

# Syllabus for AEC4052: Fall 2018

## Course Instructors- Meet the Team

**Mrs. Kati Lawson**- Instructor  
kmcwaters@ufl.edu  
813.757.2284



Contact Mrs. Lawson (Kati) if you have questions and/or concerns about the following:

- Course content, grading, explanation of assignments, potential job opportunities, career guidance.

**Saneh Ste. Claire**- T.A.



Contact Saneh if you have questions and/or concerns about the following:

- Course content, grading, explanation of assignments, potential job opportunities, career guidance.

**Miss Kellie Goughnour**- Instructional Designer  
goughnourkl@ufl.edu



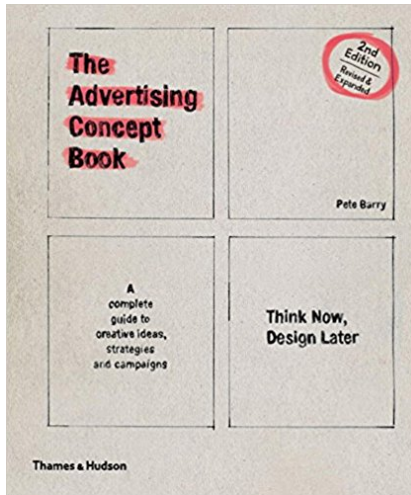
Contact Miss Goughnour (Kellie) if you have questions and/or concerns about the following:

- Broken links or issues with Canvas, course announcements, issues with assignments uploading/downloading.

\*\*\*If you have issues with Canvas, your email, Gatorlink, UF ID or any other technical difficulties, contact the UF Helpdesk at (352) 392-4357  
**(352) 92-4357**

## Required Materials:

### Advertising Concept Book (Second Edition) By Pete Barry



## Course Objectives:

-To help students hone critical thinking, technical and creative skills in the application of communication principles and techniques to solve problems or meet opportunities facing agricultural and natural resource organizations.

-To give students practical experience in conducting research and developing appropriate strategies to achieve communication objectives for a client in agriculture and/or natural resources.

-To give students opportunities to apply skills, theories and principles learned in the AEC curriculum.

Unless otherwise noted, every component will be evaluated on 100 points. Your final grade for the course will be calculated on the previous percentages, which will then lead to your final letter grade as based on the following scale:

### Grading Scale:

A = 93 – 100% B- = 80 – 82.99% D+ = 66 – 69.99%  
A- = 90 – 92.99% C+ = 76 – 79.99% D = 63 – 65.99%  
B+ = 86 – 89.99% C = 73 – 75.99% D- = 60 – 62.99%  
B = 83 – 85.99% C- = 70 – 72.99% E = below 60%

**\*\*Note:** For information on current UF policies for assigning grade points, see <https://catalog.ufl.edu/ugrad/current/regulations/info/grades.aspx>  
Please note: Under no circumstances will final grades be rounded. Please do not come to me at the end of the semester to negotiate your grade. If you want an A in this course, begin working toward that today.

## **ASSIGNMENTS:**

Major Assignment Descriptions: ALL DUE ONLINE ONFRIDAYS BY 5:00 P.M.

**Campaign Analysis Report** – One of the ways we can learn about effective campaigns is by analyzing campaigns. You will be assigned one communication campaign to formally analyze. You will be responsible for summarizing the important aspects of the campaign and incorporating visual examples to help your classmates learn about the campaign.

**Final Campaign Plan & Presentation** – You will develop a comprehensive campaign plan based on the principles discussed in class throughout the semester. You will need to provide a situation analysis, an analysis of your intended audience, objectives, strategies, tactics, a budget and an evaluation plan. You will also need to include written and visual design materials for your campaign. You will present your final campaigns via an online video you submit on Canvas.

**Professional Self- Audit** - You will audit your professional materials (resume, cover letters, portfolio) and receive feedback from instructors and peers.

