RTV4930
CJCxNYC Professional Leadership Preparation

Fall 2025 Syllabus

INSTRUCTOR
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LET'S CHAT
Email me any time to schedule a 1:1 chat about the course, assignments, career advice – anything!

Office hours are Wednesdays, 5pm-7pm on Zoom.

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.

Professional Leadership Preparation: This course is not meant to scare, it's meant to prepare. The professional space isn't just about doing your job; it's about a lot of human interaction and navigating miscellaneous factors. Succeeding in the real world means that knowing how to do your job is not the be all and end all. I'll share the things

I wish I knew, and what I've learned working within corporate and media structures. No two are alike, but certain patterns appear consistently.

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:

- **Objective 1:** Recognize the nuances of a professional work environment, and how these additional factors impact success.
- **Objective 2:** Know how to manage personalities, set expectations, and deliver value to build a lasting career.
- **Objective 3:** Apply learnings to avoid pitfalls and maximize opportunities in internships and jobs now and in the future.

COLLEGE OF JOURNALISM & COMMUNICATIONS OBJECTIVES

Professional Values and Competencies:
The Accrediting Council on Education in Journalism and Mass Communications requires that graduates of accredited programs be aware of certain core values and competencies and be able to:

- apply the principles and laws of freedom of speech and press, in a global context, and for the country in which the institution that invites ACEJMC is located;
- demonstrate an understanding of the multicultural history and role of professionals and institutions in shaping communications;
- demonstrate an understanding of professional ethical principles and work ethically in pursuit of truth, accuracy, fairness and service to all people and communities.
- present images and information effectively and creatively, using appropriate tools and technologies
- write correctly and clearly in forms and styles appropriate for the communications professions, audiences and purposes they serve;
- demonstrate an understanding of professional ethical principles and work ethically in pursuit of truth, accuracy, fairness and diversity;
- apply critical thinking skills in conducting research and evaluating information by methods appropriate to the communications professions in which they work;
- effectively and correctly apply basic numerical and statistical concepts;
- critically evaluate their own work and that of others for accuracy and fairness, clarity, appropriate style and grammatical correctness;

- apply tools and technologies appropriate for the communications professions in which they work.
- **Units requesting evaluation of a professional master's program must also demonstrate how their master's graduates attain this additional core competency:**
- contribute to knowledge appropriate to the communications professions in which they work.

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 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: Office Hours and 1:1 meetings will be held on Zoom.
- Office Hours: Wednesdays 5:00-7:00pm
- 1:1 Meetings: Email the instructor to request and schedule

In New York City: We will meet in person on Tuesdays in NYC from Sept. 9 - Nov. 4. Our meeting times are:
- Tuesdays: 5:05pm-8:05pm
- Location: 120 Wall Street, Floor 21, New York, NY 10005

READINGS & RESOURCES

There is no required textbook for this course, but students will have required readings/videos each week. These will be accessible through the UF Library or via links provided within the Course Modules in Canvas.

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 250 total points in this course through the successful completion of the following assignments:

Weekly Assignments (140 points). Assignments are directly aligned to the readings and lecture content. Instructions for each will be within the Course Modules in Canvas.

Final Project (60 points): Submit a video (5 minutes or less) that you could send to a company you hope to work for upon graduation. Explain your qualifications/skills/experience, acknowledge the stakeholders you hope to support/work closely with, preview the 30-60-90 day plan of how you hope to hit the ground running, outline the value you believe you would provide long-term, and express your vision and ambition of the influence you hope to have on the organization as you internally grow within it in the years to come.

Overall professionalism, participation, engagement and timeliness (50 points). This is an evaluation of your interaction with peers, initiative, professional attitude, time management and active participation in meetings, workshops and activities. I will treat you all like professional adults, and you should treat this course like a job. Be on time or be accountable to notify me if you won't be, and do the same with assignments that may not be submitted in time for deadlines. Pay attention and be respectful. Don't do anything you wouldn't do in front of a boss. 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 due dates and times are listed in Canvas including the proper file formats for each. Each week's assignment, and assigned reading, are expected to be completed prior to the in-person meeting on Tuesdays.

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, create a 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 as quickly as possible.

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, any guest speakers, and the instructor, abiding by the UF Student Conduct and Honor Codes.

Please engage in class discussions 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 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.
  - Permitted ways to leverage it include identifying stats/sources, to organize/outline your thoughts, or to spark an idea. **Always verify the accuracy of any AI-generated content.**

- **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.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, 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.