

MMC1009 Introduction to Media and Communications – Spring 2026

[UF Syllabus Policy Links - Online Course Syllabi - University of Florida](#)

Instructor: Alicia Bolen

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Office Hours: Fridays 1 pm – 3 pm

Credit Hours: 1

Location: Weimer G030

INSTRUCTOR'S POLICIES

Welcome to the College of Journalism and the College of Journalism and Communications! My name is Alicia Bolen, and I am the dedicated advisor for Innovation Academy, First and Second Year students, and Immersion Experiences. I look forward to working with you while you are a student in our college! If you have any questions or concerns regarding this course, UF Online, or the CJC please email me at abolen@jou.ufl.edu. **Please email me from your UF email account only.** You can expect a response to your email within 72 hours.

COURSE INFORMATION

This course is designed for students majoring in a College of Journalism and Communications (CJC) and/or students interested in a major within the CJC. This course is designed to give students a general overview of the College of Journalism and Communications. We will discuss career options with all areas of study in our College: Advertising, Journalism, Public Relations, and Telecommunication. We will also review degree audits, advising principles, and diversity and inclusion. In addition to a general understanding of our fields of study and their corresponding professions, you will begin to build your professional network by connecting with industry professionals near you as a part of your learning experience.

Please note that the videos in the course feature former instructors, UF faculty, and UF staff.

COURSE GOALS

The goal of this course is to familiarize you with CJC staff, faculty, students, and resources for a successful and meaningful experience in our college. This course also seeks to make you aware of what is expected of you as a CJC student.

WHAT WILL YOU LEARN?

You will learn:

- How and when to contact CJC Advisors
- How to read your degree audit and understand CJC degree requirements

- The differences between majors and specializations in the CJC
- How you can be involved on campus, even while being an online student
- Basic principles of all CJC majors

REQUIRED TEXTBOOKS

No textbooks required. A journal for writing will be provided to each student one the first day of class.

The Gator Professional Series (GPS) is a self-paced and interactive, online video series that guides you through:

- Refining your resumes and cover letters
- Practicing interviews, elevator pitches, organizing your search and networking
- Developing answers to “Tell Me About Yourself” or “Why You Are a Good Fit”
- Reflecting and effectively communicating your attributes, knowledge, skills, and experiences.

GPS is accessible through the Canvas eLearning app so you can get help right from your device. Complete the entire workshop series to feel confident and prepared for your next career steps.

Weekly Reflection Journal – 120 points

Students will complete a 12-week reflective journaling assignment designed to help identify and challenge imposter syndrome by intentionally recognizing academic, personal, and professional growth. Each week, students will respond to a guided prompt and document at least one small or significant “win.” Journals are due at the beginning of class each week and are graded on completion and thoughtfulness rather than writing mechanics. The purpose of this assignment is to support self-awareness, confidence-building, and a sense of belonging throughout the semester.

Attendance – 120 points

Attendance will be documented through the Weekly Reflection Journal.

Absences/Late Policy

There is no such thing as a “freebie” when it comes to absences or being late. If you miss class and subsequently miss an in-class assignment, you will receive a zero. Please note that most assignments are uploaded online, but some are submitted in class. Both are due by the start of class. Late work is not accepted.

If you have an excused absence, you may make arrangements to turn in your work early. Excused absences are as follows: University Sponsored and/or UAA Events with at least one-week prior notice and documentation; Medical/Emotional/ Family Emergencies with appropriate documentation and communication.

In case of an emergency, late work may be accepted with documentation of the extenuating circumstance. All emergency absence documentation is due within two weeks of your return to class.

Religious holiday conflicts with class should be submitted by the third week of class.

Make-up assignments will not be given until documentation is received.

If a class is canceled for unforeseen reasons, homework is still due online as previously scheduled.

Athletes do not need to attend class on January 29, 2026.

Assessments – points will vary

There are two assessments in this course to determine your understanding and retention of course materials. *The first assessment is used as a benchmark tool and is only graded on completion.* The final assessment will be graded.

Quizzes – points will vary

Beginning with Week 2, students will complete a

Final Project: My Spring Break Media Story

Students will complete an individual media project based on their Spring Break experience. The project is designed to introduce students to how core media and communication fields work together to tell stories, shape messages, and reach audiences.

