



MMC 1009 - Intro to Media and Communications

Spring 2026 Syllabus

Course Facilitator: Meisha Wade

Video Lecturer: Bridget Dunbar

Meeting Time: Online, class week runs from Monday through Sunday with assignments due **Mondays at 11:59 PM EST**. Log In here: <https://elearning.ufl.edu/>

Contact: Via email to mwade@ufl.edu. All messages should be sent to this address, not via Canvas. Any messages sent via Canvas might not get a timely reply.

Office Hours: Thursdays 2:00 p.m.- 4:00 p.m. Log into the [Virtual Advising Lobby](#) or click [here](#) to schedule an appointment if you need to meet with me outside of my normal office hours.

Course Overview

This course is designed to introduce UF Online students to the tools/resources available through the College of Journalism and Communications and the University, while also preparing them for success as an online student and in their future careers. Lessons will focus on keys to success in online learning, the organization of the college, academic and career preparation.

This course will facilitate student learning and understanding by including opportunities for:

- Success in online learning
- Understanding of CJC majors and requirements
- Knowledge of College and University resources
- Career Preparation
- Awareness of Varied Perspectives and Backgrounds
- Engagement (with College, Faculty/Staff, and Peers)
- Involvement

Learning Outcomes

By the end of this course, students should:

- Apply best practices for online learning success.
- Identify your advisor and understand CJC degree requirements.
- Explore CJC majors and related career paths.
- Use UF and career development resources effectively.
- Build a professional online presence and network.

Course Materials

There are no textbooks required for this course. You will have assigned readings and videos in Canvas.

Course Grading

Students will be graded through a variety of course activities, quizzes, and a final paper **are due on Mondays at 11:59 pm EST**. The grades will break down as follows and are available in your grade book on Canvas (the final grade average calculated there will be used to determine your final grade).

Six Multiple-Choice Quizzes (10 each): **60 points**

Four Discussion Board Posts (5 each): **20 points**

Five Course Activities (10 each): **50 points**

Final Paper: 30 points (Check-in: 5 pts/ Paper: 25 pts)

Total possible points earned in class: 160.

Multiple-choice quizzes will be given at various points throughout the semester and will cover the topics in both the lectures and the readings. They will be taken online, have a time limit, and be graded immediately after you complete it.

Discussion board posts will vary from topics like sharing why you chose your current major to comments about topics covered in class. They will be open for two-week periods and will be graded for relevance, understanding of the topic asked for and your ability to identify and communicate pertinent and accurate concepts.

All course activities will be turned in online. No work will be accepted via email. These activities will vary from weekly schedule planning, creating a professional LinkedIn account, or completing the Career Connection Center's Gator Professional Series.

| Grading Scale: | |
|----------------|-------------|
| A | 94-100 |
| A- | 90-93 |
| B+ | 87-89 |
| B | 84-86 |
| B- | 80-83 |
| C+ | 77-79 |
| C | 74-76 |
| C- | 70-73 |
| D+ | 67-69 |
| D | 64-66 |
| D- | 60-63 |
| E | 59 or lower |

Final Paper

For the **Final paper (Interviewing a Professional) assignment**, you will be required to find a professional in one of the four media fields we cover in this class (advertising, public relations, print journalism, broadcast journalism, media production/management/technology), interview them and journal the experience. **Marketing is not one of our fields, so people who work in that field are not acceptable for this assignment.** An example of this would be finding a local reporter for your television station or other news outlet and interviewing them to find out what a day in his or her life is like.

