

## MMC 1009 - Intro to Media and Communications

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### Spring 2024 Syllabus

**Course Lecturer:** Bridget Dunbar

**Course Structure:** Asynchronous online

**Required Readings:** Links to readings will be available on Canvas

**Course Facilitator:** Layne Weitzel

**Contact Information:** Email Layne directly at [ljweitzel@ufl.edu](mailto:ljweitzel@ufl.edu)

**Meeting Availability:** Schedule an appointment with Layne using [Microsoft Bookings](#)

***Please note that this is an asynchronous, self-directed course for online students in PaCE. Students are expected to be self-motivated and highly engaged with their own coursework.***

### Course Overview

This course is designed to introduce online students to the resources and opportunities that are available through UF's College of Journalism and Communications. It will also prepare students for success as online learners and share useful information to facilitate their academic growth in the college, as well as their professional careers both pre- and post-graduation.

### Learning Objectives

Lessons will focus on sharing resources that help online students navigate online learning, understand college requirements and identify tools for career readiness. More specifically, this course will facilitate student learning and development by addressing the following topic areas:

- Applying techniques to optimize online learning
- Leveraging university and college resources
- Identifying opportunities for student engagement
- Respecting diversity and inclusion
- Discussing CJC programs and career pathways
- Leveraging tools for career preparation

## Required Textbook

This course does not require any textbooks, but assigned readings will be available in Canvas.

## Course Questions

Students may direct their MMC 1009 questions to their course facilitator, Layne Weitzel, via email at [ljweitzel@ufl.edu](mailto:ljweitzel@ufl.edu). All email messages must be sent from students' Gatorlink (@ufl.edu) emails and not through any alternative messaging systems, which includes Canvas, Gmail, iCloud, etc.

Emails should include a detailed subject line relevant to the course, and the body of the emails should be written clearly and professionally. Questions about assignments must be sent in a timely manner, giving the facilitator ample time to respond before the submission deadline.

## Course Structure

This is an asynchronous, online course in Canvas. Each module may consist of readings, videos, quizzes, discussion board posts or other course activities. There will also be a final paper at the end of the term.

The assignment deadlines for each module are generally set for Mondays by 10 p.m. Eastern, but students are ultimately responsible for adhering to all deadlines as outlined by the weekly course schedule in Canvas. Please take the time to review the weekly course schedule carefully.

## The Grading

Students will be graded through a variety of course activities, quizzes and a final paper. Student grades will be recorded in the grade book on Canvas, and the final grade average calculated in Canvas will be used to determine the final grade in this course. The grading system is as follows.

Six Multiple-Choice Quizzes (10 points each): **60 points**

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

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

Final Paper on Interviewing a Professional: **30 points**

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**Total possible points earned in class: 160**

**Multiple-choice quizzes** will be given at various points throughout the semester and will pertain to topics covered within the course modules, including videos and readings. Quizzes will be taken online, have a time limit and be automatically graded immediately upon completion.

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

**Course activities** must be submitted online according to the instruction in Canvas; coursework will *not* be accepted via email. Course activities will vary throughout the semester and may include activities relevant to the course learning objectives, such as creating a professional LinkedIn account or completing the Career Connection Center’s Gator Professional Series.

**Discussion board posts** will vary by topic, depending on our learning objectives. Students will be graded on the quality of their discussion posts and comments with careful consideration to their understanding of the topic being asked, their ability to remain on topic, their ability to identify and communicate pertinent ideas in a professional manner and their ability to respectfully engage in discourse with diverse classmates.

In the interest of facilitating discourse, students must respond to two other posts from their classmates. If a student notices that three people have already commented on the same discussion board post, then they should *not* add an additional fourth comment to that thread. Instead, please scroll down to another post and find a classmate who hasn’t received any feedback yet. This will allow for you all to interact with each other’s posts and ideas throughout the semester, rather than simply compiling all comments to merely the first few people who submitted the assignment early.

**Final papers** will test students’ understanding and application of the concepts we covered throughout the course. In this assignment, students will find and interview a communications professional who actively works full-time in the industry in one of the four communications fields that our college offers. Students typically cannot interview faculty for this assignment, as the task is to find and interview an industry professional who actively works full-time within the communications field.

The paper should be detailed enough to describe who you interviewed, why you chose them, what their role is in the communications field, how they conduct their daily job activities and how you applied the lessons from this class to identify and connect with the professional that you have chosen for your paper. Most papers are usually between 800-1000 words.

If you have any questions about this assignment, please contact Layne as soon as possible – this includes confirming whether the professional that you want to interview is appropriate for this assignment. The final deadline is listed in Canvas.

## Missed Assignments

This course is about college success and career readiness, so students are expected to carry themselves as professionals. This includes holding themselves accountable for their coursework and managing their time wisely throughout the semester to produce quality deliverables on time. Therefore, late work is unacceptable in this course, and zeroes will be issued for work that is submitted late.

