MAPC Handbook

THE UNIVERSITY OF TAMPA®

Master of Arts in Professional Communication

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**Master of Arts
in Professional Communication**

Letter From the Authors

Dear incoming MAPC student,

Let us start by saying, **CONGRATULATIONS**! You are officially enrolled as a graduate student in the University of Tampa's Master of Arts in Professional Communication program. You are starting an exciting, valuable and sometimes difficult journey. As graduates of the MAPC program, we want to share some advice to make your transition into the program a bit easier.

In August of 2020, we were in your same position. We were nervous, intimidated and unsure of what to expect entering a serious graduate program while still in the middle of a global pandemic.

We experienced immense self-doubt and wondered how exactly we got here. Was it luck? Were we actually at the academic and professional level of the other people in this program? We were accepted into this program for a reason and so were you. **You deserve to be here, and the MAPC program is excited to have you.**

Even if you feel confident as a student in this program, the workload, pace and extracurricular commitments you must balance can still be overwhelming. You might find yourself in class discussions thinking, "Why am I not grasping this as fast or as easily as my classmates? Why do I seem so behind everyone else?" You are not alone. A lot of your classmates are probably having the same thoughts. Self-doubt happens, but do not let it consume you. You are in the same boat as everyone else, and your classmates, along with your professors, can offer you immense support that will carry you through the program.

You will get out of this program what you put into it. Talk to classmates, meet with professors, read all the assigned material and work hard on your assignments. Don't be afraid to ask questions and push yourself to complete meaningful work.

Having been through the program, we realized there are many things we wish we had known before we started. This handbook outlines some of those things and offers in-depth information on some of the course content you'll encounter in class.

Before you dive into the rest of this book, we hope you'll consider some of these tips:

- **Leverage this program to grow professionally.** "Every research field, project and graduate student is unique ... Instead of looking at what others are doing, learn to be introspective. Grow from your mistakes, and find more efficient and effective work tactics" (Karawdeniya, 2019). It's natural to compare yourself to others and wonder if you are capable of accomplishing the same impressive feats. Your work, projects, opinions and viewpoints will all be different. Don't compare yourself to others, but do use their work to shape your own perspective. There may be bumps along the road while obtaining your master's degree, but use these bumps to help you learn and grow.

- **Seek help from those with more experience**, such as senior peers, MAPC faculty or your advisor. There is nothing wrong with needing help, clarification or advice. People in this program come from all walks of life and the expert faculty are happy to help. Using the MAPC and UT resources can make all the difference in your stability, success and happiness as you work through the program.

- **Choose topics to research strategically.** This program offers countless opportunities throughout the year for students to choose their own topic to explore or to select organizations for project-based learning. You can create work that represents who you are, what you enjoy and what you hope to do with your career. Take advantage of this flexibility and use it to benefit you personally and professionally. If you need help brainstorming, ask an MAPC faculty member. They are happy to work with you.

This program is challenging but rewarding. During our time in the program, we learned so much, sharpened our communication skills, made important professional connections and formed strong friendships. Since graduating from the program, we use the knowledge, expertise and skills we learned in our careers every day.

We celebrate you for being here, and we encourage you to read this handbook to learn (almost) everything you need to know before you dive into this program.

Sincerely,

Graeme Eber and Liv Troisi

MAPC 2021 Graduates

Preface

The MAPC Handbook is designed to serve as a guide for graduate students as they navigate through the University of Tampa's Master of Arts in Professional Communication program.

Attending graduate school is not a simple task. Starting a new program, while also possibly coming to a new school or city, can be overwhelming. There is a plethora of information students must read, absorb, remember and apply.

This handbook serves as a central resource for all things MAPC. Information pertaining to the program, such as curriculum, faculty and course-specific resources can be found in this manual. The handbook also includes general information on the University of Tampa, such as outlets for academic support, on-campus learning resources, a campus map and more. This handbook is divided into the following sections:

Part 1: Contains information pertaining to graduate education at the University of Tampa, including curriculum, registration, tuition and payment and campus resources. All graduate students must follow University of Tampa academic policies and requirements. It is the student's responsibility to be aware of and comply with campus and university policies, as well as any state laws that could impact graduate students.

Part 2: Contains information and resources specific to the content students will learn in the MAPC core curriculum classes. Students can prepare for their classes by reading Part 2 prior to the start of the program and can refresh their knowledge throughout the program by referring to this handbook.

Part 3: Contains common questions a new UT and/or MAPC student may have, answered by graduates of the program. Some topics covered include work/life balance, MAPC culture and utilizing all UT has to offer.

Part 4: Features the Alumni Connection Network and student testimonials. This section provides the contact information of past MAPC graduates that students can utilize for advice, information and much more.

Students are responsible for familiarizing themselves with the included material to ensure successful completion of the program. Please consult with the graduate director or a graduate academic advisor if you have any questions or concerns related to this handbook or the program.

The policies and procedures outlined in this handbook are subject to change.

More information about the MAPC program can be found online at
https://www.ut.edu/graduate-degrees/ma-in-professional-communication.

Graduate Education References

Graduate Degrees
Code of Conduct
Academic Policies and Procedures
Title IX

Part 1:

Graduate Education

What Is the MAPC?
Who Is It For?

The master's program in professional communication from the University of Tampa equips students with the communication knowledge, skills and experience necessary for success in a variety of fields.

This program focuses on real-world applicability and is designed with students' diverse backgrounds and various areas of interest in mind. Some backgrounds include theatre, sports management, advertising, business and public health. **Professional communication is applicable to every discipline.**

A master's degree in professional communication offers students a valuable opportunity to enhance their communication skills and advance their careers across varying industries. The flexible, one-year program is unlike any other graduate communication program in the country.

Earning a master's degree in professional communication serves graduates in all stages of their careers, including:

- *Recent college graduates who want to continue their education, explore the possibilities of their future career and gain access to new networks and experiences.*

- *Passionate working professionals who want to develop new skills and advance their careers with current or prospective employers.*

- *People who want to move into a new career where strong professional communication skills are necessary.*

- *People looking to study or teach in higher education and who value working closely with highly-qualified faculty as a means to their own academic path forward.*

An MA in professional communication from UT helps you become the best communication professional you can be.

Faculty & Staff

UT's MAPC program is taught by experienced faculty who are passionate about sharing their knowledge and expertise with eager graduate students.

Instructors come from various professional, educational and teaching backgrounds, and they are dedicated to helping students expand their knowledge and advance their careers. The MAPC faculty and staff work closely with each individual student throughout the entirety of the program to help every student reach their personal and professional goals.