\*Campaign Research Packet and Campaign/Marketing Elements, and Evaluation Paper will be part of your final campaign plan.

### **Points:**

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<b>Hometown Project</b>	<b>100 points.</b>
<b>Campaign Analysis</b>	<b>100 points.</b>
<b>Campaign Research Packet</b>	<b>150 points</b>
<b>Professional Audit</b>	<b>150 points</b>
<b>Campaign Design/ Marketing Elements</b>	<b>100 points</b>
<b>Evaluation Paper</b>	<b>100 points</b>

<b>Final Campaign Plan and Video Presentations</b>	<b>200 points</b>
<b>Discussion Posts (You must complete 10 out of 11)</b>	<b>10 points each (100 total)</b>
<b>Participation</b>	<b>15 weeks at 10 points</b> <b>per week (150) total</b>
<b>Minor Assignments (Whats the Problem, Campaign Selection, Game Plan Video)</b>	<b>3 at 50 points each (150) total</b>
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<b>Total Points Possible (50 point quiz allowance)</b>	<b>1,350</b>

**Participation & Attendance** – You need to log into your class each week having read and studied the assigned readings for that week so that you can contribute to our online class discussions. Canvas has metrics that show how much time a student spends on a particular module, so we will be using those measurements to assign your participation grade.

**AEC Expectations for Writing:**

In all courses in the Department of Agricultural Education and Communication’s Communication and Leadership Development (CLD) specialization, the following writing standards are expected to be followed, unless otherwise specified for a particular writing assignment. Not following these writing standards will result in substantially lower grades on writing assignments.

- Proper grammar and punctuation are mandatory.
- Proper sentence structure is required. This means...
  - Not using “tweet-talk” in your assignments.
  - Making sure that your sentences have a subject, verb, and (when needed) an object.
  - Not having sentence fragments.
  - And anything else that would pertain to “proper sentence structure.”
- No use of first person (I, me, my, mine, our) unless denoted within the assignment rubric.
- NO use of contractions.
- Good thoughts/content throughout the writing assignment.
- For assignments that require citations, use American Psychological Association style. Proper APA citation and reference document is expected.
- For assignments that are more reporter-style articles (news stories, news releases, public relations writing), you are expected to follow Associated Press Style, as discussed in AEC 4031.

**AEC Expectations for Design:**

In all courses in the Department of Agricultural Education and Communication’s Communication and Leadership Development (CLD) specialization, the following design standards are expected to be followed, unless otherwise specified for a particular writing assignment. Not following these design standards will result in substantially lower grades on design-related assignments.

- Proper grammar, punctuation, and sentence structure are mandatory. Although these are design assignments, writing has to be perfect so as not to detract from the design.

- For assignments that feature more reporter-style articles (news stories, news releases, public relations writing), you are expected to follow Associated Press Style, as discussed in AEC 4031.
- Use the proper photographic settings for the assignment (300 ppi for printed photos; 72 ppi for Web). Pixelated photos will result in lower grades.
- Students should not use copyrighted materials for design assignments. For example you may not “borrow” a graphic or design. Commercial artwork that is purchased may be used for assignments. Similarly, you may use *ideas* for a graphic/design assignment, but the use of the *actual* graphic/design is not acceptable.
- The following minimal design skills are expected to be demonstrated on all design assignments. The ability to resize an image, create documents in multiple columns, insert a graphic on a page, insert text with a graphic, alter the color of text and/or graphics. Additionally, the student should have moderate ability with the following software in order to complete design assignments:
  - Microsoft PowerPoint
  - Microsoft Word
  - Adobe Photoshop (photographs)
  - Adobe Illustrator (graphics). This software program is taught only in AEC4035. The expectations for actual graphic design in other courses will be minimal.
  - Adobe InDesign (print layout)
  - WordPress (Web)
  - Final Cut Express or ProX (video)

#### **Attendance and Make-Up Work:**

Requirements for class attendance and make-up exams, assignments and other work are consistent with university policies that can be found at:

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

#### **Online Course Evaluation Process:**

Student assessment of instruction is an important part of efforts to improve teaching and learning. At the end of the semester, students are expected to provide feedback on the quality of instruction in this course using a standard set of university and college criteria. These evaluations are conducted online at <https://evaluations.ufl.edu>. Evaluations are typically open for students to complete during the last two or three weeks of the semester; students will be notified of the specific times when they are open. Summary results of these assessments are available to students at <https://evaluations.ufl.edu/results>.