The modules in this class have all been prepared in advance and are scheduled to open two weeks early. This gives students ample opportunity to work through their modules proactively before the assigned deadline. If students consistently apply themselves in this course and submit quality assignments on time, then they should be able to complete this course with reasonably good grades.

## Diversity Statement

Our college views diversity as a resource, strength and benefit. We intend for all students of diverse backgrounds and perspectives to be well-served by this course, and we intend for all course materials and activities to be presented in a manner that is respectful of diversity. This includes but is not limited to diversity in gender identity, sexuality, disability, age, socioeconomic status, ethnicity, race, nationality, religion and culture.

Both students and faculty share the responsibility for maintaining an appropriate and safe learning environment, and we are all responsible for treating each other with the utmost respect in our interactions, regardless of our differences. In accordance with university policy, we will all give due respect to individuals and topics dealing with differences, including but not limited to differences in race, ethnicity, nationality, culture, religion, political affiliation, veteran's status, sexual orientation, gender, gender identity, gender expression, age and disability.

Please notify Layne of additional approaches that our college may incorporate with this course in order to help improve the effectiveness of the class for you personally or for other student groups. Your suggestions are encouraged and appreciated.

## Statement on Respect

Our college expects everyone to treat each other with professional courtesy and to contribute to a safe learning environment. This includes practicing good '[netiquette](#)' with all online communication and activities pertaining to this course. Please always be respectful to your classmates' ideas, ask insightful questions for clarity, read with careful consideration and give constructive criticism with the utmost professionalism.

Note that disrespect towards other students or university personnel—whether direct or covert—will not be tolerated under any circumstances in this course.

## Academic Integrity

The College of Journalism and Communications is committed to upholding the University's Honor Code and Student Conduct Code. Students are expected to completely understand and follow both codes: <https://sccr.dso.ufl.edu/policies/student-honor-code-student-conduct-code/>.

To be clear, academic dishonesty of any kind is *not* tolerated in this course, and students are obligated to report any condition that facilitates academic misconduct to the appropriate personnel.

## Tips for Success

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

- Check UF email and Canvas daily.
- Be sure to read carefully to avoid missing important information.
- Consolidate key academic deadlines in your personal planner/calendar. This includes listing holidays, assignment deadlines, exam dates, etc.
- Treat your coursework as a full-time job and be accountable for your own coursework by scheduling "class meeting times" into your daily routine. By setting this time aside from day one, you can more effectively manage online readings and activities each week.
- Plan and work ahead. Working ahead of submission deadlines can mitigate the disruption that unexpected life events may have on your studies.
- Be sure to ask questions proactively to gain clarity on assignments before the deadline. Waiting to ask important questions at the last minute might cause you to submit an assignment incorrectly or to miss an important deadline altogether.
- If you experience any technical issues along the way, please contact the [UF HELP Desk](#) immediately and request a 'ticket number':
  - Email: [helpdesk@ufl.edu](mailto:helpdesk@ufl.edu)
  - Phone: 352-392-HELP

## Course Evaluations

Please note that this course was designed by the course lecturer and not by the course facilitator. The course lecturer is responsible for collaborating with the college to design the course, develop content, provide lectures and create assignments.

The course facilitator does not design the course, develop content, provide lectures or create assignments, but we do serve as a resource for student development. Facilitators are responsible for enhancing student learning by responding to emails, offering feedback and contributing to a safe learning environment.

If you have an issue with your course lecturer, teaching assistant (TA) or facilitator, you should make every attempt to resolve that issue professionally with that individual rather than providing a negative evaluation of the course at the end of the semester. Part of your development as a student is to engage in courteous, diplomatic, professional and collaborative practices in conflict management.

At the end of the semester, students will be expected to provide professional and respectful feedback on the quality of instruction for this course by completing online course evaluations via GatorEvals. Guidance on how to give feedback in a professional and respectful manner is available at <https://gatorevals.aa.ufl.edu/students/>.

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/>.

# Students with Disabilities

Students with disabilities may request accommodations through the Disability Resource Center: <https://disability.ufl.edu/get-started/>. If the DRC provides the student with an accommodations letter, then the student must promptly share this letter with their course facilitator to arrange for reasonable accommodations with their course.

Please carefully note that learning accommodations are *not* retroactive. As a result, students are responsible for contacting the DRC as soon as possible in the semester for which they are seeking accommodations. Students must then submit their accommodation letters to their instructors as soon as possible, ideally before they have submitted any course assignments, quizzes or exams.

# Academic Resources

The University of Florida is full of academic resources that can help students in their academic careers. Students are encouraged to make use of their resources, such as the library system, tutoring services, writing studio or other services. A list of useful resources can be found here: <http://www.ufl.edu/academics/resources/>.