



# PUR4932 CJCxNYC IMMERSIVE FALL

## Fall 2024 Syllabus

### INSTRUCTOR

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### LET'S CHAT

Use my [Calendly](#) to schedule time to chat about the course, assignments, career advice – anything!

Office hours are Mondays, 11 a.m. - 1 p.m.  
Zoom link is available on Canvas.

### COURSE WEBSITE

<https://elearning.ufl.edu>

## ABOUT THE COURSE

CJCxNYC blends professional experiences with the city's culture and energy to give students the opportunity to learn, work and live in New York City, one of the most important media and communication hubs in the nation. Students in this 3-credit immersion course will spend 10 weeks in New York City.

You will gain valuable professional experience as you complete real-world work with local organizations, projects and professional development sessions in new and dynamic environments. Industry leaders and mentors will share their perspectives, feedback and support throughout the course. And you'll have the opportunity to meet new people, explore vibrant cultures and see firsthand what makes New York City unique.

This course is centered on you and your needs. We will collaborate to make it a valuable learning experience so that you leave New York City feeling more confident and prepared for your post-grad career 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.
- Build your professional network.
- Create multimedia content that can be used in a professional portfolio.
- Develop and apply critical thinking, listening, teamwork and professional and soft 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 Fall 2024 course that meets online and in person in New York City. 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.

**Virtual Meetings:** We will meet on Zoom for two weeks prior to your arrival in New York City. Our meeting times are:

- Tuesdays, 10:40 a.m. - 12:35 p.m.
- Thursdays, 11:45 - 12:35 p.m.

**In New York City:** We will meet in person on Tuesdays and Thursdays in NYC from Sept. 9 - Nov. 22. Keep those days open for course meetings, company visits, etc.

All details and links are in the [course timeline](#). Please bookmark this for easy access, as I will update it regularly.

## SUGGESTED READINGS & RESOURCES

There is no required textbook for this course. Suggested readings and resources include:

- 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 [UF Library guides from April Hines](#) for major-specific resources. 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.

## GRADING & ASSIGNMENTS

Final grades will be based on the following scale:

- A: 92-100%
- A-: 90-91%
- B+: 88-89%
- B: 82-87%
- B-: 80-81%
- C+: 78-79%

- C: 72-77%
- C-: 70-71%
- D+: 68-69%
- D: 62-67%
- D-: 60-61%
- E: below 60%

You can earn 100 total points in this course through the successful completion of the following assignments:

**Weekly Reflections (20 points).** Weekly reflections are an opportunity to document your personal and professional growth in New York City. Share your perspective, observations and experiences. You might find these reflections valuable as you prepare for interviews and conversations with professionals.

**Group Project (20 points).** You will work with peers on a project in collaboration with a professional association in advertising, journalism or public relations. You will have a point of contact at the association and will present your work at the end of the semester.

**Resume and LinkedIn Updates (15 points).** You will update your resume or LinkedIn profile, based on feedback provided, before your arrival to NYC. You will acquire professional experience during your time in NYC, so you will submit an end-of-semester LinkedIn update in December.

**Follow-Ups with Professionals (15 points).** You will meet many incredible professionals in NYC! But unfortunately, it's all too common to hear that students never follow up. So, for this assignment, you will reach out to at least three professionals you meet during your time in NYC and schedule a follow-up conversation. You will need to submit a PDF of your emails or messages with the professional, notes from your follow-up conversation and what you'll do next to nurture the relationship.

**Digital Storytelling Content (15 points).** You'll capture your experience in NYC through digital storytelling. You will create an Instagram reel and blog post that can be shared on the CJC's digital channels and attributed to you.

**Meeting Prep Brief (5 points).** You will complete a meeting brief to prepare for one of our Thursday visits, and you'll share your findings with the class.

**Overall professionalism, participation, engagement and timeliness (10 points).** This is an evaluation of your interaction with peers, initiative, professional attitude, time management and active participation in meetings, workshops and activities with industry leaders and communications agencies and organizations. It includes the work you do with any partner organizations and their evaluation of your participation. You must arrive early with a state-issued ID, research the people and companies you'll meet ahead of our visits and come prepared with questions. If you are tardy to meetings or do not

come prepared, you will not earn full points. If students disengage completely or stop replying to communication, they will earn a 0 for the course.

## **HOW TO SUBMIT ASSIGNMENTS**

You will submit all assignments on Canvas. Assignments are due by 11:59 p.m. on the due date unless otherwise noted.

## **COURSE EXPECTATIONS**

### **COMMUNICATION**

You will be required to communicate and stay up to date with other CJCxNYC students and me. Please feel free to text, message me on GroupMe or email me 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 unless timely.

### **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/>.

## STUDENTS WITH DISABILITIES

Students with disabilities who would like to request academic accommodations should connect with the Disability Resource Center. [Click here to get started with the Disability Resource Center](#). If you have an accommodation letter, please let me know as early as possible in the semester so we can discuss your needs.

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

## OTHER COURSE POLICIES & PROCEDURES

### PRIVACY

Any online class sessions may be audio-visually recorded. 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 un-mute during class and participate orally are agreeing to have their voices recorded. If you are not willing to consent to having 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. The chat will not be recorded or shared.

As in all courses, unauthorized recording and unauthorized sharing of recorded materials is prohibited.

### 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/>.

## **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 in 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 Policy on Course Syllabi 3 UF, Academic Affairs, August 5th, 2021, Honor Code and Student Conduct Code.



# CAMPUS RESOURCES

## HEALTH & WELLNESS

- *U Matter, We Care*: If you or someone you know is in distress, please contact [umatter@ufl.edu](mailto: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](mailto: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](#).