For any questions related to the MAPC program, students should contact the program director and/or graduate school advisor.

Visit UT's M.A. in Professional Communication webpage for the *full list of MAPC faculty*. For the full list of university faculty and staff, check out the *UT Directory*.

Dr. Chris Gurrie
MAPC Program Director

Email: cgurrie@ut.edu
Phone: (813) 257-1711
Office Location: Ferman Center for the Arts (FCA), Room 231

Jana Kreger
Graduate Academic Advisor

Email: jkreger@ut.edu
Phone: (813) 253-6249
Office Location: Graduate & Health Studies Building (GHS), Room 609

Academic Calendar

Visit UT's website to find the full academic calendar.
For a detailed listing of student events, please see the *Student Event Calendar.*

Course Structure

Every class is taught by expert faculty members. All classes are held on campus and begin at **6 p.m**., with the exception of January and May term classes which begin at **5:15 p.m**. Offering classes at night allows full-time, working professionals to also complete their degree.

There are no online courses offered at this time. Students take one course at a time and each course is seven weeks. This single-course structure enables students to fully engage with the course material. The seven-week pace of each course, along with the ability to begin the program during the fall or spring semesters, allows students to earn their degree in as little as one calendar year.

Fall Start Sample Schedule

Fall One (First seven weeks, M/W evenings) MAPC 601 Leadership and Strategic Presentations	4 credit hours
Fall Two (Second seven weeks, M/W evenings) MAPC 602 Global Professional Communication	4 credit hours
January Term (Two-week intercession, M/T/W/R/F evenings) MAPC elective (610, 611, 612, 613, 614, 615, 616, 617)	4 credit hours
Spring One (First seven weeks, M/W evenings) MAPC 605 Data Analytics and Research Strategies	4 credit hours
Spring Two (Second seven weeks, M/W evenings) MAPC 604 Conflict Resolution	4 credit hours
May Term (Two-week intercession, M/T/W/R/F evenings) MAPC elective (610, 611, 612, 613, 614, 615, 616, 617)	4 credit hours
Summer One (First six weeks, M/W evenings) MAPC 603 Organizational and Strategic Communication	4 credit hours
Summer Two (Second six weeks) MAPC 700 Capstone in Professional Communication	4 credit hours
Total (Degree completed in one year)	**32 Credit Hours**

Spring Start Sample Schedule

Spring One (First seven weeks, T/R evenings) MAPC 601 Leadership and Strategic Presentations	4 credit hours
Spring Two (Second seven weeks, T/R evenings) MAPC 602 Global Professional Communication	4 credit hours
May Term (Two-week intercession, M/T/W/R/F evenings) MAPC elective (610, 611, 612, 613, 614, 615, 616, 617)	4 credit hours
Summer One (First six weeks, T/R evenings) MAPC 605 Data Analytics and Research Strategies	4 credit hours
Summer Two (Second six weeks, T/R evenings) MAPC 604 Conflict Resolution	4 credit hours
Fall One (First seven weeks, T/R evenings) MAPC 603 Organizational and Strategic Communication	4 credit hours
Fall Two (Second seven weeks, T/R evenings) MAPC 700 Capstone in Professional Communication (For a planned December completion, students will take MAPC 700 and a second elective during Fall Two)	4 credit hours
Total (Degree completed in one year)	**32 Credit Hours**

Core curriculum classes meet two nights a week for seven weeks, with the exception of summer classes, which meet for six weeks.

January and May term classes meet five nights a week (M, T, W, R, F) for two weeks.

January and May Term host the electives for students who start the program in the fall. Fall-starting students must take an elective in both January and May term if they intend to graduate in one calendar year.

Students who start in the spring will take their first elective in May and their second elective at the same time as their capstone during the fall semester.

Curriculum

UT's Master of Arts in Professional Communication is a one-year program designed to cultivate your communication skills and knowledge to optimize success in a variety of fields and careers.

Dedicated faculty have developed a well-crafted curriculum that explores concepts ranging from foundational communication theories to complex skill application.

Students take (**5**) core courses, (**2**) electives and (**1**) capstone to reach the total program requirement of **32 credit hours**. The program is designed to be flexible based on your needs, yet allow you the opportunity to finish in one year.

Core Curriculum

Leadership and Professional Communication

Leadership and Professional Communication incorporates concepts and practical application in areas such as entrepreneurial pitching, impromptu speaking, rhetorical strategies and proper PowerPoint presentation. You will learn how to communicate professionally in a variety of work situations.

Conflict Resolution

Communication is key in conflict resolution. This course teaches students to critically evaluate conflict through the lens of various theories. You will learn about sources of conflict and conflict resolution strategies by dissecting conflict within your own lives.

Global Professional Communication

This writing and design course guides you through processes of managing a small project and developing your own professional branding. You will learn about the levels of audience, reader profiles, memos, proposals, status reports, managing and presenting on a small project. You learn about design theory and will address intercultural considerations in professional contexts.

Organizational and Strategic Communication

Students will study communication practices within organizations in areas such as management, personal branding, crisis response and developing strategic communication plans. You will explore how communication functions within companies and how integrated and strategic communication plans work in different systems of behavior.

Data Analytics and Research Strategies

Students will learn how to properly analyze data and implement strategies to enhance their research skills. In this course, you will have the opportunity to conduct primary research which, will contribute to your final capstone project.

Electives

Digital Communication Practice

Digital Communication Practice teaches students how to meet the goals of an organization through branding, messaging and content creation. You will create a client project with the opportunity to develop social media content, mobile apps, websites and videos.

Ethics and Communication Law

Ethics and Communication Law explores legal rights and ethical obligations relevant to communication professionals. You will learn best practices to prepare for issues that arise every day in communication careers.

Emerging Technologies and Applications

Technology is changing the way we interact with the world around us. In this course, you will learn about technology trends while creating your own app. You will also learn how to apply tools such as virtual realities, embedded screens and trackers, as well as how they shape user interaction with products.

Popular Communication

Popular communication examines communication theories most prevalent in work, academia, family and other interpersonal settings. By examining areas such as entrepreneurship and sales communication, business communication, event planning and public relations, you will be able to analyze and understand issues in the workplace.

Issues in Communication

Issues in Communication focuses on ethics, health and technology/globalization within the communication field. You will learn why these issues are relevant to the industry and will be challenged to identify their intersecting and diverging points.

Creativity, Mindfulness and Practice of Communication

Students will evaluate theories of creativity, mindfulness and embodied cognition. You will learn how mind-body practices function within different professional communication contexts.

