

# MMC 1009 – Intro to Media and Communications

## Fall 2025 Syllabus

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### Course Overview

This one-credit course, MMC 1009 (Intro to Media and Communications), introduces students to the resources and opportunities that are available through UF's College of Journalism and Communications (commonly abbreviated as CJC). 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. MMC 1009 is a degree requirement for all students in CJC majors (advertising, journalism, public relations and media production, management and technology [MPMT]) and is a helpful course to take for students who are considering CJC majors.

**Course Lecturer:** Bridget Dunbar (this is who you'll see in the lectures)

**Course Structure:** Asynchronous online

**Required Textbook & Readings:** No required textbook! Links to any readings will be available on Canvas.

### Course Facilitator Info

Hi, my name is **Layne Weitzel**, and I am an academic advisor ("adviser" if we're using AP style) in the UF CJC working with pre-transitioned PaCE students. I graduated from UF in 2016 with a B.S. in journalism and again in 2022 with a M.Ed. in student personnel in higher education, so I enjoy both what we teach here in the CJC and working with students! I have been advising in the CJC since 2022 and working at UF since 2019. Prior to that, I worked full-time from 2016 to 2018 in athletic communications (essentially sports public relations). As the course facilitator for MMC 1009, I oversee the day-to-day maintenance of the course and grading. I am the one who reviews your assignments, grades your work and answers questions.

**Contact Information:** Email me (Layne) directly at [ljweitzel@ufl.edu](mailto:ljweitzel@ufl.edu). *Please* do not message me on Canvas – I do not check my Canvas messages as frequently as I do my email. Contact me, and all UF faculty and staff, using your Gatorlink email (xxx@ufl.edu), and be mindful of the timing of your emails too. If you're emailing me at 9 p.m. about an assignment that's due at 10 p.m. that same night, you probably won't get a response from me prior to that deadline.

**Office Hours:** Fridays from 1:15 to 3:30 p.m. Eastern (log into the CJC's [virtual advising lobby](#) or visit me in 1060 Weimer Hall if you're in Gainesville). If you're not available within that window, you can schedule an appointment with me instead using [Microsoft Bookings](#).

# Learning Objectives

MMC 1009's course content focuses on sharing resources that help online students navigate online learning, understand college requirements and identify tools for career readiness. 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 the “diversity of experience and perspectives” in the CJC and elsewhere
- Discussing CJC programs and career pathways
- Leveraging tools for career preparation

## Course Structure

This is an asynchronous, online course, asynchronous meaning that we do not meet at specific times each week (as such, attendance is not taken) and you can do the coursework on your own time. It is broken up into modules. The assignment deadlines for each module are generally set for *Mondays at 10 p.m. Eastern*. Alternative deadlines can be found in the course schedule below and on Canvas.

### Assignments

The assignments in MMC 1009 fall into four categories:

**Multiple-choice quizzes** are given at various points throughout the semester and 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. You will get one attempt at each quiz.

**Course activities** vary throughout the semester and may include activities relevant to the course learning objectives, such as creating a professional LinkedIn account or completing the UF Career Connections Center's Gator Professional Series. These must be submitted online according to the instruction in Canvas; coursework will not be accepted via email unless a student has demonstrated a technical issue that prevented them from submitting via Canvas.

**Discussion board posts** 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 classmates.

**The final paper, “Interviewing a Professional”**, will test students’ understanding and application of the concepts we covered throughout the course. In this assignment, students will find and interview a professional who actively works *full-time* (no interns!) in one of the four communications fields that our college offers (advertising, journalism, public relations and MPMT). Students typically cannot interview UF faculty for this assignment.

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 – essentially, thoughtfully reflect on your conversation with them. 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 if the professional that you want to interview is appropriate for this assignment.

### Course Schedule (subject to change)

Module Deadline	Module Name	Related Assignments
<b>Tuesday, Aug. 26</b> 10 p.m. Eastern	Course Orientation	<ul style="list-style-type: none"> <li>• “Introduce Yourself” discussion board post</li> <li>• Quiz 1 – Syllabus</li> </ul>
<b>Tuesday, Sept. 2</b> 10 p.m. Eastern	Module 1 – Keys for Online Learning Success	<ul style="list-style-type: none"> <li>• Weekly Study Schedule course activity</li> </ul>
Monday, Sept. 8 10 p.m. Eastern	Module 2 – Know Your PATH: Advising Support Team	<ul style="list-style-type: none"> <li>• Quiz 2 – Know Your PATH</li> </ul>
Monday, Sept. 15 10 p.m. Eastern	Module 3 – Know Your College	<ul style="list-style-type: none"> <li>• Quiz 3 – Know Your College</li> </ul>
Monday, Sept. 22 10 p.m. Eastern	Module 4 – Know Your Resources (Part 1)	<ul style="list-style-type: none"> <li>• “UF Libraries/CJC Librarian Reflection” discussion board post</li> </ul>
Monday, Sept. 29 10 p.m. Eastern	Module 5 – Know Your Resources (Part 2)	<ul style="list-style-type: none"> <li>• Quiz 4 – Know Your Resources</li> </ul>
Monday, Oct. 6 10 p.m. Eastern	Module 6 – Know Your Academics	<ul style="list-style-type: none"> <li>• Academic Plan course activity</li> </ul>
Monday, Oct. 13 10 p.m. Eastern	Module 7 – Know Your Major (Part 1)	<ul style="list-style-type: none"> <li>• “Interviewing a Professional” Check-In</li> <li>• Mid-Course Survey</li> </ul>
Monday, Oct. 20 10 p.m. Eastern	Module 8 – Know Your Major (Part 2)	<ul style="list-style-type: none"> <li>• “My Major” discussion board post</li> <li>• Quiz 5 – Know Your Major</li> </ul>

