COLLEGE OF JOURNALISM AND COMMUNICATIONS

MMC 1009 - Intro to Media and Communications

Spring 2025 Syllabus

Course Facilitator: Bridget Dunbar
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 **bdunbar@jou.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: Fridays 10 am – 12 pm. Log into the **UF Online Virtual Advising Lobby** or click **here** to schedule an appointment if you need to meet with me outside of my normal office hours.

Course Description

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 Diversity and Inclusion
- Engagement (with College, Faculty/Staff, and Peers)
- Involvement

Course Goals and Learning Outcomes

Our goal is to prepare you for a successful experience as a CJC online student by introducing you to our programs, resources, faculty/staff, industry professionals and best practices. Our hope is to help you set yourself up for success by strengthening your time management skills, actively engaging in your own learning, and planning your career by building your professional network from day one with us. Through this course, you will be introduced to various faculty/staff members who play key roles within our college as well as university and college resources that can assist you throughout your journey. You will also connect with practicing professionals in the industry of your choice to learn more

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about career options in Journalism and Communications.

By the end of this course, students should:
- Understand the best practices for online learning success and how to incorporate them into your daily routine.
- Know who your advisor is and how/when to reach out to them.
- Have gained basic knowledge of CJC's general degree requirements.
- Understand how to read their degree audit and participate in academic planning.
- Have gained basic knowledge of CJC majors and how these fields of study provide career opportunities.
- Have a general knowledge of the university, college, and career resources available to you and how to leverage them.
- Understand how to position your social networks to benefit you professionally.
- Have general knowledge of where to find opportunities that you can take advantage of as an online student.

Diversity Statement

It is my intent that students from all diverse backgrounds and perspectives be well-served by this course, that students' learning needs be addressed both in and out of class, and that the diversity that the students bring to this class be viewed as a resource, strength, and benefit. It is my intent to present materials and activities that are respectful of diversity: gender identity, sexuality, disability, age, socioeconomic status, ethnicity, race, nationality, religion, and culture. Your suggestions are encouraged and appreciated. Please let me know ways to improve the effectiveness of the course for you personally, or for other students or student groups.

Respect

You are expected to give your classmates the utmost respect when interacting with them in this course. Remember that it is much different to communicate thoughts and opinions over discussion boards than in person. Be respectful to your classmates' ideas, ask insightful questions for clarity, read with consideration, and give criticism with professionalism. Both students and faculty each have a responsibility to maintain an appropriate learning environment online. I expect that we will all show professional courtesy and good "netiquette" in our discussions. Per university policy, we will all give due respect to individuals and topics dealing with differences of race, color, culture, religion, creed, politics, veteran's status, sexual orientation, gender, gender identity, and gender expression, age, disability, political affiliation, and nationalities. If there is a pronoun your classmates and I should use when talking with you, please let us know.

Required Textbook

There are no required textbooks for this course. You will have assigned readings in each module.

Course Grading

Students will be graded through a variety of course activities, quizzes, and a final paper. **Almost all 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

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

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 and your ability to identify and communicate pertinent and accurate concept.

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.

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**. <u>Marketing is not one of our fields, so people who work in that field are not acceptable for this assignment.</u>** 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 <u>primary</u> 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 28th at 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.

How to Succeed in this Course

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's 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'll need time to get to another machine. **Deadline extension request are not likely to 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.

Academic Integrity and the UF Honor Code

As a student at this university, you 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 full Student Honor Code can (and should) be read here: Student Conduct & Honor Code. Violations of this code are taken very seriously and can result in your failure of this course and additional sanctions. Please contact your course facilitator if you have any questions.

Students with Disabilities

The University of Florida provides high-quality services to students with disabilities, and we encourage you to take advantage of them. Students with disabilities who experience learning barriers and would like to request academic accommodations should connect with the Disability Resource Center: https://disability.ufl.edu/get-started/ . **Please share your accommodation letter with your instructor and discuss your access needs, as early as possible in the semester, preferably within the first week of class.**

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/.