

## Course Syllabus

PUR4932/MMC6945/RTV3945 - Two Bits Creative Immersion

### **Instructor:**

Robert Judin

Lecturer, Public Relations Department

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### **Office Hours:**

Tuesday, 8:30 am – 10:30 am.

(Weimer Hall 3103 or Zoom link provided in Canvas). Additional meetings by email request.

### **Overview:**

Two Bits Creative is a real-world public relations sports ideation agency in the University of Florida's College of Journalism and Communications that offers students an opportunity to work with Florida Victorious, the official NIL partner of the Florida Gators, and their student-athletes.

Students will be enabled to build industry-ready portfolios based on actual Name, Image and Likeness (NIL) campaigns and gain hands-on experience in a collaborative environment built for innovation. They'll hone their skills in areas such as social media, visual branding, graphic design, photography, videography, account management, and corporate partnerships. This immersion will prepare students to be well positioned for the job and internship market. **Mandatory staff meetings will occur on Tuesday from 12:50 pm to 1:40 pm in WEIM G030.**

### **Course Objectives:**

In the Two Bits Creative Immersion, you will:

- Understand the reality of working with athletes on a daily basis.
- Learn how to build social media calendars and manage them to facilitate audience development for a singular athlete, as well as for a corporate brand.
- Work in and contribute to a collaborative environment based in creativity and innovation to help generate solutions.

- Analyze and navigate the perpetually changing social media algorithms and how they evolve with the different waves and trends of content.
- Hone your professional skills through on-the-job training and client relations.
- Ideate and develop strategic communications campaigns to fulfill initiatives.
- Develop and apply critical thinking, listening and professional skills through your work with peers, supervisors, clients and industry leaders

**Prerequisite:**

This class will be departmentally controlled. All students must have been successful in their application to join Two Bits Creative.

**Course Format:**

This course will mimic that of a real-world agency that creates, plans, and manages public relations and multimedia content for Two Bits Creatives' clients and internal team. Your effort, quality of work, involvement and participation will all count toward your final grade in this course.

Students in the course are expected to be active members of Two Bits Creative. This includes participating in team meetings, brainstorming, trainings and events both in person and online.

Each student must work at least one shift every two weeks at the Florida Victorious office (located at the corner of SW Second Avenue and SW Sixth Street) for "on-site experience." Shifts will be broken up into two sessions: mornings (8 am to 12 pm) and afternoons (1 pm to 5 pm).

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. In all instances where Two Bits Creative meetings or events conflict with scheduled courses, students must attend their scheduled courses.

**Student Roles:**

Students at Two Bits Creative serve in the following roles:

- Client Services Department
  - o Client Services Department Manager
  - o Account Leads

- o Project Managers
  - o Project Coordinators
- Research & Strategy Department
  - o Research and Strategy Department Manager
  - o Lead Strategist and Lead Data Analyst
  - o Data Analysts
  - o Strategists
- Creative Department
  - o Art Directors
  - o Graphic Designers
  - o Photographers
  - o Videographers
  - o Copywriters
- Social Media
  - o Social Media Managers & Schedulers
  - o Social Media Coordinators
  - o Media Coordinators
- Corporate Sponsorships
  - o Account Managers
  - o Outreach and External Communications
  - o Industry and Categorical Analysis

### **Assignments:**

Beyond active participation in Two Bits Creative, this course will also require:

#### **• Regular Communication & Meetings:**

We will meet as a team twice a month, every other Tuesday, to discuss ongoing or upcoming campaigns and projects with a dedicated open-floor brainstorming session to identify solutions, introduce new ideas, and explore new perspectives. At the end of each month, we will schedule one-on-one check-ins to monitor individual progress, opportunities, and challenges. We will use Slack to maintain consistent communication to eliminate room for error on projects, campaigns, and accounts.

- **Completed Weekly Timesheets:**

Your weekly timesheets must be submitted on time. These will be used to track your progress and involvement throughout the semester against your total credit hours.

- **Portfolio Review:** We will review your resume and portfolio together and create a plan for building your portfolio of work throughout the semester. You are expected to update your resume and portfolio accordingly and submit a revised version at the end of the semester.

