



# MMC 1009

## Introduction to Media and Communications

## Section 70BF

Day: Thursday

Time: 3<sup>rd</sup> Period, 9:35am -10:25am

Location: Turlington Lo07

FALL 2014

## Course Information

### COURSE DESCRIPTION

MMC 1009 is designed to introduce students to the tools, resources and academic and extra-curricular activities offered by the College of Journalism and Communications, while preparing them for success as a student and in their careers thereafter.

### COURSE OBJECTIVES

Students will receive lessons on the organization of the college, its resources, and academic and career preparation. Instructors will coach students to maximize their learning and development by creating environments which provide opportunities for:

- Engagement (with UF faculty/staff, and fellow students)
- Awareness and respect of diversity
- Involvement
- Knowledge of resources
- Active engagement in one's own learning
- Goal setting and career plan development
- Healthy lifestyle

This course also connects students to key resources at the University of Florida: a faculty/staff member who is committed to student success; an undergraduate peer leader who is experienced in the challenges of making a successful transition through college; and other first-year students.



### Katrice Graham

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Katrice is a double gator, with a bachelor's in advertising and a master's in business management. Her work experience spans campus and private industry, including financial aid, academic advising, supervising for a fortune 500 company, and project management.

She currently serves as the Director of the Knight Division for Scholarships, Career Services, and Multicultural Affairs in the College of Journalism and Communications. Here, she pushes students to be their personal best, while equipping them with the tools for greatness. In addition, she coordinates opportunities for students such as Interviewing Days, workshops, the Career Database, CJC scholarships and career coaching appointments.

### Office Hours

Tuesdays, in Weimer 1060

9:00-11:00am or by appointment

(Please sign in at the front desk)

### RESOURCES

#### E-Learning aka Canvas

<https://lss.at.ufl.edu/>

- Website for your course content. You will utilize it to keep track of assignment due dates, events, and deadlines on the site calendar. It is also where you can post to the class discussion page. Most importantly, it is where you will upload many of your course assignments! Please log in with your UF username and password, and explore, just in case you have any questions.

#### MyCJC

<http://my.jou.ufl.edu/students/>

- Website to stay in the know for College events, internship/job/scholarship opportunities, student orgs, and announcements!

#### PATH Office

Located in Weimer 1060.

- Home of academic advising, the Knight Division, Online Learning, and J-School Study Abroad advising.



### Randy Wright

guest instructor  
Executive Director of  
Multimedia Properties  
rwright@jou.ufl.edu  
Email for appointment

## ACADEMIC HONOR CODE AND ACADEMIC HONESTY

University of Florida Student Honor Code:

**Preamble:** In adopting this Honor Code, the students of the University of Florida recognize that academic honesty and integrity are fundamental values of the University community. Students who enroll at the University commit to holding themselves and their peers to the high standard of honor required by the Honor Code. Any individual who becomes aware of a violation of the Honor Code is bound by honor to take corrective action. The quality of a University of Florida education is dependent upon community acceptance and enforcement of the Honor Code.

**Pledge:** 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."

An academic honesty offense is defined as the act of lying, cheating, or stealing academic information so that one gains academic advantage. As a University of Florida student, one is expected to neither commit nor assist another in committing an academic honesty violation. Additionally, it is the student's duty to report observed academic honesty violations. Violations of the Honor Code and academic dishonesty will not be tolerated. Specifically, instructors will rigorously pursue incidents of plagiarism of any type or incidents of referring to any unauthorized material for any class requirement. Before submitting any work for this class, please read the policies about academic honesty at [www.dso.ufl.edu/sccr](http://www.dso.ufl.edu/sccr), and ask the instructors to clarify any expectations you do not understand.



### THE HONOR CODE

We, the members of the University of Florida community, pledge to hold ourselves and our peers to the highest standards of honesty and integrity.

FOR INFORMATION VISIT:

<http://www.dso.ufl.edu/sccr/process/student-conduct-honor-code/>

## Our Mindset for Class

(Never waste an opportunity to become better!)

