

# MMC6936 Capstone: Digital Strategy & Web Design and Online Communication

Academic Term: Spring 2023

3 Credit Hours

## Instructor

Name: Kara Page

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Office Phone Number and Times: In case of emergency, a student is welcome to contact the instructor via text message or call at (772) 475-9639. The instructor is also available for meetings Monday-Friday from 8 a.m. – 10 p.m. ET.

Virtual Office Hours: Monday-Friday from 8 a.m. – 10 p.m. ET by appointment.

## Course Description and Prerequisites

**Course Description:** The graduate capstone course is the final course in UF CJC Online Master’s program in which the students will demonstrate the application of the knowledge and skills gained throughout their learning in the program. The students will work individually and with teammates to integrate, synthesize, and apply their knowledge to solve a real-world challenge in their specialization. This course was designed for the student to complete a professional deliverable intended to display enhanced problem solving, analytical and critical thinking, and masterful communication skills by applying theory to practice and linking theory to the professional world. This professional deliverable will serve as evidence of the various skills and abilities the student has gained during the program and can bring to a potential employer.

**Digital Strategy Prerequisites:** Students must have all core courses in their specialization’s degree plan completed prior to starting their Capstone course. Students must be in their final semester. Department approval is required.

**Web Design Prerequisites:** Students must have completed a minimum of 28 credits prior to starting their Capstone course. Students must be in their final semester. Department approval is required.

## Course Expectations

This is a fully online course, and you must log in to Canvas with your Gatorlink username and password to access the materials and assignments. The course is organized into modules with due dates. Unless otherwise specified, each module begins on Monday at 12:00 AM, ET, and ends on Sunday at 11:59 PM, ET.

### Time Commitment & Student Workload Expectations

Expect to spend between 10 to 20 hours per week, per course, watching or attending lectures, reading, working on assignments and projects, meeting with teammates, and engaging in discussions.

### Expectations for Writing Assignments: Writing Style

To meet the academic rigor and standards of a graduate program, all students are required to use the Publication Manual of the American Psychological Association (APA) 7th Edition style in their courses when appropriate for the assignment. The APA 7th Edition Manual has a plethora of guidelines that includes scholarly writing, publishing principles, elements, and format for your papers, writing style, and grammar, bias-free language guidelines, mechanics of style, in-text citing references, etc. For additional information on notable changes, see changes between APA 6th Edition and APA 7th Edition.

## **Class Demeanor**

All students are expected to be respectful of their teammates and the client. When engaging with the client, students should act professionally.

## **Attendance Policy**

Requirements for class attendance and make-up exams, assignments, and other work in this course are consistent with university policies. [Click here to read the university attendance policies](#) for information on absences, religious holidays, illness, and the twelve-day rule. Excused absences must be consistent with university policies in the [Graduate Catalog](#) and require appropriate documentation.

## **Late Assignment Policy**

Late assignments will not be accepted unless it is a [University excused absence](#) as stated in the attendance policies. **No late work will be accepted for final projects or work due in the final week of class due to the university grading deadlines.** If potential issues arise concerning submitting the final work, students should contact their instructors before the assignment deadline.

1. Late Assignment Grade Reductions
  - a. 0-24 Hours Late: 10% reduction in grade.
  - b. Over 24 Hours (24 hours and 1 minute) to 7 Calendar Days Late: 20% reduction in grade.
  - c. After the 7<sup>th</sup> Calendar Day: Work will not be accepted.
2. Late Discussions will not be accepted.

## **Student Guidelines for Course Challenges**

A student with questions regarding course content such as assignments, assessments, instructional materials, lectures, meetings, course objectives, course module objectives, or other areas of the course, please adhere to the following guidelines: First, *approach the faculty member who is teaching the course* to ask for clarifications regarding the course assignments, assessments, materials, lectures, meetings, etc. Use the instructor's contact information to request an appointment where you can address any concerns and/or questions. If after meeting with *the faculty member teaching the course* you are still not clear on the course assignments, assessments, materials, lectures, meetings, etc., then the next step would be to contact online advising ([onlineadvising@jou.ufl.edu](mailto:onlineadvising@jou.ufl.edu)) for additional guidance.

## **Accessibility/Students with Disabilities Information**

Students with disabilities who experience learning barriers and would like to request academic accommodations should connect with the [Disability Resource Center](#). It is important for students to share their accommodation letters with their instructors and discuss their access needs, as early as possible in the semester.

