



MMC1009 Introduction to Media and Communications - Spring 2024

Instructor: Allicia Bolen

Email: Abolen@jou.ufl.edu (please **DO NOT** email me through Canvas)

Office Hours: By appointment

Credit Hours: 1

Class Meeting Time: Thursday, Period 3 (9:35 am - 10:25 am) in Weimer Hall G030

Instructor's Policies

Welcome to the College of Journalism and Communications (CJC)! My name is Allicia Bolen and I advise first-year and second-year students in the CJC and I also help students register for production Immersion Experiences. You can learn more about me and my experiences at the University of Florida by visiting alliciabolen.com. If you have any questions or concerns regarding this course or the CJC, please email me at abolen@jou.ufl.edu. **Please email me from your UF email account only.** You can expect a response to your email within 48 - 72 business hours.

Modules will open each week on Monday at 8:00 am and all assignments and quizzes will be due on Sunday at 11:59 am. Modules will not be opened early. Please check all due dates. You are responsible for all course content.

Course Information

This course is designed for Innovation Academy students and athletes majoring in the CJC and/or students interested in majoring in the CJC. This course is designed to give Innovation Academy students an overview of the CJC. We will discuss all majors and career options associated with CJC majors. We will also review degree audits, advising principles, and Innovation Academy highlights.

Guest Speaker Schedule

- January 18th - CJC Tour
- January 25th - Innovation Academy Advisors
- February 1st - Disability and Resource Center (tentative)
- February 8th - Dr. Huan Chen and Dr. Myiah Hutchens

- February 15th - Ted Spiker and Dr. Roxane Coche
- March 21st - April Hines, CJC Librarian
- March 28th - Ro9b Kairuz, Career Connections Center Liaison
- April 4th - Julie Frey, CJC Office of Career and Corporate Partnerships

Additional guest speakers may be scheduled as the semester progresses.

Course Goals

The goal of this course is to familiarize you with CJC staff, faculty, students, and resources for a successful and meaningful experience in our college. This course will also inform you of what is expected of you as a CJC student.

What Will You Learn?

You will learn:

- How and when to contact CJC and IA advisors
- How to read your degree audit and understand CJC degree requirements
- The differences between majors and specializations in the CJCJ
- How you can be involved in the CJC
- Basic principles of all CJC majors

Student Evaluations

Students will be graded on a variety of assignments, quizzes, discussions, completion of the Gator Professional Series, a final assessment, and a final project. The grades will break down as outlined below and will be available in your grade book on Canvas. The final grade average calculated in your grade book will be used to determine your final grade.

Assignments - 130 points

Discussions - 50 points

Gator Professional Series - 40 points

Quizzes - 75 points

Final Assessment - 25 points

Final Project - 200 points

Total Points - 520 points

Assignments will vary in length and topic but have an overarching goal of expressing individuality while you explore CJC majors, resources, and professions associated with CJC majors and the curation of your undergraduate experience.

Discussions are designed for student engagement, interaction, and enrichment.

The Gator Professional Series (GPS) is a self-paced and interactive, online video series guiding students through:

- Refining resumes and cover letters
- Practicing interviews, elevator pitches, organizing your search, and networking
- Developing answers to “Tell Me About Yourself” or “Why You Are a Good Fit”
- Reflecting and effectively communicating your attributes, knowledge, skills, and experiences.

GPS is accessible through Canvas. Complete the entire workshop series to feel confident and prepared for your next career steps.

Final Assessment

There are two assessments in this course to determine your understanding and retention of course materials. The first assessment is used as a benchmark tool and is only graded on completion. The final assessment will be graded for accuracy.

Final Project

To respect individuality, each student will have the option to participate in a group project or a solo project.

The group project will consist of producing a podcast. The purpose of this project is to give students a more hands-on experience and encourage students to collaborate with their peers. I wanted to make sure this was an interesting group project, so I allow students to pick their topics. Focusing on a mystery and allowing students to draw their own conclusions about what they think occurred (or what is occurring) allows the students to pick something that is of interest to them and it means there are no "wrong" answers.

Each group member on the team represents one of the four themes from the book. Additionally, each requirement is tailored to a job within PR, Journalism, Advertising, and MPMT.

Topic:

- Come to a group consensus on the mystery you will cover. You can pick any sort of mystery. It does not need to be related to crime (Ex: natural phenomena, UFOs, mythical creatures, etc.)
- Each person in the group will be responsible for providing two academic sources. If you need help finding academic sources, please reach out to April Hines, the CJC Librarian.

The solo project will consist of scheduling an interview with an industry professional. Your interview should focus on what a day in the life of that profession is like. More details on the solo project will be provided during the course.

Grading Policy

94.0 - 100.0 **A** 4.00
90.0 - 93.9 **A-** 3.67
87.0 - 89.9 **B+** 3.33
84.0 - 86.9 **B** 3.00
80.0 - 83.9 **B-** 2.67
77.0 - 79.9 **C+** 2.33
74.0 - 76.9 **C** 2.00
70.0 - 73.9 **C-** 1.67
67.0 - 69.9 **D+** 1.33
64.0 - 66.9 **D** 1.00
61.0 - 63.9 **D-** 0.67
0 - 60.9 **E** 0.00

More information on UF grading policy may be found at:

Students Requiring Accommodations

Students with disabilities requesting accommodations should first register with the Disability Resource Center (352- 392-8565, <https://www.dso.ufl.edu/drc>) by providing appropriate documentation. Once registered, students will receive an accommodation letter which must be presented to the instructor when requesting accommodation. Students with disabilities should follow this

procedure as early as possible in the semester.

Course Evaluation

Students are expected to provide feedback on the quality of instruction in this course by completing online evaluations at <https://evaluations.ufl.edu/evals>.

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/>.

University Honesty Policy

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 Honor Code (<https://www.dso.ufl.edu/sccr/process/student-conduct-honor-code/>) specifies a number of behaviors that are in violation of this code and the possible sanctions. Furthermore, you are obligated to report any condition that facilitates academic misconduct to appropriate personnel.

Software Use

All faculty, staff, and students of 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.

Student Privacy There are federal laws protecting your privacy with regards to grades earned in courses and on individual assignments. For more information, please see: <http://registrar.ufl.edu/catalog0910/policies/regulationferpa.html>

This syllabus is subject to change.