

**MMC 6936** — Sec 7070. Class # 24830.

## Professional Master's Seminar

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**Wednesdays: Periods 6-7 (12:50 AM - 2:45 PM)**

Classroom: WEIM 1070 — Office Hours: To be arranged

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Welcome to the first step towards the completion of your Professional Master's Capstone Project. This course provides a structure to kickoff your project and includes a mixture of lectures, guest speakers and online discussions.

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The Professional Master's Capstone project is an advanced-level project that requires that students apply and demonstrate the knowledge and skills gained in their academic coursework. These projects are meant to be the culmination of your graduate studies and should provide breadth and integration of knowledge that showcase professional level work in one or more areas within the field of communications.

Students will work individually and have the opportunity to explore a variety of topics and media for delivering their project. Through this process, each student will select and work with a committee of experts (at least three), including a Chair and two additional members that will guide the work over two or more semesters (6 credit hours).

Developing a sufficiently focused project can be difficult, particularly when one is passionate about their chosen topic. Students will commonly attempt too much, for example, by identifying a problem that is too broad or too complex and time-consuming to be tackled in just a few months. The project might need to address only a small "piece" of the larger puzzle, perhaps by completing a "first step" or two, but the wonderful thing about identifying a problem in your profession is that you can continue to work on it even after you have graduated. Your completed project should be something you will be proud to show future employers.

This course will provide a structure to the process of topic and committee selection.

### Course Objectives

- Explore project topics through a variety of creative processes.
- Develop a well crafted, viable proposal for a professional capstone project
- Deliver a professional pitch and obtain a committee to guide your project
- Develop professional skills while presenting ideas, as well as providing constructive feedback to others

## Course Expectations

### Assignments

Assignments will be posted to Canvas and are meant to help you make progress on your topic selection and formation of your project proposal. During this semester we will discuss scale and scope of the project, as well as any skills that will be necessary for you to acquire prior to completing and successfully defending your project. To determine if the scope of your project is manageable, it is useful to list and describe the major steps that will be required to complete the project and to develop a realistic timeline (this is a required section of the proposal you will submit). It will also be helpful to discuss the scope of your project and skills that you will need to learn through courses or experiences with professionals (faculty, staff, etc) that can help you define and set attainable goals for completion. Please keep in mind that all of the assignments build upon each other and are meant to keep you moving forward with your Capstone project. Throughout the semester, you may find it necessary to re-submit assignments as needed if it serves to improve your proposal and/or project. You should see this as an opportunity, rather than a challenge. Keep in mind that if you do not complete the requirements of this course, you may be required to re-enroll at a later date.

The final outcome and requirements for successful completion of this course include:

1. Capstone Project proposal
2. Timeline and plan for completion
3. Identification of Chair (required) and/or Committee members (optional, your additional committee members may be selected the following semester)

To successfully complete this course, students will present their capstone project proposals in a professional manner that would be acceptable in an industry setting. These presentations may happen outside of class time, but details will be provided and agreed upon prior to scheduling.

### Grading

#### Course Grade Breakdown

60% Proposal & Proposal Presentation  
20% Assignments  
20% Discussions, In-Class Participation  
& Attendance

#### Course Grading Scheme

A	100% to 94%	C	< 77% to 74%
A-	< 94% to 90%	C-	< 74% to 70%
B+	< 90% to 87%	D+	< 70% to 67%
B	< 87% to 84%	D	< 67% to 64%
B-	< 84% to 80%	D-	< 64% to 61%
C+	< 80% to 77%	E	< 61% to 0%

## Course Policies

### Attendance

**Attendance is mandatory.** Please plan to attend all meetings as we only meet once a week and attendance is necessary to continue making progress throughout the semester. If you are not able to attend a class meeting, please notify me before class via Canvas, Slack or Email. Since we will be sharing work, participation in class discussions and providing your classmates with feedback is essential for your success in this course. Please review this link to review the University policy on acceptable reason for absence <https://catalog.ufl.edu/UGRD/academic-regulations/attendance-policies/#absencestext>

### Class Format

Weekly meetings will be held in person in WEIM 1070. It may be necessary to meet via Zoom to facilitate discussion with guest speakers or for certain presentations. Students will be notified in advance of these exceptions. Th

live on Zoom and will include mix of lectures, student presentations, discussions and guest speakers. Students are expected to have cameras on, sitting up and be engaged in class. Students who don't abide to these guidelines may be counted as absent. Students are expected to conduct themselves in a professional manner whether providing feedback to classmates or engaging with our guests.