Communication in the Academy

Communication in the Academy teaches you to examine communication through the lens of an educational professional.

Communication in Motion

Communication in Motion explores how the expressive aspects of human movement can be used in professional contexts to support presentations and other communication methods.

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> *The electives were my favorite part of the program. I created an app in just two weeks! It was fast-paced, but the skills I've gained have already been a huge help in my career.*
> *- Sam Frietas, 2021 (Emerging Technologies and Applications & Ethics and Communication Law)*
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Capstone in Professional Communication

The MAPC program culminates in a capstone project where students work with a faculty advisor on a project of their choosing.

The capstone project is intended to demonstrate how a student uses the tools learned in the program to create output such as a professional deliverable or research paper. All work should advance toward the student's career or doctoral studies, help a client or contribute to some body of knowledge. This project is an opportunity to show your skills.

Students can choose to create a project, campaign, report, paper, art piece, thesis or other unique work approved by their advisor and the program director. At the end of the program, students present their work to their advisor and whoever else may benefit from the presentation such as a client, other faculty, friends and family.

It is in each student's best interest to consider capstone ideas as soon as possible. Each capstone project must account for 56 hours of work. Students have various opportunities throughout the year to work on class projects that can ultimately contribute to the larger capstone project.

Registration

Understanding the registration process is crucial to ensure successful enrollment in your classes. Learning a new system can be confusing at first, so as a welcome to the MAPC, the graduate team will register all MAPC students for their first and second MAPC courses (the first semester in the program).

After the first semester, it is your responsibility to register for your own classes, including electives. If you are interested in a particular elective, you must understand how to properly register to secure a spot in your desired class.

How to Register for Classes

Students must register for all classes in Workday.
Follow the steps below to complete registration:

1 Login to MyUTampa and Select *Workday.*

2 Once in Workday, select *Academics.*

3 Select *Registration.*

4 To register, select *Plan My Registration (Live Course Search)* under *Planning and Registration.*

5 Select the Academic Period you are registering for (e.g. Spring 2022) and the Academic Level (e.g. Graduate).

6 Type the course you are looking to register for in the search bar.

7 Use filters to search by instructors, meeting days, times and more to easily narrow your course search to the MAPC courses.

8 Once you find your class, select the class section you want to register for and click *register.*

9 You're all registered!

★ Under *Registration* you can see your upcoming registration appointments, which provides the date and time you will be allowed to register. You can also see registration requirements, which explains any outstanding actions you must take to allow you to register. This includes any academic or financial holds.

★ For more information, including how to use the *Plan My Registration* and *Register from a Saved Schedule in Workday,* check out this *quick 5-minute video tutorial.*

Graduation

The University of Tampa holds two graduation ceremonies within the calendar year, one in May and one in December.

MAPC students begin the program at different points in the calendar year. Students also may choose to take a class or semester off, meaning individuals meet their degree requirements at various times.

The MAPC faculty knows how important it is to celebrate the accomplishment of earning a master's degree in this program. Therefore, MAPC students are invited to choose when they walk in a graduation ceremony, whether that be a couple of months prior to or after officially earning their degree.

Hooding Ceremony

Hooding ceremonies are held for students graduating with a master's degree. The placing of the hood signifies the passage from student to 'master.' The hooding ceremony brings recognition to the scholarly and personal achievements of candidates who have completed advanced degree requirements.

A hooding ceremony does not replace commencement exercises, such as walking in May or December commencement, but rather complements commencement with a more intimate celebration.

MAPC students will gather with their cohort, faculty, advisors and any other special guests. Students must wear their full graduation regalia (cap, gown and tassel) for both commencement and the hooding ceremony. Students can pick up their regalia at the UT Campus Store. Students do not need to sign up or register for regalia but should contact the bookstore to make sure all items are in stock.

How to Graduate

All students must apply for graduation at UTampa. To apply students must follow these three steps:

1. Login to Workday and select the *Academics* icon.

2. Navigate to the *Graduation* tab to begin the application.

3. Submit the application by the deadline to be included in your chosen commencement term program.

Follow this visual aid for more help with How to Apply to Graduate in Workday.

Contact the UT Campus Store at bksutampa@bncollege.com or (813) 253 6230.

For more information on the hooding ceremony, including what to wear and what the ceremony entails, visit the *UT Hooding Ceremony webpage.*

For all things graduation, commencement and hooding, contact:

Orientation and Family Engagement | **The University of Tampa** | **401 W. Kennedy Blvd.** | **Box P Tampa, FL 33606** | **p: (813)-257-1999** | **f: (813)-258-7382** | **commencement@ut.edu**

Tuition & Payment

The University of Tampa does not mail billing statements. Instead, you can view your statements and pay your bill in the "Finances" section in Workday.

Paying Online *(Recommended)*

Online payments are available 24 hours a day, seven days a week. Follow these instructions to pay your tuition online:

① **Login to Workday**   ② **Select *Finances*** ③ **Select *Make a Payment***

If you are unable to access Workday, payments can be made through ***Cashnet.*** You can log in with your student ID number and last name.

Payment via Check

Checks should be made payable to the University of Tampa and should include you (the student's) name and UT ID number. Checks can be mailed to the following address:

The University of Tampa
Bursar's Office
401 W. Kennedy Blvd., Box L
Tampa, FL 33606-1490

International Payments (Wire Transfer, Foreign Credit/Debit Cards)

You can use the international payment portal to pay tuition and fees from another country. Through this portal, you can pay in foreign currencies by fire, foreign credit/debit cards and other international payment options. For more information visit the ***International Payment Information page.***

Financial Contacts

The Bursar's Office is responsible for administration and finance. If you have a question about specific charges or items on your billing statement contact the appropriate office:

- **Deposits, Payments, and Miscellaneous Charges:** bursar@ut.edu or (813) 253-6202
- **Course Schedule:** registrar@ut.edu or (813) 253-6251
- **Scholarships, Grants, and Loans:** finaid@ut.edu or (813) 253-6219

Visit ***UT's Financial Aid for Graduates webpage*** to learn more about financial aid available to graduate students.

Academic Support

The MAPC Program is committed to providing support to students throughout all stages of graduate education. MAPC faculty works closely with students, as well as other UT faculty and staff, to ensure members of the program have access to resources that further support academic success.

In conjunction with the MAPC program, UT offers a variety of resources that seek to foster an academically robust learning environment.