Monday, Oct. 27 10 p.m. Eastern	Module 9 – Know What’s Next: Graduate Degrees and More	<ul style="list-style-type: none"> <li>Quiz 6 – Know What’s Next</li> </ul>
<b>Tuesday, Nov. 4</b> 10 p.m. Eastern	Module 10 – Know Your Career Resources	<ul style="list-style-type: none"> <li>Gator Professional Series course activity</li> </ul>
Monday, Nov. 10 10 p.m. Eastern	Module 11 – Plan Your Career (Part 1)	<ul style="list-style-type: none"> <li>Your Elevator Pitch course activity</li> </ul>
Monday, Nov. 10 10 p.m. Eastern	Module 12 – Plan Your Career (Part 2)	<ul style="list-style-type: none"> <li>Professional LinkedIn course activity</li> </ul>
Monday, Nov. 17 10 p.m. Eastern	Module 13 – Focus on Final Assignment	<ul style="list-style-type: none"> <li>Course Reflection discussion board post</li> </ul>
Monday, Dec. 8 10 p.m. Eastern	Module 14 – Wrapping Up and Final Thoughts	<ul style="list-style-type: none"> <li>“Interviewing a Professional” Final Paper</li> </ul>

Deadlines that fall on a day other than Monday are **bolded**.

## Grading

Student grades are recorded in the Canvas gradebook, and the final grade calculated in Canvas will be used to determine the final letter grade in the course. A minimum grade of C (not C-) is required for all CJC majors to pass the course. The grading system is as follows:

- Six multiple-choice quizzes (10 points each) – 60 points total
- Five course activities (10 points each) – 50 points total
- Four discussion board posts (5 points each) – 20 points total
- “Interviewing a Professional” final paper – 30 points
  - Includes the check-in – 5 points

= 160 total possible points earned in class

And the grading scale (grades are not rounded):

A	94-100 percent	
A-	90-93 percent	
B+	87-89 percent	
B	84-86 percent	
B-	80-83 percent	
C+	77-79 percent	
C	74-76 percent	Minimum grade needed to pass for CJC majors
C-	70-73 percent	
D+	67-69 percent	
D	64-66 percent	
D-	60-63 percent	
E	0-59 percent	Grade appears in Canvas as an F

## Late Assignments

The information you learn in this class is valuable and will benefit you throughout your time at UF. However, this course is also 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 by the deadline. Therefore, *20 percent* will be automatically deducted from your final assignment grade for *each day* it's late. The modules in this class have all been prepared in advance and open early. This gives students ample opportunity to work through their modules proactively before assigned deadlines. (If you experience any technical issues with Canvas, please contact the [UF IT Help Desk](#) immediately and click "submit a ticket". Technical issues shouldn't be used as an excuse for late assignments.)

## How to Succeed in MMC 1009

It's important to note that "one credit" does not necessarily equal "easy". It is possible to not pass this class! You'll get out of it what you put into it. If you consistently apply yourself and submit quality assignments on time, you will pass. Here are other tips to consider for MMC 1009 and every class you'll take in college:

- Check your [Gatorlink](#) email and Canvas daily (turning Canvas notifications off is typically not a good idea, as some students have told me they've learned).
- Read carefully and think critically!
- Take note of deadlines and log them in whatever way helps you the most.
- Treat school 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 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.
- Being a student in the CJC comes with the responsibility of practicing good grammar, spelling and style in your writing. This applies to every assignment in MMC 1009, from discussion posts to the final paper. While you are not expected to have memorized every grammatical rule, you *are* expected to take these assignments seriously and write like a college student and professional communicator. Poor writing *will* impact your assignment grades.

# Other Important Details

## Academic Integrity and Using AI

All UF students are bound by the Honor Pledge: “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.’”

More specifically, the use of artificial intelligence is *not* authorized in this section of MMC 1009. While there may be opportunities in other CJC and non-CJC classes to utilize different forms of AI in your coursework, this isn’t one of them. MMC 1009 is meant to help you learn about and reflect on the student experience within the CJC – I’m interested to hear your thoughts and reflections in your own words, not what you’ve told ChatGPT to spit out. If I find that a student has utilized AI in the completion of their assignments, I will report the incident to Student Conduct and Conflict Resolution, and this may affect the student’s final grade in MMC 1009 and overall academic record at UF.

## Academic Policies and Campus Resources

For other information regarding accommodations through the Disability Resource Center, course evaluations, tutoring, UF libraries, campus health and wellness or really anything that comes with being a student at UF, visit this catch-all link – <https://syllabus.ufl.edu/syllabus-policy/uf-syllabus-policy-links/>.

## Values

Two values included in the [CJC mission statement](#) are: “commitment to academic freedom and diversity of experience and perspectives” and “pursuing a culture of collaboration, cooperation, entrepreneurship and risk-taking”. Students, faculty and staff share the responsibility of maintaining an environment where these values can thrive. Please notify Layne of anything you find in MMC 1009 that violates this expectation and/or of additional approaches that our college may incorporate with this course to improve its effectiveness for you personally or for other student groups. Your suggestions are encouraged and appreciated!