The paper should be detailed enough to describe who you interviewed, why and how you chose and connected with this professional, how they conduct their job, and what lessons from the lectures or reading applied to your learning of this profession. Most papers are usually between 700-1000 words. **You must also include a screenshot or picture of your thank-you note/email to them, which should be sent within 48 hours of your interview.**

The professional you interview must work in one of the fields listed above full time, not have a job or

business that just includes doing some marketing or social media promotion; **media and communications in public relations (not marketing), advertising, or print/broadcast journalism, media production/management must be their primary function. You may not interview any kind of faculty unless they have an active professional role unrelated to role as a faculty member.**

If you have any questions or need direction or help, please contact me as soon as possible – this includes confirming that the person you want to interview is appropriate for the Interviewing a Professional assignment. **The final paper can be turned in at any time during the course, but its final deadline is Monday, April 27th @ 11:59 pm EST.**

Missed Assignments and Late Work

Since we are working in a class about preparation, professionalism, developing effective time management skills, you will be expected to model and practice professional behavior with respect to dates and deadlines. **No late work will be accepted or extended deadlines for missed assignments will be granted in this course.** Manage your time and prioritize your work. Our assignments are neither long nor extremely difficult, and if you complete them well and turn them in on time, you will complete this course with a satisfactory grade.

Each module's quiz, discussion board post, and/or course activity will be scheduled in advance and open for at least a two-week period prior to the start of the module. The Interviewing a Professional Final Paper will be open on Canvas on the first day of the course and can be turned in at any time during the course. Please plan ahead and, if you need to, work ahead.

Respect

Professional courtesy and respect are expected in all communications. Engage thoughtfully in discussion boards and honor diverse perspectives related to race, culture, gender, religion, ability, political views, age, and other identities. Be mindful of tone and language in online discussions, and practice constructive, professional feedback. If there is a pronoun your classmates and I should use when talking with you, please let us know.

Tips for Success

Here are some tips that will help you get the most of this course while taking full advantage of its online, asynchronous format:

- Schedule "class times" for yourself. It is important to do the coursework on time each week. **You will receive no credit for work that is turned in late!**
- Read ALL the material contained on the Canvas site. There is a lot of helpful information that can save you time and help you meet the objectives of the course.
- **TAKE NOTES** on your lectures and readings.
- Review our course schedule and put our deadlines in your personal calendar or planner, then check things off as you go.
- Ask for help or clarification of the material if you need it.
- Do not wait to ask questions! Waiting to ask a question might cause you to miss a due date

or do an assignment incorrectly. This includes your final interviewing a Professional paper. It is better to ask and be safe than sorry.

- **Do your work well before the due dates.** Sometimes things happen. If your computer goes down when you are trying to submit an assignment, you will need time to get to another machine. **Deadline extension requests will not be granted.**
- To be extra safe, back up your work to a flash drive or the cloud
- If you experience technical issues, please contact the UF HELP Desk:
 - Online: <https://helpdesk.ufl.edu/>
 - By email: helpdesk@ufl.edu
 - By phone: 352. 392.HELP
 - You also may seek assistance at Learning-support@ufl.edu.

UF Academic Policies

<https://syllabus.ufl.edu/syllabus-policy/uf-syllabus-policy-links/>

- **Attendance & Make- Up Work:** Requirements for class attendance and make-up exams, assignments, and other work in the course are consistent with university policies. [See UF Academic Regulations and Policies for more information regarding the University Attendance Policies.](#)
- **Students with Disabilities:** Students requesting accommodations should contact the Disability Resource Center: [Disability Resource Center - DISABILITY RESOURCE CENTER](#). It is important for students to share their accommodation letter with their instructor and discuss their access needs as early as possible in the semester.
- **Grading Policies:** Information on UF grading: [Grades and Grading Policies < University of Florida](#)
- **Course Evaluations:** Students are expected to provide professional and respectful feedback on the quality of instruction in this course by completing course evaluations online. Students can complete evaluations in three ways:
 1. The email they received from GatorEvals.
 2. Their Canvas course menu under GatorEvals
 3. The central portal at <https://my-ufl.bluera.com>

Guidance on how to provide constructive feedback is available at <https://gatorevals.aa.ufl.edu/students/>. Students will be notified when the evaluation period opens. Summaries of course evaluation results are available to students at <https://gatorevals.aa.ufl.edu/public-results/>.