### **Grading Policy:**

Final grades will be based on the following scale:

- A 90-100%
- B 80-89%
- C 70-79%
- D 60-69%
- E below 60%

Grading will be determined by the following rubric:

- **Quality of Work - 35%**

- o Fulfillment of Florida Victorious deliverables and assets required (e.g. graphics, videos, photos, etc.)
- o Ideation and execution of campaigns and events
- o Creation of content and assets that perform well on social media
- o Generation of metrics and analytics to support work done (e.g. impressions, views, followers gained, etc.)
- o Clear and effective research with implementation into projects and accounts

- **Client Relations - 25%**

- o Consistent and effective management of social media assets and calendars — including sponsor deliverables
- o Execution of all deliverables and assets with a positive attitude
- o Regular and effective communication with clients for account management
- o Ability to provide feedback to the client to maintain project and campaign Integrity without negative impact
- o Effort and ability to procure new clients without risking existing accounts

- **Professionalism and Participation - 25%**

- o Readiness and punctuality
- o Willingness to accept constructive feedback and make revisions
- o Time management and meeting deadlines
- o Willingness to serve as part of a team and work collaboratively with others
- o Serve as a brand ambassador and positive extension of Two Bits Creative when working on-site

- **Creativity and Leadership - 15%**

- o Display ability to generate creative solutions to problems
- o Think of outside-the-box ways to generate audience engagement
- o Be able to conceptualize and bring to life new ideas for content and campaigns
- o Demonstrate an ability to inspire and motivate team members
- o Willingness to accept accountability and lead projects

Your progress and performance will be evaluated via biweekly one-on-one meetings, weekly timesheets, monthly reports and a resume and portfolio review. Together, these should provide a clear reflection of your effort, quality of work, professionalism and participation throughout the semester.

**Communication:**

Students will be required to communicate and stay up to date with the Two Bits Creative team on Slack, Canvas and email. If you have not already been added to Slack or Canvas, please email me.

Please feel free to Slack or email me at any time with any questions or concerns you have. I'm happy to provide feedback or guidance throughout the semester and meet with you one-on-one via Zoom or phone. I will always do my best to make myself available, but please allow up to 48 hours for a response.

### **STUDENTS WITH DISABILITIES:**

Students with disabilities requesting accommodations should first register with the Disability Resource Center (352-392-8565, [www.dso.ufl.edu/drc](http://www.dso.ufl.edu/drc)) by providing appropriate documentation. Once registered, students will receive an accommodation letter that must be presented to the instructor when requesting accommodation. Students with disabilities should follow this process as early as possible in the semester.

### **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 and with me, abiding by the UF Student Conduct and Honor Codes. Please follow rules of common courtesy for email, discussions and chats. UF provides a Netiquette Guide for Online Courses here:

<http://teach.ufl.edu/wpcontent/Uploads/2012/08/NetiquetteGuideforOnlineCourses.pdf>.

### **Academic Integrity:**

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 specifies a number of behaviors that are in violation of this code and the possible sanctions. For more information visit the Honor Code web page at <http://www.dso.ufl.edu/sccr/process/student-conduct-honor-code/> or contact Student Judicial Affairs, P202 Peabody Hall, 392-1261.

### **Course Evaluations:**

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/>.

**Course Grading:**

Students will be graded in accordance with UF policies for assigning grade points as articulated in the link that follows.

<https://catalog.ufl.edu/ugrad/current/regulations/info/grades.aspx>

**U Matter, We Care:**

Your well-being is important to the University of Florida. The U Matter, We Care initiative is committed to creating a culture of care on our campus by encouraging members of our community to look out for one another and to reach out for help if a member of our community is in need. If you or a friend is in distress, please contact [umatter@ufl.edu](mailto:umatter@ufl.edu) so that the U Matter, We Care Team can reach out to the student in distress. A nighttime and weekend crisis counselor is available by phone at 352-392-1575. The U Matter, We Care Team can help connect students to the many other helping resources available including, but not limited to, Victim Advocates, Housing staff, and the Counseling and Wellness Center.

**Policies:**

For all UF academic policies and student resources, see:

<https://syllabus.ufl.edu/syllabus-policy/uf-policy-on-course-syllabuses/>

This syllabus is publicly available on the UF syllabus archive in accordance with university and state policy.