### Academic Integrity

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-codestudentconduct-code/> UF Plagiarism Policy Plagiarism Definition - A student shall not represent as the student's own work all or any portion of the work of another.

Plagiarism includes but is not limited to:

- Quoting oral or written materials including but not limited to those found on the internet, whether published or unpublished, without proper attribution.
- Submitting a document or assignment which in whole or in part is identical or substantially identical to a document or assignment not authorized by the student.
- Unauthorized use of materials or resources.
- Prohibited collaboration or consultation.
- Submission of paper or academic work purchased or obtained for an outside source. For UF's Plagiarism Policy visit <http://regulations.ufl.edu/wp-content/uploads/2018/06/4.040-1.pdf>
- If you have any questions or concerns if it qualifies for plagiarism, just ask!

### University Policy on Accommodating Students with Disabilities

Students with disabilities who experience learning barriers and would like to request academic accommodations should connect with the Disability Resource Center (DRC) by visiting their

Get Started page. The DRC 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 during the term for which they are seeking accommodations.

## **In-Class Recording**

Students are allowed to record video or audio of class lectures. However, the purposes for which these recordings may be used are strictly controlled. The only allowable purposes are (1) for personal educational use, (2) in connection with a complaint to the university, or (3) as evidence in, or in preparation for, a criminal or civil proceeding. All other purposes are prohibited. Specifically, students may not publish recorded lectures without the written consent of the instructor. A "class lecture" is an educational presentation intended to inform or teach enrolled students about a particular subject, including any instructor-led discussions that form part of the presentation, and delivered by any instructor hired or appointed by the University, or by a guest instructor, as part of a University of Florida course. A class lecture does not include lab sessions, student presentations, clinical presentations such as patient history, academic exercises involving solely student participation, assessments (quizzes, tests, exams), field trips, private conversations between students in the class or between a student and the faculty or lecturer during a class session. Publication without permission of the instructor is prohibited. To "publish" means to share, transmit, circulate, distribute, or provide access to a recording, regardless of format or medium, to another person (or persons), including but not limited to another student within the same class section. Additionally, a recording, or transcript of a recording, is considered published if it is posted on or uploaded to, in whole or in part, any media platform, including but not limited to social media, book, magazine, newspaper, leaflet, or third party note/tutoring services. A student who publishes a recording without written consent may be subject to a civil cause of action instituted by a person injured by the publication and/ or discipline under UF Regulation 4.040 Student

## **Student Resources**

### **Academic Resources**

**E-learning technical support:** Contact the UF Computing Help Desk at 352-392-4357 or via e-mail at [helpdesk@ufl.edu](mailto:helpdesk@ufl.edu).

**Career Connections Center:** Reitz Union Suite 1300, 352-392- 1601. Career assistance and counseling services.

**Library Support:** Various ways to receive assistance with respect to using the libraries or finding resources. Students will be required to use various databases found in the library and used by industry professionals, such as, AdSpender, Census Bureau, Demographics Now, Hoovers, IBISWorld, MarketResearch.com, Mintel, Simmons, Simply Analytics, Statista, etc.

**Teaching Center:** Broward Hall, 352-392-2010 or to make an appointment 352- 392-6420.

General study skills and tutoring. Writing Studio: 2215 Turlington Hall, 352-846-1138. Help brainstorming, formatting, and writing papers.

**Student Complaints On-Campus:** Visit the Student Honor Code and Student Conduct Code webpage for more information.

**On-Line Students Complaints:** View the Distance Learning Student Complaint Process.

### **Health and Wellness Resources**

**U Matter, We Care:** If you or a friend is in distress, please contact [umatter@ufl.edu](mailto:umatter@ufl.edu) or 352-392-1575 so that a team

## Proposed Schedule

(Schedule is tentative and will change as needed.  
Please refer to Canvas for the most updated schedule)

Week 1	8/24	Intro to Capstone Process
Week 2	8/31	Deliverables, Project Examples
Week 3-4	9/7 & 9/14	Exploring Topics & Mindmapping
Week 5	9/21	Resources & Committee Selection
Week 6-8	9/28 - 10/12	Mindmap presentations & Guest Speakers
Week 9	10/19	Guest Speakers & Individual Feedback
Week 10	10/26	IRB & Proposal Writing
Week 11	11/2	Previous Projects & Guest Speakers
Week 12	11/9	Scheduling & Managing Timelines
Week 13	11/16	Proposal Presentations
Week 14	11/23	No Class
Week 15 & 16	11/30 & 12/7	Final Presentations
	12/14	Final Proposals Due

Please note: Guest speakers will be arranged as available and updated to the schedule.