The Academic Success Center

The Academic Success Center provides students with the tools they need to succeed academically through the following support services:

- *Academic advising and coaching*
- *Academic exploration, tutoring and skill courses*
- *Academic excellence programs*
- *Student transition and persistence*
- *Transfer and veteran student advising*
- *Student disability services*

The Academic Success center works with students to prepare them to become self-sufficient, thriving students. The Academic Success Center is located in the center of the campus in the newly renovated North Walker Hall (#64 on the campus map).

UT Center for Public Speaking

The *UT Center for Public Speaking* seeks to enhance communication skills and offer support through one-on-one or small group workshops in the following areas:

- *Brainstorming and outlining*
- *Mock interviews*
- *Delivery and content*
- *Evaluation of visual aids*
- *Conference preparation*

The Center for Public Speaking is located in the Ferman Center for the Arts (FCA) building, room 228 (#46 on the campus map).

To schedule an appointment in-person or online, visit their Instagram, *@UTampaSpeech*

Saunders Writing Center

The Saunders Writing Center offers tutoring sessions and one-on-one assistance with writing projects.

Students receive support through the writing process as tutors assist with drafting, revising and editing. The staff provide individualized feedback and encouragement to help students improve their writing skills.

Office of Career Services

The Office of Career Services serves as a bridge between UT students' educational experience and professional life after graduation. Career Services offers assistance in the following areas:

- *Resume and cover letter writing*
- *Interviewing*
- *Job/internship search*
- *Networking*
- *Career exploration*

Career Services a variety of *graduate student resource programs* designed to help you pursue your career.

University Resources

Center for Public Speaking	Saunders Writing Center
Meredith Clements *Director & Assistant Professor, Speech* Location: FCA Room 227 Phone: (813) 257-3476 Mailbox: 128F Email: mclements@ut.edu	Mark Putnam *Director & Assistant Professor, English and Writing* Location: PH Room 352 Phone: (813) 257-3558 Mailbox: R Email: mputnam@ut.edu

Career Services	Academic Success Center
Career Services Event Calendar Location: SFB Room 117 Phone: (813) 253-6236 Mailbox: K Email: hireut@ut.edu	Ask An Academic Question Location: North Walker Hall Phone: (813) 257-5757 Email: academicsuccess@ut.edu

Visit the academic support resource webpage to learn more about how UT is prepared to support you in your academic journey.

Health & Wellbeing

Students face a number of mental health challenges. It can be difficult to handle the stress of school on top of other pressures, especially at the graduate level.

Pressures of Graduate School

Taking the step to pursue a graduate degree brings many new opportunities. It can also bring a lot of pressure. An overwhelming workload and unfamiliar environment are only some of common graduate school stressors that can lead to mental health challenges.

Balancing your professional, personal and graduate school life can eat away at your time and energy. Still, your health and wellbeing is important. Self-care should be as high on your priority list as your work.

If you feel overwhelmed, anxious, stressed or any other uneasy feelings, it's important to remember you are not alone.

The University of Tampa offers a number of wellness services under UT's umbrella organization, "**Live Well, Do Well.**" Live Well, Do Well works to help students be aware of and utilize resources to care for their physical, emotional, social and spiritual wellbeing. The Emotional Wellness center specializes in helping students cope with life's challenges, reduce stress and form positive relationships that will keep students hopeful about the future.

For some of us, making our mental health and physical wellbeing a priority isn't easy. But it's crucial to learn healthy ways to support yourself during overwhelming moments. UT is here to offer support and your peers in the MAPC program can be great sources of emotional support and advice. Communicating with your peers about what you're experiencing and feeling can help reassure you that you aren't alone. Don't be afraid to tap into your MAPC network to help navigate through the obstacles of graduate school.

Inability to identify, acknowledge and consider adequate treatment options are very serious and very common problems amongst college-aged students. In fact, a 2018 survey by the American College Health Association found **66% of graduate and professional students experienced above-average stress in the year prior.** And that was before the coronavirus pandemic (American College Health Association, 2018).

The unforeseen circumstances of the COVID-19 pandemic brought unprecedented challenges along with waves of panic and anxiety. A recent study examining undergraduate and graduate students mental health during the COVID-19 pandemic found **35% of undergraduates and 32% of graduate and professional students screened positive for major depressive disorder, while 39% screened positive for generalized anxiety disorder** (Chirikov, 2020).
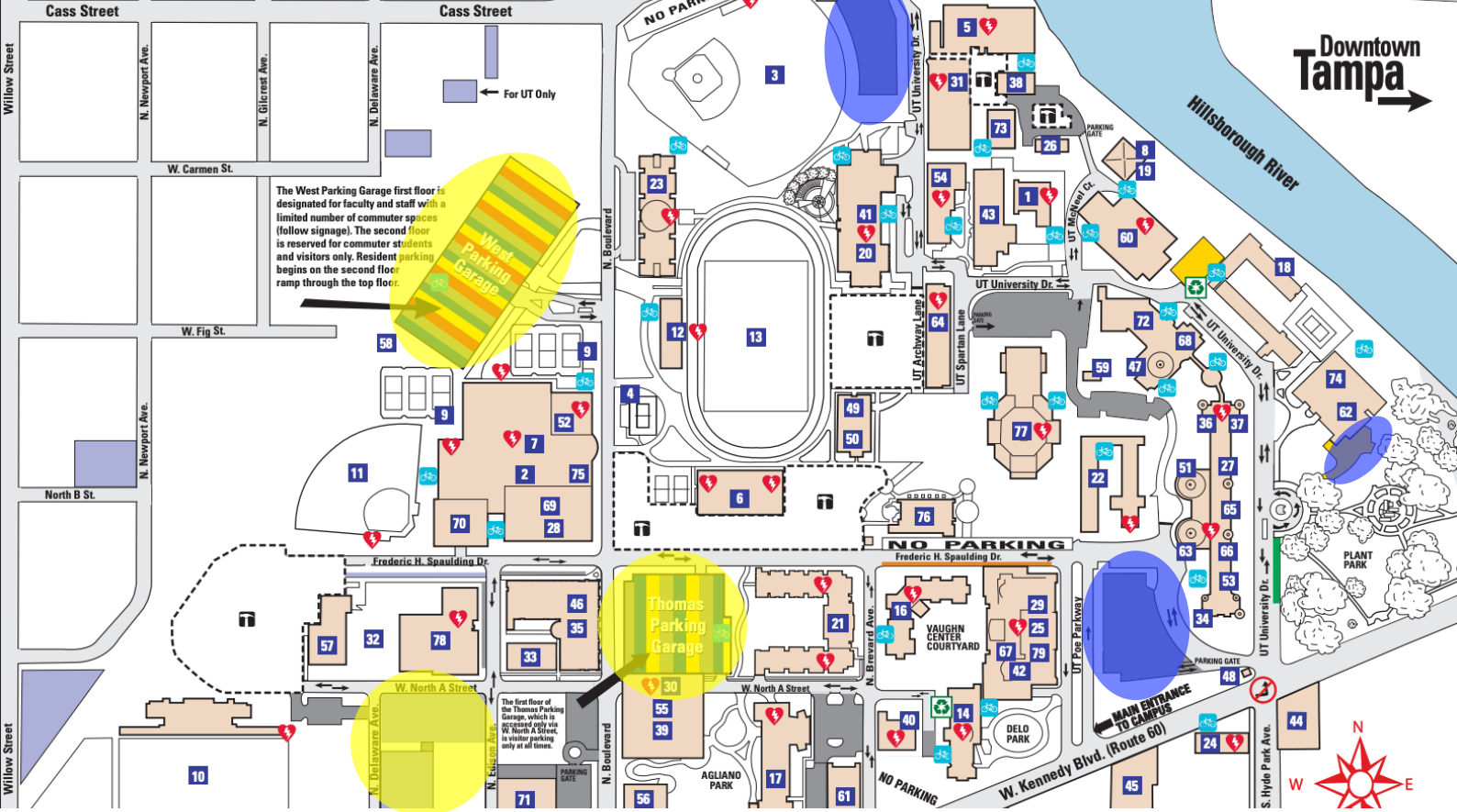
*Lots accessible to students at anytime are circled in **yellow** and faculty lots, available to students after 5 p.m. are circled in **blue.***