## **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 professionally and respectfully 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/>.

## Course-Level Objectives

Upon successful completion of this course, students will be able to:

1. Identify communications needs and challenges of an organization. (CO: 1)
2. Conduct a situation analysis for an organization. (CO: 2)
3. Analyze an organization's audience profiles (personas). (CO: 3)
4. Evaluate the design and branding of an organization. (CO: 4)
5. Design a branding proposal. (CO: 5)
6. Develop goals and objectives for a communications campaign. (CO: 6)
7. Create messages and themes to engage a defined audience. (CO: 7)
8. Develop a mobile responsive website. (CO: 8)
9. Evaluate the user experience design of a website. (CO: 9)
10. Define campaign logistics (timelines and budgets). (CO: 10)
11. Identify methods to evaluate a communication campaign's success. (CO: 11)
12. Design a campaign proposal. (CO: 12)
13. Create a digital campaign presentation. (CO: 13)
14. Complete an individual final capstone report. (CO: 14)

(CO = Course-Level Objective)

## Textbooks and Materials

### Required Course Textbook(s)

Miller, D. (2017). *Building a story brand: Clarify your message so customers will listen*. HarperCollins Leadership.

- ISBN-13: 9780718033323
- ISBN-10: 0718033329

Instructor-defined materials are required for this course and they will be provided in the course modules.

### Recommended Textbook(s)

**This textbook is recommended in all CJC Online classes to support student expectations for writing style.**

American Psychological Association. (2020). *Publication manual of the American Psychological Association: The official guide to APA style* (7th ed.).

- ISBN-13: 978-1433832161
- ISBN-10: 143383216X

## University and Course Grading Policies

### University Honor Code

UF students 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 Conduct Code specifies the number of behaviors that violate this code and the possible sanctions. Click here to read the Conduct Code. If you have any questions or concerns, please consult with the instructor in this class.

## Plagiarism

Plagiarism is unacceptable; especially, in academic communities. All academic work must be an original work of your own thought, research, or self-expression. Plagiarism includes, but is not limited to, prohibited collaboration, consultation, and submission of academic work that has been purchased or obtained (see the [UF Policy: Student Conduct Violation](#)). In addition, self-plagiarism is also unacceptable. Self-plagiarism is defined as recycling or reusing one's own specific words from previously submitted assignments or published texts. Remember that plagiarism is not acceptable in any of your work including all discussion board posts, journal entries, wikis, and other written and oral presentation assignments. It's important to always cite your sources in your assignments.

## Grading Criterion

Your grade will be calculated based on the following:

Assignments/Assessments	Weight (%)
<b>Course Orientation:</b> These assignments are required; however, they do not count towards the final grade. <ul style="list-style-type: none"><li>• Student Introduction</li><li>• Team Forms</li><li>• Course Evaluation</li></ul>	0%
<b>2 Discussions</b> <ul style="list-style-type: none"><li>• Worth up to 100 points each.</li></ul>	2%
<b>7 Team Project Management Assignments</b> <ul style="list-style-type: none"><li>• Worth up to 100 points each.</li></ul>	5%
<b>4 Individual Assignments</b> <ul style="list-style-type: none"><li>• Worth up to 100 points each.</li></ul>	3%
<b>3 Communication Planning and Execution Assignments</b> <ul style="list-style-type: none"><li>• Worth up to 100 points.</li></ul>	30%
<b>4 Branding and Communication Foundation Assignments</b> <ul style="list-style-type: none"><li>• Worth up to 100 points.</li></ul>	20%
<b>3 Capstone Client Presentations and Final Report Assignments</b> <ul style="list-style-type: none"><li>• Worth up to 100 points.</li></ul>	40%
<b>TOTAL</b>	<b>100%</b>

Grade	Percentage
A	92.5-100%
A-	89.5-92.4%
B+	86.5-89.4%
B	82.5-86.4%
B-	79.5-82.4%
C+	76.5-79.4%
C	72.5-76.4%
C-	69.5-72.4%
D+	66.5-69.4%
D	62.5-66.4%
D-	59.5-62.4%
E	0 – 59.4%

The only passing grades for graduate students are A, A-, B+, B, B-, C+, and C. Letter grades of C-, D+, D, D- or E are not considered passing at the graduate level, although the grade points associated with these letter grades are included in grade point average calculations. See the [Graduate Catalog](#) and [UF graduate school grading policy](#) for more information.