- **Honor Code:** UF students are bound by The Honor Pledge which states “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.
- **AI Use: AI tools (ChatGPT, Copilot, etc)** May be used for brainstorming or outline your

thoughts, but to offer a submission totally created by AI is unacceptable and constitutes plagiarism. Any UF Online student in this Course Section caught using solely ChatGPT, Copilot, or any other AI assisted resources is considered in violation of the University's published policy on Academic Misconduct found in the Course Syllabus and on the University's Official website. Violators will be subject to the appropriate sanctions.

Academic & Student Support:

- UF Help Desk: [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](#).
- [Library Support](#): Call [866-281-6309](#) or email ask@ufl.libanswers.com
- [Academic Resources](#): Email contact: teaching-center@ufl.edu. General study skills and tutoring.
- [Writing Studio](#): 2215 Turlington Hall,
- [Library Support](#): Various ways to receive assistance with respect to using the libraries or finding resources. Call [866-281-6309](#) or email ask@ufl.libanswers.com for more information.

Campus Health and Wellness Resources:

- UF Counseling & Wellness Center: 3190 Radio Road | 352-392-1575 | counseling.ufl.edu
- UF Crisis Support: 352-392-1575 (24/7)
- GatorWell Health Promotion Services: gatorwell.ufsa.ufl.edu
- UF Whole Gator Initiative: one.uf.edu/whole-gator/discover.
- U Matter, We Care: umatter.ufl.edu | umatter@ufl.edu



**COLLEGE OF JOURNALISM
AND COMMUNICATIONS**

MMC 1009 - Intro to Media and Communications

Spring 2026 Course Schedule

| DATE | TOPIC | ASSIGNMENTS |
|------------------------|---|--|
| Week 1 1/12- 1/18 | Orientation: Welcome to MMC1009 | Discussion Post 1: Introduce Yourself Quiz 1: Syllabus |
| Week 2 1/19- 1/25 | Module 1: Keys for Online Learning Success | Course Activity 1: Weekly Study Schedule |
| Week 3 1/26 – 2/1 | Module 2: Know Your PaTH-Advising Support Team | Quiz 2: Know Your Path |
| Week 4 2/2- 2/8 | Module 3: Know Your College | Quiz 3: Know Your College |
| Week 5 2/9- 2/15 | Module 4: Know Your Resources (Part 1) – UF Libraries | Discussion Post 2: Library Reflection |
| Week 6 2/16 – 2/22 | Module 5: Know Your Resources (Part 2) | Quiz 4: Know Your Resources |
| Week 7 2/23– 3/1 | Module 6: Know Your Academics | Course Activity 2: Academic Plan |
| Week 8 3/2 – 3/8 | Module 7: Know Your Major (Part 1) – PR and MPMT | Assignment: Interviewing a Professional Check-In |
| Week 9 3/9 -- 3/15 | Module 8: Know Your Major (Part 2) – ADV and JM | Quiz 5: Know Your Major Discussion Post 3: Major Reflection |
| Spring Break | 3/16– 3/22 | Great time to work on assignments! |
| Week 10 3/23 – 3/29 | Module 9: Know What's Next: Graduate Degrees and More | Quiz 6: Know What's Next |
| Week 11 3/30 --4/5 | Module 10: Know Your Career Resources | Course Activity 3: Gator Professional Series |
| Week 12 4/6—4/12 | Module 11: Plan Your Career (Part 1) – Your Personal Marketing Package | Course Activity 4: Your Elevator Pitch |
| Week 13 4/13 – 4/19 | Module 12: Plan Your Career (Part 2) – Networking/Connecting with Professionals | Course Activity 5: Professional LinkedIn |

| | | |
|------------------------|---|---|
| Week 14 4/20 – 4/26 | Module 13: Final Paper Prep | Discussion Post 4: Course Reflection |
| Week 15 4/27 – 5/1 | Module 14: Wrapping Up and Final Thoughts | Final Paper: Interviewing A Professional Due Monday 4/27 @ 11:59 pm EST |
| Week 16 4/25 – 5/1 | Exam Week | NO FINAL EXAM! TURN IN YOUR PAPER BY 11:59 PM EST on 4/27 AND YOU'RE DONE! |