Campus Map & Parking

Since the University of Tampa was founded in 1931, the campus has grown substantially. When you enter the urban campus, you will notice unique architecture, stunning landscaping and lots of foot traffic. The entire campus is walkable and takes a maximum of 15 minutes to get from one end of campus to the other.

Each building is coded on the campus map by a two-or-three-letter abbreviation of the building name (e.g. Plant Hall abbreviated as PH). UT has a lot of buildings within a condensed, downtown campus, leaving little room for parking.

The map above marks campus parking lots, color-coded by the time of day when students are allowed to park.

All students are allowed to park in the faculty/staff lots between 5 p.m. and 10 p.m.

All students, faculty and staff who bring a vehicle on campus are required to register their vehicles. Parking decals last one academic year. Vehicles must be parked in the designated parking areas, which is determined by their residency status.

As an MAPC student, you will be considered a commuter student. Commuters are allowed to park in the following areas:

- *Rick Thomas Parking Garage (2nd floor ramp and above)*
- *West Parking Garage*
- *West side of campus along Frederic H. Spaulding Street and Edison Avenue that are marked for student use*

Visit the Department of Campus Safety website to register for a UT parking permit.

Part 2:

MAPC Core Content

History of Communication

Human communication has existed long before we began studying the topic.

Symbols were developed approximately **30,000 years ago** and served as the origin of modern speech. Symbols can be found in cave paintings dating as far back as the Upper Paleolithic age.

Communication continued to evolve from cave paintings to rock carvings. At the same time, it is believed humans used other methods of communication, such as arranging stones or erecting structures from the ground.

Pictograms, which are the basis of scripts and writing systems such as cuneiform and hieroglyphs, were developed to tell stories. This was a big step in communication, as prior methods simply showed an event but could not communicate the story behind it.

Pictograms evolved into ideograms, which conveyed more abstract concepts and ideas through graphic symbols. Ideograms were the predecessor to written characters.

The earliest forms of writing were primarily comprised of pictographic and ideographic elements. The first writing system is believed to have been developed by the late 3000's BC into cuneiform.

The first pure alphabets emerged in Ancient Egypt and scholars believe there is a relationship between the first alphabets spreading to later evolve into early Greek scripts.

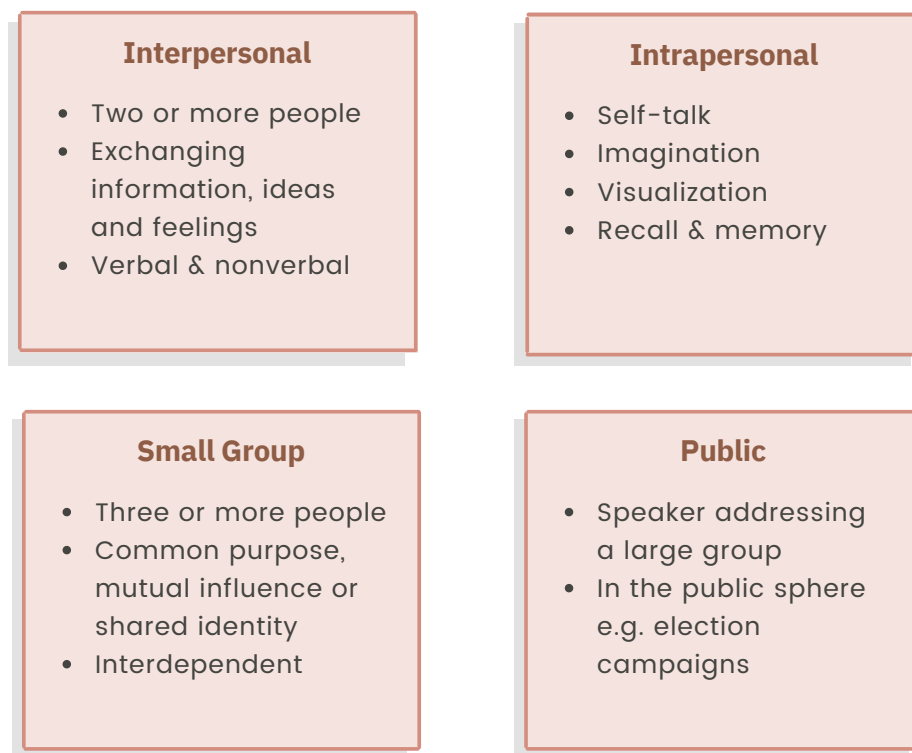> *Good communication is the bridge between confusion and clarity.*
>
> - Nat Turner

Verbal Communication

While it took many years and various cultures to evolve from visual communication to written word, verbal communication and storytelling date back as some of the earliest forms of human communication. Storytelling did not originate in one area but instead was and continues to be a globally-shared mode of communication. People around the world would gather to hear stories, songs, chants and poems, which they would then pass onto the next generation to tell the history of their people. Oral communication remains one of the most widely-used ways for humans to communicate.

We engage in four main types of verbal communication, including interpersonal, intrapersonal, small group and public communication.

