



PUR4932 CJCxNYC ALL ACCESS

Fall 2025 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. [on Zoom](#).

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.

CJCxNYC All Access gives you unmatched access to the people, places and ideas shaping the future of media and communications. You'll go behind the scenes at top agencies, meet industry leaders across public relations, journalism, advertising, and production, and attend events that happen *only* in NYC. All the while, you'll build your professional network, sharpen your skills and explore new career paths and cultures.

This is not a typical lecture course. It's an accelerator for your career, centered on you and your needs. We will collaborate to make this semester a valuable learning

experience so that you leave New York City feeling better prepared and more confident to start your post-grad career.

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.
- 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 2025 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. 8 - Nov. 14. Our meeting times are:

- Tuesdays: 10:40 a.m. - 12:35 p.m.
- Thursdays: Please keep open for industry visits.

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

SUGGESTED READINGS & RESOURCES

We will read one book together this semester, book-club style.

- "Range: Why Generalists Triumph in a Specialized World" by David Epstein

Other 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%

Weekly Reflections (15%). Weekly reflections are an opportunity to document your personal and professional growth in New York City. Share your perspective, observations and experiences. These check-ins will help me better support you.

Creative Portfolio Project (25%). This assignment challenges you to create a signature piece of work that only you could make, and that could only be made in New York City. Whether you're spotlighting a subculture, collaborating with a local organization, or experimenting with multimedia storytelling, your final piece should showcase the curiosity, creativity and strategic thinking that makes you a great communicator.

Professional Practice (25%). You will complete a variety of professional deliverables to practice for real-world tasks. These will include meeting briefs, conference summaries and a new business pitch, among others.

Follow-Ups with Professionals (15%). 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, reach out to at least three professionals you meet during your time in NYC and schedule a follow-up conversation. 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 Content (10%). Capture your experience in NYC through digital content. You will create an Instagram reel and blog post that can be shared on the CJC's digital channels and attributed to you.

Overall professionalism, participation, engagement and timeliness (10%). 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, our guests and me, abiding by the UF Student Conduct and Honor Codes.

Please engage in class discussions and industry visits with care, respect and empathy for others. Remember you are not only representing yourself but also the CJCxNYC program, the College and University.

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 by 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/>.

AI POLICY FOR STUDENT WORK

AI is commonly used in media & communications professions, so familiarity with generative AI tools, like ChatGPT, is important.

While you will undoubtedly use AI in the future, the most successful communicators have nurtured their *own* original, strategic and creative thinking. Ultimately, you are here to learn the skills required to be successful in this industry and be able to execute those skills on your own.

If you choose to use generative AI, you must follow these guidelines:

- The final work you submit must be original and your own. If AI wrote most of your assignment, that is not your own work.
- Be transparent and clearly document how you use AI. This could include providing your original prompts, showing how you edited created content, or using appropriate citation of information obtained via generative AI.
- You must not use assignment instructions or other copyrighted material in your prompts. Do not share personal data or any information protected under FERPA.

If you fail to follow the above guidelines, that is considered a violation of the honor code as you are presenting content as your own that was not fully created by you. There are various AI detection tools available (built within Canvas and externally, such as ZeroGPT), and many AI platforms follow very formulaic response patterns. If I am concerned that your work is not your own, I will try to verify the originality of your work. If unable to do so, I may ask you to resubmit the assignment detailing how you arrived at your submission.

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.bluer.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, 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.](#)