1. Class will be fun. Students will look forward to the class and the assignments.
2. Everything will be useful and have a purpose. We promise not to assign any busy work.
3. Participation is required. You do not have to talk the most, but we expect active listeners and participants.
4. Mature and respectful behavior is expected. That goes in both directions.
5. **Side conversations, sleeping, and checking electronics are not appropriate.**
6. We are here to help, but we expect you to check the syllabus and/or Canvas **before** asking us assignment/grade questions.

## ADA Statement

The University of Florida provides high-quality services to students with disabilities, and we encourage you to take advantage of them. Students with disabilities needing academic accommodations should 1) Register with and provide documentation to Disability Resources (352-392-8565), and 2) Bring a letter to the instructor from Disability Resources indicating that you need academic accommodations. Please do this as soon as possible, preferably within the first week of class.

## 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 have missed 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. In the case of an emergency, late work may be accepted with documentation of the extenuating circumstance. Test conflicts with class should be submitted by January 29th. Excused absences are as follows: University Sponsored Event and Religious Holidays with at least 1 week **prior** notice **and** documentation; Medical/Emotional/Family Emergencies with **appropriate documentation and communication.**

## Out of Class Attendance

To supplement class discussion and engage you in opportunities within the College of Journalism and Communications, as well as resources, attendance and participation will be required for some out-of-class activities. Excused absences for these activities will follow the same guidelines as missing a class. Keep in mind that most activities will have flexible dates, so you may plan around your schedule. **Procrastination, resulting in a loss of options, does not count as an excused absence.**

Respect is an absolute requirement for this course. Participation is essential to the learning process and reflects 15% of the course grades. In order to give everyone the opportunity for maximum participation, a safe respectful environment must exist in the class for all opinions and perspectives. At no time should there be any use of profanity, disrespectful slurs, or aggressive volume used in the discussions. This applies to course guests and students. We are all here to learn, and should therefore vow to listen, process, and then respectfully respond to the statements made.

## Respect

## Class Agenda

Date/Topic	Topic Description	Assignment Due
01/08- <b>Class 1</b> – Welcome, Introductions Expectations, Course Objectives	Syllabus	
01/15- <b>Class 2</b> – Your Brand Values, Motivation & Path	Discussion on Identifying, Pursuing, & Achieving Goals	
01/22- <b>Class 3</b> – College Resources	Panel with PATH office	
01/29- <b>Class 4</b> – Resume	Resume	
02/05- <b>Class 5</b> – The Majors	Department Chair Panels	
02/12- <b>Class 6</b> – Experiential Learning	Production , Radio, News, Gatorvision, The Agency	
02/19 <b>Class 7</b> - Successful Students	Staying Informed and Getting Help	<i>Academic plan</i>
02/26- <b>Class 8</b> – Get involved	Student org panel	<i>Dream Job</i>
03/05- <b>Class 9</b> – No Class	<b>Spring Break</b>	
03/12 <b>Class 10</b> – Interviewing Skills	Elements of a Great Interview	<i>Resumes</i>
03/19- <b>Class 11</b> – Communications	Communicating and Professionalism	<i>Student Org Meeting</i>
03/26 <b>Class 12</b> - Time Management	Counseling & Wellness Center	<i>Spring Career Fair</i>
04/02- <b>Class 13</b> – Social Media	What does yours say about you???	<i>Certified Gator Professional Certificate</i>
04/09 <b>Class 14</b> - Diversity	Perspective, Presentation, & Media	<i>Diversity Reflection</i>
04/16- <b>Class 15</b> – Real Talk	Q & A	

**GRADING and COURSE TOPIC OUTLINE \*Schedule is subject to change per advance notice from Instructors\***

95-100 (A); 90-94 (A-); 87-89 (B+); 83-86 (B); 80-82 (B-); 77-79 (C+); 73-76 (C); 70-72 (C-); 67-69 (D+); 63-66 (D); 60-62 (D-); 59 or below (E)