Interpersonal	**Intrapersonal**
• Two or more people • Exchanging information, ideas and feelings • Verbal & nonverbal	• Self-talk • Imagination • Visualization • Recall & memory

Small Group	**Public**
• Three or more people • Common purpose, mutual influence or shared identity • Interdependent	• Speaker addressing a large group • In the public sphere e.g. election campaigns

Does the "s" Make a Difference?

It's not uncommon to hear the term "communications" used interchangeably with "communication." To some, the "s" seems inconsequential. To you, a communication student and scholar, the difference in these words should be monumental.

Communications (with an s) involves the distribution of messages and the various systems used for distribution, such as the TV, phone and the Internet.

Communication is the strategic planning and creation/interpretation of the various symbols, messages and meanings we as humans have formed to understand one another.

Public Speaking 101

As a student in the MAPC program, you will be required to give speeches and speak in front of classes often. As you progress into a career in communication, you will likely be required to speak in high-pressure environments, such as client pitches or meetings with superiors. Learning how to give a good speech and understanding the importance of nonverbal delivery in public speaking are necessary to be a powerful, persuasive, well-spoken communicator.

People often focus on how we say something rather than what we actually say, and place more emphasis on nonverbal communication (Mehrabian, 1981).

You may have heard this concept before and thought of it simply as an idiom or common thought. It actually stems from research on nonverbal communication from Dr. Albert Mehrabian, a pioneer in the field of verbal and nonverbal communication.

Nonverbal components largely influence the messages you communicate to audiences. The nonverbal part of your speech is a presentation of yourself and is key to communicating in and through your body. When giving a speech, it is your job to create an experience for your audience. Nonverbal components accentuate the content you are presenting and contribute to the overall experience.

Public speaking can be nerve-racking but remember, your peers likely feel similarly to you. Practicing in front of each other can help calm nerves and better prepare you for your big moment in front of the class or clients.

Eye Contact

Eye contact creates an interpersonal, trusting, transparent experience for audience members. You should aim to spend about 80% of your speech time making eye contact with your audience (Lucas, 2015).

Facial Expressions

Are your facial expressions congruent with your message? The audience will be looking to your face to lead them through the story. If you are uncontrollably smiling while sharing a childhood tragedy, your audience may feel disconnected, uncomfortable and unsure of how to process that information. Aligning your facial expression to your message will increase your credibility.


Movement

You are likely speaking to a room full of people, so you want to move around and engage with the audience. When you move your body, you are communicating. Movement should be purposeful, not fidgety. Avoid distracting movements like waving your hands around or aggressively flipping through notecards. When giving a speech, you want to use natural gestures. Be conscious of how you would have a normal conversation and incorporate those gestures into your speech.

Attire

What you wear can enhance or distract from the message you are communicating. When selecting your attire, ask yourself these questions: What attire is appropriate for the occasion? Have I selected any pieces that could be distracting while I'm speaking? Your attire can influence how the audience perceives you and affect your credibility.
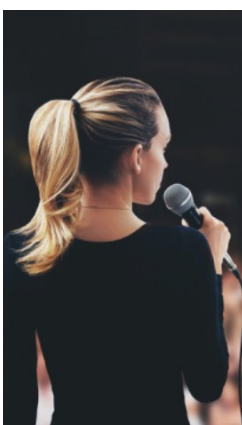
Verbal Cues

Always be cognizant of your language, volume, enunciation, projection, rate and pausing. All of these components work together with nonverbal communication to deliver an effective speech.

Need some help? Review *this verbal communication chart* which features terms, best practices and ways to fix common speech issues.

How to Make a Good PowerPoint Presentation

PowerPoint presentations are a key resource in the MAPC program. They are regularly used by students to teach concepts, showcase projects and demonstrate work being completed in class. When used correctly, PowerPoint is a useful tool to keep an audience's attention through visually appealing effects. Poor PowerPoint choices, however, can leave your audience yawning with no recollection of what was on the screen.

A good PowerPoint is strategic. It communicates essential information through images, bulleted lists and key phrases. While you might have a lot to say, all those words don't need to be on the screen. Instead, memorize the points you want to hit and use certain **fonts, colors, symbols or images** on the slides to remind yourself of the points you want to make.

Research shows this method works better than writing every word. A study assessing student preferences for PowerPoint features found that students liked lists built up one at a time, as well as outlines of **key phrases, graphics, relevant sounds and colors** (Apperson, 2008). Considering aspects such as font size, contrast and relevance, and keeping it concise, can transform your presentation from a potential snooze-fest to attention-grabbing favorite.

Check out this video on the do's and don'ts of PowerPoint.

From your very own MAPC Program Director Dr. Gurrie!

How to Cite in the MAPC: What is APA?

As you start your journey as an MAPC student, you may be wondering how your previous writing experience and expertise has prepared you for this program.

Some students are coming from undergraduate programs in which they rarely wrote papers. Other students are coming from research-and-writing-heavy curriculum and have experience writing various types of scholarly papers. Some students are returning to the classroom after working for years without any writing experience similar to what you will do in the MAPC program. Wherever you fall on the spectrum, know that others are in the same boat. In fact, research shows that they are!

A survey of college students on the need for writing skills instruction found only two-thirds of college students in the U.S. have ever written a paper that's 10 pages or longer. The study also examined students at doctoral-level programs with the highest level of research activity; only **74% of doctoral students had written a paper 10 or more pages long** (Primary Research Group, Inc., 2018).

No matter your experience, it's important to write and edit accurately. Writing is the primary way to assess knowledge in a communication graduate program. Learning proper writing, editing and citing techniques will best prepare you for a successful academic year.

In this program, you will be doing extensive research incorporating scholarly journals from online databases. It is extremely important to properly cite these resources to give credit to authors and to avoid committing plagiarism.

The MAPC Program prefers APA style for all writing and citing. The American Psychological Association (APA) Style is one of the most commonly used forms of writing, especially in communications fields.

APA reference list citation for online scholarly journal articles is as follows:

> Last name, F. M. (Year). Title of article. *Title of Periodical, Vol.* (Issue), page numbers. DOI

APA in-text citations include the author's last name followed by the year of publication (e.g. Smith, 2021).

For more information on APA style visit the _**Purdue University Online Writing Lab (Purdue OWL)**_.

What is a Literature Review?

You will be writing a literature review in your first MAPC class, 601: Leadership and Professional Communication. This will help build your knowledge in an area of study while you present your own research and discuss how it contributes to a larger conversation.

