



PUR4243: Industry Perspectives – CJCxNYC

Summer A 2023

College of Journalism & Communications
University of Florida

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COURSE OVERVIEW

Experience what it's like to learn, work and (briefly) live in one of the most important media and communications hubs in the world with this one-credit, week-long immersion experience from May 21-26.

At the core of the immersion is a pitch-off competition with Hill+Knowlton Strategies that will give you hands-on experience crafting and pitching ideas to an award-winning global agency team. Students will have less than one week to respond to a client brief, research, brainstorm and plan before traveling to New York City to present their ideas live to a panel of judges – simulating a real pitch process!

Throughout the rest of the week, you will participate in workshops and meetings at agencies like BBDO, IPG Health, and Gladstone Place Partners to learn about media relations, advertising, health communications, financial communications and more.

Students will leave New York City feeling more confident and prepared for their post-grad careers in communication.

COURSE OBJECTIVES

In this course, students will:

- Better understand the demands of and skills needed to succeed in the communications industry, particularly in New York City.
- Get a diverse view of various areas of work (e.g., media relations, stakeholder engagement, crisis communication) and niche industries (e.g., technology, health, consumer) in communications.
- Create and present a strategic communications campaign based on a real-world client brief, including research analysis, planning and creative ideation.



- Develop and apply critical thinking, listening, teamwork and professional skills through your work and interaction with peers and industry leaders.
- Offer, evaluate and respond to peer and professional feedback.
- Adapt to new working and living environments through real-world simulations and workshops.

COLLEGE OF JOURNALISM & COMMUNICATIONS OBJECTIVES

The Accrediting Council on Education in Journalism and Mass Communications requires that by graduation all students should be able to:

- Understand and apply the principles and laws of freedom of speech and press for the U.S.;
- Demonstrate an understanding of the history and role of professionals and institutions in shaping communications;
- Demonstrate an understanding of gender, race, ethnicity, sexual orientation and, as appropriate, other forms of diversity in domestic society in relation to mass communications;
- Demonstrate an understanding of the diversity of peoples and cultures and of the significance and impact of mass communications in a global society;
- Understand concepts and apply theories in the use and presentation of images and information;
- Demonstrate an understanding of professional ethical principles and work ethically in pursuit of truth, accuracy, fairness and diversity;
- Think critically, creatively and independently;
- Conduct research and evaluate information by methods appropriate to the communications professions in which they work;
- Write correctly and clearly in forms and styles appropriate for the communications professions, audiences and purposes they serve;
- Critically evaluate their own work and that of others for accuracy and fairness, clarity, appropriate style and grammatical correctness;
- Apply basic numerical and statistical concepts;
- Apply current tools and technologies appropriate for the communications professions in which they work, and to understand the digital world.

PREREQUISITES

This course will be departmentally controlled. Students taking this course must have applied to and been selected to participate through CJCxNYC.



COURSE FORMAT & DATES

This is a two-week course that culminates with a week-long immersion in New York City. Students are required to attend virtual meetings and work in groups the week of May 16. Then, students must travel to New York City from May 21-26 and attend a series of planned workshops, meetings and activities with various communication agencies, organizations and industry leaders, as outlined in the [One Week in NYC Itinerary](#).

Please note these important dates:

- May 15: Kickoff meeting and briefing for the Hill+Knowlton Pitch-Off (virtual)
- May 16-20: Working days with your teams; coaching sessions with H+K
- May 21: Arrive in NYC
- May 22: Working day in H+K offices + rehearsals; agency visits
- May 23: Final presentations to H+K
- May 24-25: Agency visits and hands-on workshops
- May 26: Day to explore and depart NYC

This course does not meet during the University's regularly scheduled class meeting times. However, your participation must not conflict with your other scheduled courses.

More information about travel, hotel accommodations and other logistical requirements can be found in the [One Week in NYC Information Sheet](#).

