
JOU 4930: MEDIA LEADERSHIP AND STRATEGY

University of Florida | College of Journalism and Communications –
Department of Journalism
Spring 2026 | 3 Credits

COURSE INFORMATION

Course Title: JOU 4930 – Media Leadership and Strategy

Semester: Spring 2026

Format: Online – Synchronous

Students are required to attend class live via Zoom. Sessions will not be delivered asynchronously.

Meeting Time: Tuesdays, 1:55 p.m. – 4:55 p.m. EST

INSTRUCTOR INFORMATION

Instructor: Desirée Colomina

Title: 5× Emmy Award-Winning Executive Producer & Media Leadership Educator

Email: desiree.colomina@ufl.edu

Office Location: Virtual (Zoom link posted on Canvas)

Office Hours: Thursdays, 11:00 a.m. – 1:00 p.m. EST (via Zoom)

All course communication will be handled via Canvas or university email.

COURSE DESCRIPTION

This course examines contemporary leadership and strategic decision-making in media organizations and creative environments. Students analyze leadership styles,

communication practices, culture-building approaches, and public visibility strategies across news, entertainment, and digital platforms. Through guided workshops and applied assignments, students construct a strategic leadership blueprint and deliver a professional board-style pitch demonstrating their capacity to lead, influence, and communicate effectively.

LEARNING OBJECTIVES

By the end of this course, students will be able to:

1. Analyze media leadership models and their impact on culture, trust, and organizational performance.
 2. Assess the relationship between communication, identity, visibility, and public perception.
 3. Develop and articulate strategic positioning for a personal brand, media initiative, or platform.
 4. Construct a measurable strategic plan, including goals, audience alignment, and impact indicators.
 5. Demonstrate leadership communication through verbal presentation, written strategy, and peer collaboration.
 6. Deliver a board-style pitch and respond to stakeholder questions with strategic clarity.
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REQUIRED MATERIALS

Textbook: No required textbook purchase.

All course materials, including case studies, articles, and multimedia resources, will be provided through Canvas.

Recommended Resources:

- Harvard Business Review (Leadership & Strategy articles)
- Poynter Institute reports and case studies
- TED Talks (Brené Brown, Simon Sinek, Sheryl Sandberg)
- Industry case studies

Course Fees: None.

GRADING

Assignment	Percentage
Participation & Engagement	20%
Personal Brand Perception Audit	15%
Media Brand Perception Analysis	15%
Leadership Interview	10%
Weekly Reflections	10%
Final Capstone Project: Brand Leadership Blueprint	30%

Grading Scale:

A = 93-100, A- = 90-92

B+ = 87-89, B = 83-86, B- = 80-82

C+ = 77-79, C = 73-76, C- = 70-72

D+ = 67-69, D = 63-66, D- = 60-62

E = 0-59

Full UF grading policy:

<https://catalog.ufl.edu/UGRD/academic-regulations/grades-grading-policies/>

ASSIGNMENTS & EVALUATION

Participation & Engagement (20%)

Includes live attendance, discussion, breakout activities, simulations, and peer feedback.

Personal Brand Perception Audit (15%)

Self-assessment + feedback from 10 individuals to identify perception gaps and build an action plan.

Media Brand Perception Analysis (15%)

Students analyze a media brand using survey-based insights and the **3I Framework (Inspiration-Influence-Impact)**.

Leadership Interview (10%)

20–30 minute interview with a media professional and written reflection.

Weekly Reflections (10%)

5 reflections (1–2 pages) submitted anytime before Week 14.

Final Capstone Project (30%) — Brand Leadership Blueprint

Choose ONE:

- Personal Brand Leadership Strategy
- New Show / Content Series Leadership Plan
- Media Platform Launch / Rebrand Strategy

Deliverables:

- 5–7 page written blueprint
- 15-minute board-style presentation (10 min + 5 min Q&A)

WEEKLY SCHEDULE

Week 1: Course Overview & Leadership Foundations

Week 2: Identity & Professional Perception

Week 3: Narrative & Strategic Communication

Week 4: Media Ecosystems & Public Trust

Week 5: Brand Positioning & Differentiation

Week 6: Values-Based Leadership & Culture

Week 7: Audience Strategy & Influence

Week 8: Midterm Studio & Concept Checkpoint

Week 9: Platform & Show Development Strategy

Week 10: Presence, Speaking, & Executive Delivery

Week 11: Risk, Ethics & Cultural Considerations
Week 12: Capstone Studio Development
Week 13: Pitch Preparation & Rehearsal
Week 14: Final Capstone Board Presentations

COURSE POLICIES

Attendance

Because this course is discussion based, attendance in synchronous Zoom sessions is required.

Requirements for class attendance and make-up work are consistent with university policies in the undergraduate catalog:

<https://catalog.ufl.edu/UGRD/academic-regulations/attendance-policies/>

Office Hours

Thursdays, 11:00 a.m. – 1:00 p.m. EST via Zoom.

Students are encouraged to meet to discuss course content, assignments, or career goals.

Late Work Policy

10% deduction per day late unless documented circumstances or prior approval.

Academic Integrity

Strict adherence to the UF Honor Code.

More information: <https://sccr.dso.ufl.edu/policies/student-honor-code-student-conduct-code/>

Artificial Intelligence Policy

AI may be used for brainstorming and planning only.

All written work must be original.

AI use must be disclosed in each assignment.

Communication

Use UF email or Canvas. Instructor responds within 24 business hours.

Technology Requirements

- Reliable internet
- Zoom access
- Canvas access

For tech issues: UF IT Help Desk (352-392-4357)

UNIVERSITY POLICIES & RESOURCES

Required UF policies link:

<https://go.ufl.edu/syllabuspolicies>

Resources include:

- Disability Resource Center
 - Counseling & Wellness
 - U Matter, We Care
 - Title IX
 - Academic Integrity
 - Religious Observances
 - Campus Safety
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COURSE EVALUATION

Students must complete evaluations at:

<https://evaluations.ufl.edu>

INSTRUCTOR'S NOTE

This course invites you to explore leadership not as a title, but as a mindset. Together, we'll examine how influence, creativity, and strategy intersect—and how your voice can make a meaningful impact in the world of media.

Con corazón, con estrategia, sin pedir permiso.

Desirée Colomina