A literature review collects key sources and research on a particular topic and discusses those sources in conversation with each other (Purdue Online Writing Lab, n.d.). A literature review can provide an overview of existing knowledge and scholarly sources in a specific area of study. In writing a literature review, you can identify and discuss relevant concepts, theories and areas of concern, as well as any gaps in the existing research.

Parts of a Literature Review

Literature reviews typically follow a basic introduction-body-conclusion structure.

Introduction:
- *Explains your working topic and thesis.*
- *Forecasts key topics that will be included in the review.*
- *Provides a description of how and why you chose to include the sources.*

Body:
- *Synthesize: Combine the main points of each source into a bigger concept.*
- *Analyze and interpret: Discuss significant findings and add your own interpretations of the literature.*
- *Evaluate: Dissect the strengths and weaknesses of sources.*

Conclusion
- *Summarize the key findings of the literature and discuss their significance.*
- *Connect back to your primary research question/topic.*

Organizing a Lit Review

Lit reviews typically follow one of these organizational patterns:

Chronological: *Analyzing patterns, turning points and key research that have shaped the direction of the topic field over time. This is not simply summarizing sources in order, but discussing how and why these developments occurred.*

Thematic: *You can organize your review into recurring central themes that you found while analyzing the literature.*

Methodological: *If your literature review includes sources from various disciplines that use a variety of research methods, you can compare the results that emerge from different approaches (e.g. qualitative versus quantitative research).*

Theoretical: *You can use a theoretical structure to discuss existing theories, their relationships and how they've been investigated. In many humanities articles, existing literature is the foundation for the theoretical framework (Purdue Online Writing Lab, n.d.).*

Pro-Tips:

Research thoroughly and choose credible sources. How good can your literature review be if the sources are questionable?

Be careful to not simply summarize. You need to synthesize the research and draw connections between sources.

For more information on how to write a literature review, visit the ***Purdue OWL Conducting Research resource page***.

Academic Journals

Most of your time as an MAPC student will be spent engaging with academic journals; You will read articles for class discussions, analyze them to educate classmates and collect scholarly works for your own projects. The capstone project alone will require over **20 scholarly journal citations**.

Therefore, it's imperative to understand what academic journals are, how to find them and how to absorb the information quickly and effectively.

Scholarly/academic journals are a type of online periodical that includes original research articles written by researchers or experts in a particular field or discipline. The intended audience of academic journals features some kind of research community, such as scholars, researchers and students.

Finding Journal Articles

You can start collecting journal articles by logging into your ***MyUTampa account*** and clicking the "Library Resources" icon.

Library Resources

This will take you to Utopia, the University of Tampa online library resource where you can access databases from anywhere, both on and off campus.

On Utopia, you can search for articles, books, journals and more. You can use the A-Z Database search function to search on hundreds of online scholarly journal databases, such as JSTOR, EBSCO, ProQuest, Academic Search Complete and Science Direct.

Signing in through the MyUTampa portal automatically provides you access to hundreds of databases through the University of Tampa. You may not have full access to certain academic journals if you search for scholarly articles on databases without first logging in through the institution.

Collecting Journal Articles

Now that you're logged in and have access to high-quality databases, you should be able to find reputable articles. Look for publications from professional organizations and set the filter to only show peer-reviewed journals.

Once you find a reputable article that is relevant to your field of study, consider the scholarly articles cited in that work. Often, the same journal articles are referenced repeatedly in the same cluster of articles. Utilizing the reference section of a journal article can help you easily locate other useful articles on the same topic.

Reading Journal Articles

Scholarly works can be difficult to read, so having a particular reading approach can save a lot of time and allow you to focus on the most important sections first.

First, **read the abstract**. This will tell you what the article is about, what the hypothesis or thesis may be and if this article will be relevant to your area of research.

Then, **read the introduction and the summary/conclusion.** These sections will offer the main argument and more clearly explain the hypothesis or thesis.

Next, **read the methodology** and finally, **read the results/statistics and analysis.** Once you figure out if the article addresses your research question, the methodology will inform how the author did their research.

The results and analysis portions will provide details of the research. If you have time or are looking to find additional sources of information, consider reviewing the references.

This strategic method of reading academic journals will help you condense a lot of information into the most clear and concise pieces. While you are reading, keep your research question in mind, think critically about the information being presented and jot down keywords to draw out themes in the research.

By the time you're done dissecting the article, you should understand how what you've just read relates to your area of study and how you intend to apply it to your own research.

How to Make an Effective Survey

Surveys are a useful tool for measuring behaviors, opinions, views and experiences. Results of surveys inform important research that can tell us a lot about topics, especially in communication fields. **You will be constructing and taking surveys during the MAPC program and they will likely be a large part of your primary research for your capstone project.**

The key to building surveys is in the questioning. Effective survey questions provide high-quality, reliable data. Poorly constructed survey questions can lead to biased results, skewed data and unclear responses.

BRUSO

- Brief
- Relevant
- Unambiguous
- Specific
- Objective

Characteristics of an Effective Survey

Literature on research methods recognizes certain guidelines for writing effective survey questions. For a baseline, you can follow the acronym, **BRUSO**. BRUSO stands for "brief," "relevant," "unambiguous," "specific," and "objective," (Peterson, 2000). These are all essential components if you want your survey to provide accurate, reliable data.

Effective survey questions are **brief**. They avoid long, overly technical, wordy statements. Respondents more easily understand brief questioning. Effective questioning is **relevant** and doesn't probe details that aren't being measured by the study. It's important for questions to have a clear interpretation. Different respondents may have different ideas of what is being asked. Therefore, it's also important to be **specific**. Survey-takers should understand what they are responding to and what the research is about. Effective survey questions are also **objective**. They do not reveal any bias or researcher opinions, and they do not lead respondents in a particular direction.

If you're unsure how people will interpret the wording of your survey questions, you can conduct pre-tests. Asking people to explain how they interpreted questions can demonstrate if you are on track with BRUSO or if you may be on the path to creating an ineffective survey.

IRB Approval

You will be creating your own survey in MAPC 605: Data Analysis and Research Strategies. **This is an opportunity for you to conduct primary research for your capstone project.**

Prior to conducting this research, you must obtain IRB approval. The *Institutional Review Board (IRB)* is an administrative group established to review and monitor research involving human subjects (Office of the Commissioner, 1998). The purpose of IRB approval is to ensure researchers take the proper steps to protect the rights and welfare of humans participating in research.

Qualtrics

The MAPC faculty use and teach Qualtrics, a top online survey tool that allows you to build, distribute and analyze surveys. You will be using Qualtrics during your time as an MAPC student so it may be helpful to explore the website at your convenience. For more survey best practices, check out this *Qualtrics article* with tips for building effective surveys.