SUGGESTED READINGS & RESOURCES

There is no required text. The following are suggested readings and resources:

- National news and trade publications, such as *The Wall Street Journal*, *PR Week*, *The Holmes Report*, *AdWeek* and *AdAge*. Free content is available on all the listed publications, and you can create free accounts to several of these with your UFL login. You should also subscribe to their daily/weekly newsletters.
- Online databases accessible through the UF Library, such as WARC, Mintel, Simmons and Statista. See the [advertising](#) and [public relations](#) UF Library guides. You must be signed on with the UF VPN to access these databases.
- Training videos available on [LinkedIn Learning](#). You may access LinkedIn Learning for free with your UFL login.

ASSIGNMENTS

Your professionalism, participation, engagement and quality of work will all count toward your final grade in this course. Students in this course will:



Participate in the Hill+Knowlton Strategies Pitch-off Competition. The H+K Strategies Pitch-off is a competition that gives students at the University of Florida College of Journalism & Communications hands-on experience crafting and pitching their ideas to an award-winning global agency team. Students will have less than one week to respond to a client brief, research, brainstorm and plan before traveling to New York City to present their ideas live to a panel of judges.

- Students will be divided into four teams of 5-6 students. Two teams of students will be given one brief and the other two teams will be given a second brief. Teams working on the same brief will compete against each other.
- Clients will be Bose and adidas.
- The competition will require students to use UF's research database (Mintel, LexusNexus, etc.) and H+K's GlobalWebIndex data to ground ideas in research.
- Teams will be matched with approximately three coaches and creative strategists, who will be available for daily virtual check-ins leading up to the final presentation.
- Students will give a final in-person/hybrid presentation to H+K team members, who will select the winners.
- Teams will have 30 minutes to present.

Engage actively during meetings, workshops and visits with industry leaders and communications agencies and organizations. Students must arrive early with a state-issued ID, research the people and companies they'll meet ahead of their visit and come prepared with questions.

Complete a guided Q&A-style reflection. Students must answer five of the following seven questions. You may select which five questions you answer. Each answer must be at least 200 words. Submit this as a Word Doc.

- How has the program affected how prepared and confident you feel for your post-grad career?
- Recall a specific story or moment from your week in NYC. What stands out about that moment and the people involved?
- What skills did you build in the pitch-off competition? How so?
- What about the pitch-off competition was different or similar to other activities/simulations you've done at UF?
- Which agency or organization visit was most valuable? Why?
- What advice or learning stood out to you? Who said it? How will you use this in your future career?
- What is something you would change for next year's participants? What would you do differently?



Complete a peer and self evaluation. All students will complete a confidential peer and self evaluation at the end of the pitch-off competition. Download [this form](#), complete it and send to me via email by May 31.

Create content about the One Week in NYC experience. All students must create and/or publish social media and digital content throughout the weeklong immersion as outlined in the *Content Creation Brief* below.

HOW & WHAT TO SUBMIT

Please submit one email to me with the subject line: CJCxNYC Materials **by May 31**. Your email must include:

- Completed peer evaluation form (Word Doc or Google Doc)
- Completed Q&A Reflection (Word Doc or Google Doc)
- LinkedIn Post (Link)
- At least (5) social media posts (Links or downloaded files)
- At least (1) Instagram Reel (video file)

GRADING POLICY

Final grades will be based on the following scale:

- A 90-100 points
- B 80-89 points
- C 70-79 points
- D 60-69 points
- E below 60 points

Components of Your Final Grade

Students will be graded based on the following categories on a range of 5 (excellent) to 0 (unsatisfactory):

- **35 points: Overall professionalism, participation, engagement and timeliness.** Evaluation of interaction with peers, initiative, professional attitude, time management and active participation in the pitch-off competition, meetings, workshops and activities with industry leaders and communications agencies and organizations. Students who are tardy to meetings or do not come prepared will not earn full points.
- **30 points: Quality of pitch-off presentation.** Your pitch-off presentation responds the assigned brief in a way that is fresh, compelling and strategic. It reflects the advice and feedback of your coaches. It is clear you have practiced and prepared for your presentation.



- **5 points: Your peers' evaluation of pitch-off competition work and participation.** Your team members' evaluations of your contribution and overall participation will affect your grade.
- **30 points: Quality of content produced.** Content must meet all guidelines and be compelling, creative and thoughtful. It must reflect what you've learned and gained from this immersion. There should be no typos or errors.

