the instructor via Canvas messaging or UF email. Please contact the UF Help Desk to resolve technical issues that might arise with Canvas: <http://helpdesk.ufl.edu/>

Makeups

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

Evaluations

Students are expected to provide feedback on the quality of instruction in this course by completing online evaluations at <https://evaluations.ufl.edu>. Evaluations are typically open during the last two or three weeks of the semester, but students will be given specific times when they are open. Summary results of these assessments are available to students at <https://evaluations.ufl.edu/results/>

Academic Integrity

The College of Journalism and Communications at UF is committed to upholding the University's Academic Honor code as detailed on UF's website. Academic dishonesty of any kind is not tolerated in this course. The university's guidelines provide additional details, which you are expected to understand completely. <https://sccr.dso.ufl.edu/policies/student-honor-code/student-conduct-code/>

UMatter, We Care

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

Resources

The University of Florida is full of resources that can help you in your academic career. You are encouraged to make use of resources such as the library, tutoring, career resource center, etc. A list of useful UF resources can be found here: <http://www.ufl.edu/academics/resources/>

Students with Disabilities

Reasonable accommodations will be made for any students with disabilities. If you have a disability, the Dean of Students Office will give you official documentation, which you will give to your instructor. More information is on the Disability Resource Center page from the Dean of Students Office: <https://drc.dso.ufl.edu/>