### **Student Privacy**

There are federal laws protecting your privacy regarding grades earned in courses and on individual assignments. For more information, please see the [Notification to Students of FERPA Rights](#).

## Technology Requirements

### **Software Use**

All faculty, staff, and students at the university are required and expected to obey the laws and legal agreements governing software use. Failure to do so can lead to monetary damages and/or criminal penalties for the individual violator. Because such violations are also against university policies and rules, disciplinary action will be taken as appropriate. We, the members of the University of Florida community, pledge to uphold ourselves and our peers to the highest standards of honesty and integrity.

### **Software**

- [Microsoft Office 365](#).
- [UF Apps](#) – access UF software applications from any device from any location, at any time.
- [Adobe Reader](#)
- [Zoom](#)

## Technical Support

If you have technical difficulties with your course, please contact the [UF Computing Help Desk](#) either by filling out an [online request form](#) or by calling 352-392-4357 (HELP).

If your technical difficulties cause you to miss a due date, you must report the problem to the Help Desk and then email your instructor. Include the ticket number that you are given from the Help Desk in an email to the instructor to explain the late assignment/quiz/test.

### **IT Support**

For all Technical assistance questions please contact the UF Computing Help Desk.

Phone: 352-392-HELP (4357)

Email: [helpdesk@ufl.edu](mailto:helpdesk@ufl.edu)

## Communication Policies

### **Student Expectations for Teamwork**

At the beginning of the semester, students will submit a team matching form. The instructor will then divide students into balanced interdisciplinary teams who will work together throughout the semester to complete all projects and develop a comprehensive communications campaign for the client.

- **Team Overview**

All group members are expected to be respectful and considerate of others. Each team member is expected to contribute to every project during the semester. Figure out the strengths of each member and plan your task delegation accordingly. If there are major issues, let the instructor know as soon as the issue arises.

- **Process for Removing a Non-Productive Team Member**

The following procedure is only to be utilized in extreme situations. If you are considering removing a team member, you must first speak with the instructor about the issue. The instructor will then act as group mediator to help the team members resolve the issue in a professional manner. If there is absolutely no way to rectify the situation, then the team members would complete the procedure below.

A non-productive team member is defined as a member of the team who does not contribute to projects and/or fails to communicate with team members on a regular basis. In order to document issues, teams are encouraged to keep note logs of issues and explain any problems on the project peer evaluation forms. The instructor should be made aware of any concerns as early as possible in case intervention is needed.

A member on any team may be removed from the team either by unanimous vote of the team or at the discretion of the instructor.

A vote by the team must occur at least one week before the official university course drop date and be reported in writing to the instructor and the affected student. The affected student must then either find another student group to accept them, complete the project on their own, or remove themselves from the course.

- **Team Contract**

All students must complete a team contract with fellow members of their assigned team. The contract is designed to be a binding agreement of how the team plans to communicate and treat each other during the semester. The contract will be housed in Canvas. All team members are expected to sign the document once terms are agreed upon.

- **Team Peer Evaluations**

Every project requires students to submit peer evaluations of their group project members. These evaluation scores will be calculated to determine team participation points for each project. It is important to pay attention to each project's instructions and rubrics to determine how the projects will be graded.

## **Announcements**

You are responsible for reading all announcements posted in the course each time you log in. Weekly announcements will be posted Sunday evenings. Additional announcements will be provided throughout the semester as well.

## **Email**

You are responsible for reading all your course emails and responding promptly (within 24 hours).

## **Video Conferencing**

You are responsible for attending video conferencing meetings with your team. If you cannot attend the video conferencing meeting, please contact your teammates as soon as possible. You are expected to demonstrate netiquette and etiquette communication expectations during these meetings. The initial video meeting with the client will be recorded for those who are unable to attend. Team meetings with the instructor are optional during the semester.

## **Instructor Communications**

### **Email Policy**

Except for weekends, holidays, and University breaks, the instructor will typically respond to emails within 48 hours. If you have questions of a personal nature, please email the instructor.

### **Assignment Feedback Policy**

I will provide feedback/grades on submitted assignments in a timely manner. Some assignments may require a longer review period, which I will communicate to you, if necessary.