COMMUNICATION

Students will be required to communicate and stay up to date with the CJCxNYC – One Week in NYC team on GroupMe and via email. If you have not already joined the GroupMe, please do so here: [One Week in NYC 2023 GroupMe](#).

Please feel free to send me a message on GroupMe or email me at any time with any questions or concerns you have. I'm happy to provide feedback or guidance. I will always do my best to make myself available, but please allow up to 48 hours for a response.

STUDENTS WITH DISABILITIES

Students requesting classroom accommodations should first register with the Dean of Students Office's Disability Resource Center. The Dean of Students Office will provide an accommodation letter that must be presented to me when requesting accommodation. If you have an accommodation letter, please let me know as early as possible in the semester.

To contact the Disability Resource Center, visit <https://disability.ufl.edu/> or call 352-392-8565.

COURSE PROFESSIONALISM

The College of Journalism and Communications is a professional school, and professional decorum is expected at all times. You are expected to conduct yourself in an honest, ethical, respectful and courteous manner with other students and with me, abiding by the UF Student Conduct and Honor Codes.

Please follow rules of common courtesy for email, discussions and chats. UF provides a Netiquette Guide for Online Courses here:

<http://teach.ufl.edu/wp-content/uploads/2012/08/NetiquetteGuideforOnlineCourses.pdf>.

ACADEMIC HONESTY

Academic honesty and integrity are fundamental values of the University community. As a UF student, you are bound the UF Student Conduct and Honor Codes, which provide examples of unethical academic behavior, such as cheating, plagiarism, misrepresentation and



fabrication. Any case of academic dishonesty will result in failing the course. I will follow university guidelines for any incidents of academic dishonesty.

To view the UF Student Conduct and Honor Codes, visit:

<https://sccr.dso.ufl.edu/policies/student-honor-code-student-conduct-code/>.

ONLINE COURSE EVALUATION POLICY

At the end of the semester, please 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/>. You will be notified when the evaluation period opens and can complete evaluations through the email you receive from GatorEvals, in your 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/>.

CAMPUS RESOURCES

Health and Wellness

- *U Matter, We Care*: If you or someone you know is in distress, please contact umatter@ufl.edu, 352-392-1575, or visit [U Matter, We Care 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 UF Police Department website](#) or call 352-392-1111 (or 9-1-1 for emergencies).
- *UF Health Shands Emergency Room / Trauma Center*: For immediate medical care call 352-733-0111 or go to the emergency room at 1515 SW Archer Road, Gainesville, FL 32608; [Visit the UF Health Emergency Room and Trauma Center website](#)

Academic Resources

- *E-learning technical support*: Contact the [UF Computing Help Desk](#) at 352-392-4357 or via e-mail at 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.
- *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.](#)
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Content Creation Brief

Share your excitement and experience during CJCxNYC - One Week in NYC to show the value of the immersion and encourage students, agencies, organizations and industry leaders to participate in coming semesters.

DELIVERABLES

All students must create and/or publish the following posts.

- Publish at least (5) posts on your Instagram (story, reels or on the grid) or Twitter capturing different moments throughout the week.
 - Stories should be downloaded so you can submit the file.
 - For all other posts, please submit the link.
 - Sign up below for the experience you will post about once assignments have been shared.
- Create at least one (1) post in Instagram Reel format. You do not need to post this on your personal account. Share the video with Natalie during the trip to potentially post on the @ufjschool account.
 - This should not be made on TikTok.
 - You may choose to use CapCut to edit your video.
 - If the audio does not save, please let Natalie know the name of the audio you wish to use.
- Publish (1) LinkedIn post about the experience at the end of the week. We encourage you to add photos and multimedia content to your post.

GUIDELINES

- Represent yourself and the program with professionalism (and personality!) in all content you share about the experience.
- Group photos and selfies are OK, but these shouldn't be all you post. **Consider sharing your reflections, what you've learned, tips shared, etc.**
- Include photos and multimedia content wherever possible.
- Use **#CJCxNYC** in all content.
- Tag your department (@ufprdepartment, @ufmpmt, @ufjoudept, @ufjcadvertising) and @ufjschool on all content. Keep in mind these are different on LinkedIn.
- Tag the agencies, organizations and people you meet in all content.