

# **Professional Master's Seminar – MMC 6960c**

Spring 2025

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Office hours: Tuesdays 11:30-1:30 pm and by appt.

## **Course Description**

This course introduces students to the College and Professional Master's Program. It provides a structure to determine and begin work on the individual Professional Master's Capstone project. It also helps students develop a personal brand for their professional life and aids in career development.

Students will complete a proposal and timeline for their project work and secure a chairperson to guide their project to completion.

## **Course Objectives**

Explore and examine project topics through a variety of creative processes

Improve writing and storytelling abilities

Improve critical thinking skills

Develop professional communication skills

Evaluate and critique project proposals of peers, provide constructive feedback

Propose a well-crafted, viable, professional level proposal for a capstone project

Formulate a professional level project proposal

Choose a committee chair to guide your project

## **Course Requirements**

Class attendance, participation, assignments

## **Basis of Course Grade**

Assignments 40%

Capstone project proposal 40%

Capstone project presentation 10%

Identification of the chair and signature on committee form 10%

## **Grading Scale**

95-100 A	73-77.99 C
90-94.99 A -	70-72.99 C-
87-89.99 B+	68-69.99 D+
83-86.99 B	63-67.99 D
80-82.99 B-	60-62.99 D-
78-79.99 C+	Below a 60 E

## **Assignments**

All assignments are posted to Canvas. These assignments are designed to support your capstone project planning and proposal, your career development, and your personal brand development. Assignments vary in points as indicated in Canvas.

## **Professional Master's Capstone Project Overview**

The Professional Master's capstone project is an advanced-level project that requires students to apply and demonstrate the knowledge and skills gained in their academic coursework. This project is meant to be the culmination of your graduate studies that showcases a breadth of integrated knowledge and professional-level work in one or more areas within the field of communications.

Students will work individually and have the opportunity to explore a variety of topics and media for delivering their project. Through this process, each student will select and work with a committee of experts, including a Chair and at least one additional member who will guide the work over a minimum of two semesters (6 credit hours) of MMC 6910.

Developing a sufficiently focused project is paramount. Students often attempt to tackle too much, such as addressing a problem that is overly broad, complex, and and/or too time-consuming to complete within a few months. The project might instead focus on a specific "segment" of a larger problem. The advantage of identifying a professional problem is that you can continue refining it even after graduation. Your completed project should be a source of pride when presenting to prospective employers.

## **Capstone Proposal Presentation**

You will present your capstone project proposal to the class. This is a professional presentation.

## **Chair and Supervisory Committee Form**

By the end of the course, you will have secured a committee chair for your project. Your chair must sign the supervisory committee form.

## **Attendance and Class Participation**

Attendance is mandatory. If you are ill or have another excusable absence (court appearance, medical emergency, religious holiday, conference presentations), you need to notify the instructor, preferably before class, in order for the absence to be excused. Things that **are not** excused are holiday travel, meetings for other classes, social engagements, family commitments, and the like.

More than one unexcused absence will result in the loss of a full letter grade from your overall final grade for each unexcused absence. Please see: <https://catalog.ufl.edu/UGRD/academic-regulations/attendance-policies/> for a full list of policies related to attendance and excused absences.

Graduate school requires a lot of class preparation. Please don't waste your valuable time and money by not coming to class prepared. This is your opportunity to critically engage with the course material.

**Late Assignment Policy:** You will lose one letter grade for each day an assignment is late.

### **Academic Integrity**

Academic honesty and integrity are fundamental values of the University community. Students should be sure that they understand the UF Student Honor Code and Conduct Code: <https://sccr.dso.ufl.edu/policies/student-honor-code-student-conduct-code/>

UF Plagiarism Policy: Plagiarism Definition - A student shall not represent as the student's own work all or any portion of the work of another.

Plagiarism includes but is not limited to:

- Quoting oral or written materials including but not limited to those found on the internet, whether published or unpublished, without proper attribution.
- Submitting a document or assignment which in whole or in part is identical or substantially identical to a document or assignment not authorized by the student.
- Unauthorized use of materials or resources.
- Prohibited collaboration or consultation.
- Submission of paper or academic work purchased or obtained for an outside source.

If you have any questions or concerns if work violates the plagiarism policy, just ask!

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. Click here to read the Conduct Code. If you have any questions or concerns, please consult with the instructors in this class.

### **Students Needing Accommodations**

Students affected by learning challenges and requesting classroom accommodation must first register with the Dean of Students Office, Disability Resource Center. The Dean of Students will provide documentation to the student who must then provide this documentation to the professor when requesting accommodation. Accommodations aren't made "after the fact."

### **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/>

### **Academic Resources**

- E-learning technical support: Contact the UF Computing Help Desk at 352-392-4357 or via e-mail at [helpdesk@ufl.edu](mailto:helpdesk@ufl.edu).
- Career Connections Center: Reitz Union Suite 1300, 352-392- 1601. Career assistance and counseling services.
- Library Support: Various ways to receive assistance with respect to using the libraries or finding resources. Students may be required to use various databases found in the library and used by industry professionals, such as, AdSpender, Census Bureau, Demographics Now, Hoovers, IBISWorld, MarketResearchi.com, Mintel, Simmons, Simply Analytics, Statista, etc.
- **CJC Librarian April Hines is a valuable resource. She can be reached at 352-273-2728 or [aphine@uflib.ufl.edu](mailto:aphine@uflib.ufl.edu) Her office is located at 540 Library West.**
- Teaching Center: Broward Hall, 352-392-2010 or to make an appointment 352- 392-6420.
- General study skills and tutoring. Writing Studio: 2215 Turlington Hall, 352-846-1138. Help brainstorming, formatting, and writing papers.
- Student Complaints On-Campus: Visit the Student Honor Code and Student Conduct Code webpage for more information.
- On-Line Students Complaints: View the Distance Learning Student Complaint Process.

### **Health and Wellness Resources**

- U Matter, We Care: If you or a friend is in distress, please contact [umatter@ufl.edu](mailto:umatter@ufl.edu) or 352-392-1575, or visit U Matter, We Care website to refer or report a concern and a team member will reach out to the student in distress so that a team member can reach out to the student.
- Counseling and Wellness Center: Visit the Counseling and Wellness Center website or call 352-392-1575 for information on crisis services as well as non-crisis services.
- University of Police Department: 352-392-1111 or 9-1-1 for emergencies.
- Sexual Assault Recovery Services (SARS): Student Health Care Center, 392-1161 University Police Department
- at 392-1111 (or 9-1-1 for emergencies), or [police.ufl.edu](http://police.ufl.edu)

The syllabus or Canvas assignments may change during the semester. Students will be given notice of changes to the syllabus or assignments and/or any due date adjustments to assignments.