

MMC 1009 – Intro to Media & Communications

Spring 2025 Syllabus

Course Overview

This one-credit course, MMC 1009 (Intro to Media & Communications), introduces online students to the resources and opportunities that are available through UF's College of Journalism and Communications (commonly abbreviated as CJC). It will also prepare students for success as online learners and share useful information to facilitate their academic growth in the college, as well as their professional careers both pre- and post-graduation. MMC 1009 is a degree requirement for all students in CJC majors and is a helpful course to take for students who are considering CJC majors (advertising, journalism, public relations and media production, management and technology [MPMT]).

Course Lecturer: Bridget Dunbar (this is who you'll see in the lectures)

Course Structure: Asynchronous online

Required Textbook & Readings: No required textbook! Links to any readings will be available on Canvas.

Course Facilitator Info

Hi, my name is **Layne Weitzel**, and I am an academic advisor ("adviser" if we're using AP style) in the UF CJC working with pre-transitioned PaCE students. I graduated from UF in 2016 with a B.S. in journalism and again in 2022 with a M.Ed. in student personnel in higher education, so I enjoy both what we teach here in the CJC and working with students! I have been advising in the CJC since 2022 and working at UF since 2019. Prior to that, I worked full-time from 2016 to 2018 in athletic communications (essentially sports public relations). As the course facilitator for MMC 1009, I oversee the day-to-day maintenance of the course and grading (I am the one who reviews your assignments and grades your work).

Contact Information: Email me (Layne) directly at ljweitzel@ufl.edu. Do not message me on Canvas – I do not check my Canvas messages as frequently as I do my email. Please contact me, and all UF faculty and staff, using your Gatorlink email, and be mindful of the timing of your emails too. If you're emailing me at 9 p.m. about an assignment that's due at 10 p.m. that same night, you probably won't get a timely response from me.

Office Hours: Fridays from 1:15 to 3:30 p.m. (log into the CJC's [virtual advising lobby](#) or visit me

in 1060 Weimer Hall if you're on campus). If you're not available within that window, you can schedule an appointment with me instead using [Microsoft Bookings](#).

Learning Objectives

MMC 1009's content focuses on sharing resources that help online students navigate online learning, understand college requirements and identify tools for career readiness. This course will facilitate student learning and development by addressing the following topic areas:

- Applying techniques to optimize online learning
- Leveraging university and college resources
- Identifying opportunities for student engagement
- Respecting diversity and inclusion
- Discussing CJC programs and career pathways
- Leveraging tools for career preparation

Course Structure

This is an asynchronous, online course, asynchronous meaning that we do not meet at specific times each week (as such, attendance is not taken) and you can do the coursework on your own time. It is broken up into modules. The assignment deadlines for each module are generally set for *Mondays at 10 p.m. Eastern*. Alternative deadlines can be found in the course schedule below and on Canvas.

Assignments

The assignments in MMC 1009 fall into four categories:

Multiple-choice quizzes are given at various points throughout the semester and pertain to topics covered within the course modules, including videos and readings. Quizzes will be taken online, have a time limit and be automatically graded immediately upon completion. You will get one attempt at each quiz.

Course activities vary throughout the semester and may include activities relevant to the course learning objectives, such as creating a professional LinkedIn account or completing the UF Career Connections Center's Gator Professional Series. These must be submitted online according to the instruction in Canvas; coursework will not be accepted via email unless a student has demonstrated a technical issue that prevented them from submitting via Canvas.

Discussion board posts vary by topic depending on our learning objectives. Students will be graded on the quality of their discussion posts and comments with careful consideration to their understanding of the topic being asked, their ability to remain on topic, their ability to identify and

communicate pertinent ideas in a professional manner and their ability to respectfully engage in discourse with classmates.

The final paper, “Interviewing a Professional”, will test students’ understanding and application of the concepts we covered throughout the course. In this assignment, students will find and interview a professional who actively works *full-time* (no interns!) in one of the four communications fields that our college offers (advertising, journalism, public relations and MPMT). Students typically cannot interview UF faculty for this assignment.

The paper should be detailed enough to describe who you interviewed, why you chose them, what their role is in the communications field, how they conduct their daily job activities and how you applied the lessons from this class to identify and connect with the professional that you have chosen for your paper – essentially, thoughtfully reflect on your conversation with them. Most papers are usually between 800-1000 words.