28	In-Class Assignments
10	Resume Assignment
12	Diversity Assignment
10	Academic Plan
10	Certified Gator Professional Certificate
10	Career Day/ Showcase Attendance
10	Dream Job Assignment
10	Student Organization Meeting Attendance
<b>100</b>	<b>TOTAL POINTS POSSIBLE</b>

## Assignment Descriptions

*\*All assignments are for credit towards a college level course. Submissions should be written on a college level. Please check grammar, punctuations, and tone prior to submission. Handwritten items should be legible. Full names should be listed on all submissions. Assignments requiring a photo, you should use the embed image tool to paste a photo into the text field on the e-learning page (aka Canvas).*

- **In Class Assignments**

Attendance is required in this class, as lack of presence equates to a lack of learning and a lack of participation. These elements are essential to the objectives of this course. To monitor attendance, random in class assignments will be given to provide points.

**28 points**

- **Advising / Academic Plan**

Complete the academic plan sheet located in the Resource section of the E-learning page. You may utilize your transcript in ISIS and your major requirements at <https://catalog.ufl.edu/ugrad/current/Pages/majors.aspx#j> to assist in your planning. **After completing the sheet**, visit your academic advisor in Weimer 1060. During this visit make sure you answer the questions that are listed on the advising appointment sheet, fill in all blanks, and obtain the advisor's signature. Save a copy for your records. Remember, you're always welcome to ask any additional questions you may have.

**10 points**

- **Dream Job Assignment**

On the e-learning page, complete the series of questions in reference to your long term career goal with a bullet point list of at least 5 things you plan to do during your undergraduate studies to prepare for this goal. Graduation, passing classes, attending classes, and other academic centered items should NOT be included as steps towards your goal.

**10 points**

- **Resume Assignment**

In Class, submit a hard copy of your critiqued (before) resume, **stapled** to a copy of your updated (after) resume. Please take into consideration the items discussed and reviewed in class, as well as taking advantage of resume critiquing resources across campus including the Career Resource Center.

**10 points**

- **Student Organization Meeting**

Please take a picture of you attending a student organization meeting and upload it to the e-learning page of assignments. Include the name of the organization, how it relates to your career goal, and the date and location of the meeting.

**10 points**

- **Diversity Assignment**

Attend a diversity activity from a culture you do not personally identify with and write a brief reflection. Your reflection should include your expectations of the event, your feelings while attending the event, and the differences between your expectations and the actual experience. Close with a statement on what you learned from trying a new experience. Complete via the E-learning page (aka Canvas).

The following do NOT count as a diversity experience for this assignment:

- Eating in a restaurant, Hare Krishna lunch, or any ethnic meal without a program explaining significance of the meal
- Parties/Socials
- Attending a church service for a different denomination of the religion you identify with

**12 points**

- **Spring Career Fair Attendance**

Students must attend at the Spring Career Showcase on February 2<sup>nd</sup> or CJC Career Day on Thursday, March 19<sup>th</sup>. Please remember to swipe your Gator 1 Card to register your attendance. At the information table, there will be a sign in sheet for you to check in and verify your attendance. Upload a photo of you attending the fair and describe a conversation you had with a recruiter that day. Don't forget to wear appropriate career fair attire!

**10 points**

- **Certified Gator Professional**

Certified Gator Professional (CGP) is a series of personal and professional development workshops that review skills needed to succeed in a professional setting. Complete the four CGP workshops to help you develop strategies for your job search, craft your brand, and understand expectations when working in a professional environment. Upon completion, you will be recognized as a Certified Gator Professional, reflected in your Gator CareerLink profile. Submit a copy of your certificate to receive course credit.

CGP is available in an in-person format or through an online module. Upcoming dates for in-person sessions are listed in Gator CareerLink under Events/Workshops. To begin the online CGP, visit

<http://app.crc.ufl.edu/Applications/Net/CGP/Steps.aspx>

Note: The workshop formats cannot be combined – they must be completed either all online or all in person. For questions, please email [exped@crc.ufl.edu](mailto:exped@crc.ufl.edu).

**10 points**