

MMC 1009 - Intro to Media and Communications

Spring 2023 Syllabus

Course Facilitator: Robert Hughes

Video Lecturer: Bridget Dunbar

Meeting Time: Online, class week runs from Monday through Sunday with assignments due **Mondays at 11:59 PM EST**. Log In here: <https://elearning.ufl.edu/>

Contact: Via email to rjhughes@jou.ufl.edu. All messages should be sent to this address, not via Canvas. Any messages sent via Canvas might not get a timely reply.

Office Hours: Upon request with Prof Hughes via Zoom or phone

INSTRUCTOR

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Note—please use my 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 email address to reach me.

Course Description

This course is designed to introduce UF online students to the tools/resources available through the College of Journalism and Communications and the University, while also preparing them for success as an online student and in their future careers. Lessons will focus on keys to success in online learning, the organization of the college, academic and career preparation.

This course will facilitate student learning and understanding by including opportunities for:

- Success in online learning
- Understanding of CJC majors and requirements
- Knowledge of College and University resources
- Career Preparation
- Awareness of Diversity and Inclusion
- Engagement (with College, Faculty/Staff, and Peers)
- Involvement

Course Goals and Learning Outcomes

Our goal is to prepare you for a successful experience as a CJC online student by introducing you to our programs, resources, faculty/staff, industry professionals and best practices. Our hope is to help you set yourself up for success by strengthening your time management skills, actively engaging in your own learning, and planning your career by building your professional network from day one with us. Through this course, you will be introduced to various faculty/staff members who play key roles within our college as well as university and college resources that can assist you throughout your journey. You will also connect with practicing professionals in the industry of your choice to learn more about career options in Journalism and Communications.

By the end of this course, students should:

- Understand the best practices for online learning success and how to incorporate them into your daily routine.
- Know who your advisor is and how/when to reach out to them.
- Have gained basic knowledge of CJC's general degree requirements.
- Understand how to read their degree audit and participate in academic planning.
- Have gained basic knowledge of CJC majors and how these fields of study provide career opportunities.
- Have a general knowledge of the university, college, and career resources available to you and how to leverage them.
- Understand how to position your social networks to benefit you professionally.
- Have general knowledge of where to find opportunities that you can take advantage of as an online student.

Diversity Statement

It is my intent that students from all diverse backgrounds and perspectives be well-served by this course, that students' learning needs be addressed both in and out of class, and that the diversity that the students bring to this class be viewed as a resource, strength and benefit. It is my intent to present materials and activities that are respectful of diversity: gender identity, sexuality, disability, age, socioeconomic status, ethnicity, race, nationality, religion, and culture. Your suggestions are encouraged and appreciated. Please let me know ways to improve the effectiveness of the course for you personally, or for other students or student groups.

Respect

You are expected to 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.

Required Textbook

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>

Advertising Age

<http://adage.com/>

MediaShift

<http://mediashift.org/>

PR Week

<http://www.prwe>

Course Grading

Students will be graded through a variety of course activities, quizzes and a final paper. **Almost all are due on Mondays at 11:59 pm EST.** The grades will break down as follows and are 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**

Four Discussion Board Posts (5 each): **20 points**

Five Course Activities (10 each): **50 points**

Final Paper: **30 points**

Total possible points earned in class: 160

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

Multiple-choice quizzes will be given at various points throughout the semester and will cover the topics in both the lectures and the readings. They will be taken online, have a time limit, and be graded immediately after you complete it.

Discussion board posts will vary from topics like sharing why you chose your current major to comments about topics covered in class. They will be open for two-week periods and will be graded for relevance, understanding of the topic asked and your ability to identify and communicate pertinent and accurate concept.

All course activities will be turned in online. No work will be accepted via email. These activities will vary from weekly schedule planning, creating a professional LinkedIn account, or completing the Career Connection Center's Gator Professional Series.

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.)

Note: Your weekly course schedule is available as a separate document located in our Canvas course. Please take the time to review it carefully.

Missed Assignments and Late Work

Since we are working in a class about preparation, professionalism, developing effective time management skills, you will be expected to model and practice professional behavior with respect to dates and deadlines. **No late work will be accepted or extended deadlines for missed assignments will be granted in this course.** Manage your time and prioritize your work. Our assignments are neither long nor extremely difficult, and if you complete them well and turn them in on time, you will complete this course with a satisfactory grade.

Each module's quiz, discussion board post, and/or course activity will be scheduled in advance and open for at least a two-week period prior to the start of the module.

How to Succeed in this Course

Here are some tips that will help you get the most of this course while taking full advantage of its online, asynchronous format:

- Schedule "class times" for yourself. It is important to do the coursework on time each week. **You will receive no credit for work that is turned in late!**
- Read ALL of the material contained on the Canvas site. There is a lot of helpful information that can save you time and help you meet the objectives of the course.
- **TAKE NOTES** on your lectures and readings.
- Download our course schedule from Canvas and put our deadlines in your personal calendar/planner, and check things off as you go.
- Ask for help or clarification of the material if you need it.
- Do not wait to ask questions! Waiting to ask a question might cause you to miss a due date or do an assignment incorrectly. This includes your final Interviewing a Professional paper. It's better to ask and be safe than sorry.
- **Do your work well before the due dates.** Sometimes things happen. If your computer goes down when you are trying to submit an assignment, you'll need time to get to another machine. **Deadline extension request are not likely to be granted.**
- To be extra safe, back up your work to a flash drive or the cloud
- If you experience technical issues, please contact the UF HELP Desk:
 - Online: <https://helpdesk.ufl.edu/>
 - By email: helpdesk@ufl.edu
 - By phone: 352.392.HELP
 - You also may seek assistance at Learning-support@ufl.edu.

Academic Integrity and the UF Honor Code

As a student at this university, you 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."

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."

The full Student Honor Code can (and should) be read here: [Student Conduct & Honor Code](#).

Violations of this code are taken very seriously and can result in your failure of this course and additional sanctions. Please contact your course facilitator if you have any questions.

Students with Disabilities

The University of Florida provides high-quality services to students with disabilities, and we encourage you to take advantage of them. Students with disabilities who experience learning barriers and would like to request academic accommodations should connect with the Disability Resource Center: <https://disability.ufl.edu/get-started/>. **Please share your accommodation letter with your instructor and discuss your access needs, as early as possible in the semester, preferably within the first week of class.**

Course Evaluations

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/>.