#### **Academic Honesty:**

As a student at the University of Florida, you have committed yourself to uphold the Honor Code, which includes the following pledge: “*We, the members of the University of Florida community, pledge to hold ourselves and our peers to the highest standards of honesty and integrity.*” You are expected to exhibit behavior consistent with this commitment to the UF academic community, and on all work submitted for credit 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.*”

It is assumed that you will complete all work independently in each course unless the instructor provides explicit permission for you to collaborate on course tasks (e.g. assignments, papers, quizzes, exams). Furthermore, as part of your obligation to uphold the Honor Code, you should report any condition that facilitates academic misconduct to appropriate personnel. It is your individual responsibility to know and comply with all university policies and procedures regarding academic integrity and the Student Honor Code. Violations of the Honor Code at the University of Florida will not be tolerated. Violations will be reported to the Dean of Students Office for consideration of disciplinary action. For more information regarding the Student Honor Code, please see: <http://www.dso.ufl.edu/SCCR/honorcodes/honorcode.php>.

### **Software Use:**

All faculty, staff and students of the university are required and expected to obey the laws and legal agreements governing software use. Failure to do so can lead to monetary damages and/or criminal penalties for the individual violator. Because such violations are also against university policies and rules, disciplinary action will be taken as appropriate.

### **Campus Helping Resources:**

Students experiencing crises or personal problems that interfere with their general well-being are encouraged to utilize the university's counseling resources. The Counseling & Wellness Center provides confidential counseling services at no cost for currently enrolled students. Resources are available on campus for students having personal problems or lacking clear career or academic goals, which interfere with their academic performance.

- *University Counseling & Wellness Center, 3190 Radio Road, 352-392-1575, [www.counseling.ufl.edu/cwc](http://www.counseling.ufl.edu/cwc)*
  - Counseling Services
  - Groups and Workshops
  - Outreach and Consultation
  - Self-Help Library
  - Training Programs
  - Community Provider Database
- *U Matter We Care, [www.umatter.ufl.edu](http://www.umatter.ufl.edu)*
- *Career Resource Center, First Floor JWRU, 392-1601, [www.crc.ufl.edu](http://www.crc.ufl.edu)*

### **Services for Students with Disabilities:**

The Disability Resource Center coordinates the needed accommodations of students with disabilities. This includes registering disabilities, recommending academic accommodations within the classroom, accessing special adaptive computer equipment, providing interpretation services and mediating faculty-student disability related issues. Students requesting classroom accommodation must first register with the Dean of Students Office. The Dean of Students Office will provide documentation to the student who must then provide this documentation to the Instructor when requesting accommodation. 0001 Reid Hall, 352-392-8565, [www.dso.ufl.edu/drc](http://www.dso.ufl.edu/drc)

### **Other Issues:**

Please see the University of Florida Student Guide <http://www.dso.ufl.edu/studentguide>) for specific questions concerning your college experience.

**LATE ASSIGNMENT CODE**  
**BDTYMMNGMT**

I have no good excuse, other than I am late with this assignment.

Please accept this LATE ASSIGNMENT CODE, with my paper. To redeem this code, you must type the code into the comments section of your assignment, after it is turned in. No code will result in a grade of zero. Code must be redeemed at the same time the assignment is submitted.

**\*\*Code good for one week, past assigned due date\*\***

No points will be removed from an assignment submitted with this code.

*Not to be duplicated. Accepted only once. -- AEC4052 Spring 2018*