Using real-life experience as the foundation, students will create a short-written story, basic promotional materials, simple public-facing communication, and one media product (such as a video, podcast, or photo story). The emphasis is on learning foundational concepts including audience awareness, ethical communication, storytelling, message consistency, and basic media production.

This project is completed individually and is intended to be exploratory, creative, and portfolio oriented. It allows students to practice essential skills, reflect on their interests within the media and communications field, and better understand how different communication roles intersect in real-world media environments.

Class Agenda

- Week 1 – January 15th – Class Welcome
- Week 2 – January 22nd – Weimer Tour with Journalism and Communications Ambassadors
- Week 3 – January 29th – Innovation Academy Advising Day
 - Athletes attendance is not mandatory.
- Week 4 – February 5th – Lecture or Guest Speaker
- Week 5 – February 12th – CJC Librarian Day
- Week 6 – February 19th – Lecture or Guest Speaker
- Week 7 – February 26th - Lecture or Guest Speaker
- Week 8 – March 5th – Lecture or Guest Speaker
- Week 9 – March 12th – Final Project Workday – NO CLASS
- Week 10 – March 19th – SPRING BREAK – NO CLASS

- Week 11 – March 26th – Lecture or Guest Speaker
- Week 12 – April 2nd – Lecture or Guest Speaker
- Week 13 – April 9th – Lecture or Guest Speaker
- Week 14 – April 16th – Class Wrap Up

Academic Honesty

The University's Honesty Policy regarding cheating, plagiarism, etc.:

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. 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.” The Conduct Code specifies a number of behaviors that are in violation of this code and the possible sanctions. [See the UF Conduct Code website for more information](#). If you have any questions or concerns, please consult with the instructor or TAs in this class.

In-Class 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 education 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 deliver by an 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 presentation 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 guest 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 Honor Code and Student Conduct Code.

Grading Policy

94.0 - 100.0 **A** 4.00 90.0 – 93.9 **A-** 3.67 87.0 - 89.9 **B+** 3.33 84.0 – 86.9 **B** 3.00 80.0 - 83.9 **B-** 2.67 77.0 - 79.9 **C+** 2.33 74.0 – 76.9 **C** 2.00 70.0 - 73.9 **C-** 1.67 67.0 - 69.9 **D+** 1.33 64.0 - 66.9 **D** 1.00 61.0 - 63.9 **D-** 0.67 60.0 - 60.9 **E** 0.00

More information on UF grading policy may be found at:

<http://gradcatalog.ufl.edu/content.php?catoid=10&navoid=2020#grades>

STUDENT EVALUATIONS

Students will be graded on a variety of assignments, quizzes, completion of the Gator Professional Series, a final assessment, and a final project. 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). Late work is not accepted. **NO EXTRA CREDIT WILL BE OFFERED.**

Students Requiring Accommodations

Students with disabilities requesting accommodations should first register with the Disability Resource Center (352- 392-8565, <https://www.dso.ufl.edu/drc>) by providing appropriate documentation. Once registered, students will receive an accommodation letter which must be presented to the instructor when requesting accommodation. Students with disabilities should follow this procedure as early as possible in the semester. Course Evaluation Students are expected to provide feedback on the quality of instruction in this course by completing online evaluations at <https://evaluations.ufl.edu/evals>.

Evaluations are typically open during the last two or three weeks of the semester, but students will be given specific times when they are open. Summary results of these assessments are available to students at <https://evaluations.ufl.edu/results/>. University Honesty Policy. 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. 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.” The Honor Code (<https://www.dso.ufl.edu/sccr/process/student-conduct-honor-code/>) specifies a number of behaviors that are in violation of this code and the possible sanctions.

Furthermore, you are obligated to report any condition that facilitates academic misconduct to appropriate personnel. Software Use All faculty, staff, and students of the University are required and expected to obey the laws and legal agreements governing software use. Failure to do so can lead to monetary damages and/or criminal penalties for the individual violator. Because such violations are also against University policies and rules, disciplinary action will be taken as appropriate. We, the members of the University of Florida community, pledge to uphold ourselves and our peers to the highest standards of honesty and integrity. Student Privacy There are federal laws protecting your privacy with regards to grades earned in courses and on individual assignments. For more information, please see:

<http://registrar.ufl.edu/catalog0910/policies/regulationferpa.html>

Instructor Evaluation

Students are expected to 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/>. Students will be notified when the evaluation period opens, and can complete evaluations through the email they receive from GatorEvals, in their 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>.