If you have any questions about this assignment, please contact Layne as soon as possible – this includes confirming if the professional that you want to interview is appropriate for this assignment.

Course Schedule (subject to change)

Module Deadline	Module Name	Related Assignments
10 p.m. Eastern Tuesday, Jan. 21	Course Orientation	<ul style="list-style-type: none"> • “Introduce Yourself” discussion board post • Quiz 1 – Syllabus
10 p.m. Eastern Monday, Jan. 27	Module 1 – Keys for Online Learning Success	<ul style="list-style-type: none"> • Weekly Study Schedule
10 p.m. Eastern Monday, Feb. 3	Module 2 – Know Your PATH: Advising Support Team	<ul style="list-style-type: none"> • Quiz 2 – Know Your PATH
10 p.m. Eastern Monday, Feb. 10	Module 3 – Know Your College	<ul style="list-style-type: none"> • Quiz 3 – Know Your College
10 p.m. Eastern Monday, Feb. 17	Module 4 – Know Your Resources (Part 1)	<ul style="list-style-type: none"> • “UF Libraries/CJC Librarian Reflection” discussion board post
10 p.m. Eastern Monday, Feb. 24	Module 5 – Know Your Resources (Part 2)	<ul style="list-style-type: none"> • Quiz 4 – Know Your Resources
10 p.m. Eastern Monday, March 3	Module 6 – Know Your Academics	<ul style="list-style-type: none"> • Academic Plan
10 p.m. Eastern Monday, March 10	Module 7 – Know Your Major (Part 1)	<ul style="list-style-type: none"> • “Interviewing a Professional” Check-In • Mid-Course Survey
10 p.m. Eastern Sunday, March 16	Module 8 – Know Your Major (Part 2)	<ul style="list-style-type: none"> • “My Major” discussion board post • Quiz 5 – Know Your Major

10 p.m. Eastern Monday, March 31	Module 9 – Know What’s Next: Graduate Degrees and More	<ul style="list-style-type: none"> • Quiz 6 – Know What’s Next
10 p.m. Eastern Monday, April 7	Module 10 – Know Your Career Resources	<ul style="list-style-type: none"> • Gator Professional Series
10 p.m. Eastern Monday, April 14	Module 11 – Plan Your Career (Part 1)	<ul style="list-style-type: none"> • Your Elevator Pitch
10 p.m. Eastern Monday, April 14	Module 12 – Plan Your Career (Part 2)	<ul style="list-style-type: none"> • Professional LinkedIn
10 p.m. Eastern Monday, April 21	Module 13 – Focus on Final Assignment	<ul style="list-style-type: none"> • Course Reflection discussion board post
10 p.m. Eastern Monday, April 28	Module 14 – Wrapping Up and Final Thoughts	<ul style="list-style-type: none"> • “Interviewing a Professional” Final Paper

Deadlines that fall on a day other than Monday are **bolded**.

Grading

Student grades are recorded in the Canvas gradebook, and the final grade calculated in Canvas will be used to determine the final letter grade in the course. A minimum grade of C (not C-) is required for all CJC majors to pass the course. The grading system is as follows:

- Six multiple-choice quizzes (10 points each) – 60 points total
- Five course activities (10 points each) – 50 points total
- Four discussion board posts (5 points each) – 20 points total
- “Interviewing a Professional” final paper – 30 points
 - Includes the mid-course check-in – 5 points

= 160 total possible points earned in class

And the grading scale (grades are not rounded):

A	94-100 percent	
A-	90-93 percent	
B+	87-89 percent	
B	84-86 percent	
B-	80-83 percent	
C+	77-79 percent	
C	74-76 percent	Minimum grade needed to pass for CJC majors
C-	70-73 percent	
D+	67-69 percent	
D	64-66 percent	
D-	60-63 percent	
E	0-59 percent	Grade appears in Canvas as an F

UF's grading policy can be found in the catalog - <https://catalog.ufl.edu/UGRD/academic-regulations/grades-grading-policies/>.

Late Assignments

The information you learn in this class is valuable and will benefit you throughout your time at UF. However, this course is also about college success and career readiness, so students are expected to carry themselves as professionals. This includes holding themselves accountable for their coursework and managing their time wisely throughout the semester to produce quality deliverables on time. Therefore, late work will be penalized – *20 percent* will be automatically deducted from your assignment grade for *each day* it's late. The modules in this class have all been prepared in advance and are scheduled to open two weeks early. This gives students ample opportunity to work through their modules proactively before assigned deadlines. (If you experience any technical issues with Canvas, please contact the [UF IT Help Desk](#) immediately and click "submit a ticket". Technical issues shouldn't be used as an excuse for late assignments.)