### **Course Policies**

#### **Video 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 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 Honor Code and Student Conduct Code](#).

#### **Privacy**

If your course includes live synchronous meetings, the class sessions will all be recorded for students in the class to refer to and for enrolled students who are unable to attend live. Students who participate with their camera engaged or utilize a profile image are agreeing to have their video or image recorded. If you are unwilling to consent to have your profile or video image recorded, be sure to keep your camera off and do not use a profile image. Likewise, students who unmute during class and participate 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. Please see UF's Information Technology [policies](#) for additional information.

#### **Challenging Topics**

In this course, we may cover subjects that may be sensitive and/or challenging. As in all our courses, we do this not to indoctrinate but to instruct, to prepare you to be the most effective and successful media professional or scholar that you can be. We encourage you to understand all concepts presented in class, but we know that what you personally believe is your choice. If you would like to discuss anything regarding this, please feel free to contact me directly.

#### **Commitment to Diversity**

The College of Journalism and Communications embraces diversity as a shared responsibility among faculty, staff, and students and strives for tangible expressions of this responsibility. We are committed to fostering a safe, welcoming, and

inclusive environment for individuals of all races, genders, nationalities, religions, sexual orientations, identities, and abilities to express their culture and perspectives through the art and science of journalism and communication.

## Academic and Student Resources

### Academic Resources

- E-learning Technical Support: Contact the UF Computing Help Desk at 352-392-4357 (HELP) or via e-mail at [helpdesk@ufl.edu](mailto:helpdesk@ufl.edu).
- [Career Connection Center](#): Career assistance and counseling. Reitz Union, Phone: 352-392-1601.
- [Library Support](#): Various ways to receive assistance concerning using the libraries or finding resources. [UF Library Services for Distance Students](#)  
[Ask a Librarian](#) – chat with librarians online.  
CJC Librarian - April Hines, Phone: 352-273-2728, Email: [aprhone@uflib.ufl.edu](mailto:aprhone@uflib.ufl.edu).
- [Writing Studio](#): Provides one-on-one consultations and workshops tailored to specific classes (graduate and undergraduate). 302 Tigert Hall, Phone: 352-846-1138.

### Health and Wellness

- *U Matter, We Care*: If you or someone you know is in distress, please contact [umatter@ufl.edu](mailto:umatter@ufl.edu), call 352-294-2273, or visit the website to refer or report a concern, and a team member will reach out to the student in distress.
- *Counseling and Wellness Center*: Visit the [Counseling and Wellness Center](#) website or call 352-392-1575 for information on crisis services as well as non-crisis services.
- Student Health Care Center: Call 352-392-1161 for 24/7 information to help you find the care you need or visit the [Student Health Care Center website](#).
- University Police Department: Visit the [UF Police Department](#) website or call 352-392-1111 (or 9-1-1 for emergencies).
- GatorWell Health Promotion Services: For prevention services focused on optimal well-being, including wellness Coaching for Academic Success, visit the [GatorWell website](#) or call 352-273-4450.

## Course Schedule

Week Number	Topic and Assignments
1	Meet the Capstone Client: Orientation Intro Discussion, Discussion 1, Team Matching Form
2	Research: Building a Campaign Foundation, Assignment 1, Team Forms
3	Research: Building a Campaign Foundation (Part 2), Assignment 2
4	Branding: Building a Visual Identity, Assignment 3, Assignment 4
5	Branding: Building a Visual Identity, Assignment 5
6	Branding: Building a Visual Identity (Part 2), Assignment 6
7	Wireframes: Building a Website Framework, Assignment 7, Discussion 2, Assignment 8



<b>8</b>	Establishing a Marketing Proposal, Assignment 9, Assignment 10, Assignment 11
<b>9</b>	Developing a Website, Assignment 12, Assignment 13
<b>10</b>	Spring Break
<b>11</b>	Developing a Website, Assignment 14
<b>12</b>	User Experience Testing, Assignment 15
<b>13</b>	Evaluating the Campaign's Success, Assignment 16, Assignment 17
<b>14</b>	Developing a Campaign Pitch, Assignment 18
<b>15</b>	Client Presentations & Final Reports, Assignment 19, Assignment 20
<b>16</b>	Client Presentations & Final Reports, Assignment 21

**The instructor reserves the right to adjust this syllabus, as necessary.**