How to Be Successful in MMC 1009

It's important to note that "one credit" does not necessarily equal "easy". It is possible to not pass this class! You'll get out of it what you put into it. If you consistently apply yourself and submit quality assignments on time, you will pass. Here are other tips to consider for MMC 1009 and every class you'll take in college:

- Check your *Gatorlink* email and Canvas daily.
- Read carefully and think critically!
- Take note of deadlines and log them in whatever way helps you the most.
- Treat school as a full-time job and be accountable for your own coursework by scheduling "class meeting times" into your daily routine. By setting this time aside from day one, you can more effectively manage online readings and activities each week.
- Plan and work ahead. Working ahead of deadlines can mitigate the disruption that unexpected life events may have on your studies.
 - Be sure to ask questions proactively to gain clarity on assignments before the deadline. Waiting to ask important questions at the last minute might cause you to submit an assignment incorrectly or to miss an important deadline altogether.
- Being a student in the CJC comes with the responsibility of practicing good grammar, spelling and style in your writing. This applies to every assignment in MMC 1009, from discussion posts to the final paper. While you are not expected to have memorized every grammatical rule, you are expected to take these assignments seriously and write like a college student. Poor writing will impact your assignment grades.

Other Important Details

Academic Integrity and Using AI

The College of Journalism and Communications is committed to upholding the university's Honor Code and Student Conduct Code. Students are expected to completely understand and follow both codes – <https://sccr.dso.ufl.edu/policies/student-honor-code-student-conduct-code/>. Academic dishonesty of any kind is not tolerated in this course, and students are obligated to report any condition that facilitates academic misconduct to the appropriate personnel. The use of AI is not necessary in this course, as we focus and reflect on the student experience within the CJC. We want to know what you think, not what you've told ChatGPT to think.

Academic Resources

UF offers numerous resources to help students in their academic careers. Students are encouraged to utilize these resources, such as the library system, tutoring services, writing studio or other services. A list can be found here – <https://www.ufl.edu/academics/academic-career-services/>.

Course Evaluations

MMC 1009 was designed by the course lecturer and not by the course facilitator. The course lecturer is responsible for collaborating with the college to design the course, develop content, provide lectures and create assignments. The course facilitator alternatively serves as a resource for student development. Facilitators are responsible for enhancing student learning by responding to emails, offering feedback and contributing to a safe learning environment. If you have an issue with your course lecturer or facilitator, you should make every attempt to resolve that issue professionally and directly with that individual rather than providing a negative evaluation of the course at the end of the semester. Part of your development as a student is to engage in courteous, diplomatic, professional and collaborative practices in conflict management. At the end of the semester, students can provide professional, respectful and constructive feedback on the quality of instruction for this course by completing online course evaluations via GatorEvals. Guidance on how to give feedback in a professional and respectful manner is available at <https://gatorevals.aa.ufl.edu/students/>. Evaluations typically open during the last two or three weeks of the semester, but students will be notified when the evaluation period opens. Summary results of these assessments are available to students at <https://evaluations.ufl.edu/results/>.

Diversity/Respect Statement

The UF CJC is committed to fostering a welcoming community of students, faculty and staff, a people-centered culture, and an environment where all feel welcomed and each have the ability to grow and thrive. Students, faculty and staff share the responsibility for maintaining an appropriate and safe learning environment, and we are all responsible for treating each other with the utmost respect in our interactions, regardless of our differences. Please notify Layne of anything you find in MMC 1009 that violates this expectation and/or of additional approaches that our college may

incorporate with this course to improve its effectiveness for you personally or for other student groups. Your suggestions are encouraged and appreciated.

Students with Disabilities

Students with disabilities may request accommodations through the Disability Resource Center – <https://disability.ufl.edu/get-started/>. If the DRC provides a student with an accommodations letter, the student must promptly share this letter with their course facilitator to arrange for reasonable accommodations with their course. Accommodations are *not* retroactive, and any accommodations obtained at previous institutions do not automatically carry over upon enrollment at UF. As a result, students are responsible for contacting the DRC as soon as possible in the semester for which they are seeking accommodations. Students must then submit their accommodation letters to their instructors as soon as possible, ideally before they have submitted any coursework.