Need help? Visit the *Pew Research Center webpage* for more information on how to write high-quality survey questions.

Visit *UT's IRB webpage* for more information including researcher training, FAQs and IRB forms.

Survey Tips

- ✓ Check your vocabulary
- ✓ Pay attention to phrasing
- ✓ Avoid jargon
- ✓ Use images, videos and graphs
- ✓ Use response scales
- ✓ Conduct pre-tests
- ✓ Analyze the responses
- ✓ Make use of the results

Handling the Course Load

Preparation, Pace & Balance

It's no secret that graduate programs are demanding and fast-paced. When only considering academic constraints, the pace of the program may not be a cause for concern. But it's important to remember you aren't just taking on an 8-hour a week class. You are incorporating 8 hours in a classroom with many more hours researching, writing and completing projects, all on top of life's other demands such as work and family life. This can create a lot more pressure than you anticipated.

Stress-related studies focusing on graduate and professional students have discovered students report stress related to **time constraints, lack of family or program support, financial pressure and role conflict** (Hudd, 2000). Coping with these pressures and finding a way to balance it all can cause even more detrimental effects. Students questioning their decisions and experiencing internal conflict are likely to experience **physical and mental fatigue, burnout, depression and guilt** over their chosen priorities (Offstein, Larson, McNeil, & Mwale, 2004).

Your MAPC family wants you to succeed. The faculty and your peers are very understanding of the challenging and fast-paced nature of this program. Along with checking in with yourself and gauging what you can handle, the best way to balance it all is to be prepared.

Being prepared for class means making sure you've read the assigned readings and familiarizing yourself with any materials that will be discussed in class. Preparation allows for more immersive classroom discussions and is the best way to ensure you're getting the most out of this program. You're here for a reason, so take advantage of it!

Even when you think you have it all together, life's challenges arise. If you're struggling to keep on top of your commitments or feel overwhelmed by the pace of the program, it's imperative to seek out mental and emotional support. A medical study investigating well-being in an academic environment found only **29% of the professional student population sought mental health services**. An additional 20% were interested but did not seek them out because of **lack of knowledge of available services, time constraints, stigma and scheduling problems** (Stecker, 2004). UT and the MAPC program are understanding of various circumstances and encourage all students to prioritize their wellbeing.

To learn about UT's health and wellness options, including counseling services, visit the *Dickey Health and Wellness Center resource page*.

PROFESSIONAL DEVELOPMENT

Careers, Opportunities & Networking

In this program, you will cultivate skills and knowledge that will help you advance in your career.

One of the most common reasons adult learners choose to pursue a graduate degree is to gain professional skills that will maximize earning potential.

As a graduate student in this program, you can explore of a number of career choices, educational conferences and opportunities to grow your professional network.

Communication Careers

As a graduate of the MAPC you can pursue many professional paths including the following careers:

Public relations specialist, media planner/specialist, communications coordinator/specialist/director, account executive/manager, social media manager, human resources specialist, health educator, business reporter, producer, cultural advisor, chief marketing officer, market researcher, copywriter, editor, mediation specialist, educator, broadcast engineer, human resource coordinator, government communications specialist, branding executive and many more!

Graduates of the MAPC program work in a variety of disciplines, ranging from engineering companies to creative agencies to the U.S. military. Communication is necessary in all fields and provides an opportunity to work in many different environments.

Visit *Quinncia* on MyUtampa for interview feedback, resume building and career development.

Careers Through UT

Career Services hosts year-round workshops and networking opportunities designed to connect students with industry leaders in a variety of fields. They also offer **career assessments and consultations, interview preparation, career fairs, on-campus recruiting and speed networking events.**

Graduate students should use their *Handshake account* to find up to date information on career programs at UT, as well as career opportunities.

You may be eligible to teach at some universities, including UT! Students can visit the *Employment Opportunities webpage* and follow the instructions to view and apply for open faculty and/or staff positions as an internal candidate.

Graduate Opportunities

As a student in the MAPC program, you are encouraged to take advantage of the many graduate opportunities presented by the MAPC faculty.

Throughout the year, the MAPC faculty will inform students of various professional conferences. Conferences serve as an opportunity for students to expand their knowledge and can also be fantastic networking opportunities for any master's student who is eager to advance their career.

Students are invited to submit papers, panels, teaching ideas and more to the conferences. At the conferences, students can both present their work and learn about other important happenings in communication.

Some of the main organizations that host communication conferences welcoming MAPC students include: The *Florida Communication Association*, the *National Communication Association* and the *International Communication Association*.

Guest Speakers & Networking

One of the marked benefits of having courses taught by expert faculty is the opportunity to meet remarkable guest speakers. The MAPC faculty invite engaging, unique guest speakers to the program and encourage students to consider guest speaking sessions as networking opportunities and insight into possible career paths.

Networking is a great way to form relationships that can secure potential jobs or introduce you to other professionals that can benefit your career. Currently, the average annual salary of a communication professional is anywhere from **$45,000 to $145,000** (Master's in communication salaries by career and position, 2021). In a booming industry with such a large pay scale, how do you climb the ladder to secure a bigger salary? **Networking!** Networking gives you the opportunity to meet and learn from other communication professionals with different experience and education levels. Making connections is a valuable way to show employers who you are beyond a résumé.

Part 3:

Q&A

Students Questions Answered by Graduates

How many hours should I dedicate to coursework outside of class?

The time you dedicate to each course will vary based on its content and discipline. Some courses are more writing-intensive while others are design-intensive or research-heavy.

You can expect to spend at least two hours a week per credit hour working on schoolwork outside of the classroom. This means you should budget **8 hours** of time outside of class for reading, writing, editing, researching and other preparation.

You will need to dedicate time to reading and understanding course material prior to the start of each class to engage in lively discussions. You will also be required to submit work throughout the week as a way to apply what you are learning. This is all in addition to bigger, semester-long projects and presentations.

The MAPC program is an extraordinary graduate communication program which requires a great deal of discipline outside the classroom.

What are alumni doing after graduation?

The MAPC program is extremely diverse. Students come from a variety of backgrounds but all share the common goal of expanding their communication knowledge as a way to advance their careers.

In the months following graduation, multiple students have secured significant promotions. Other students have transitioned into new jobs that they were able to procure due to their newly-sharpened communication skills.

The MAPC program is customizable, meaning students can tailor assignments to their own interests. This sparked many new passions, and led some students to continue furthering their education at the doctorate level.

The MAPC alumni are on many different paths but share the MAPC program as a valuable component in accomplishing great feats.
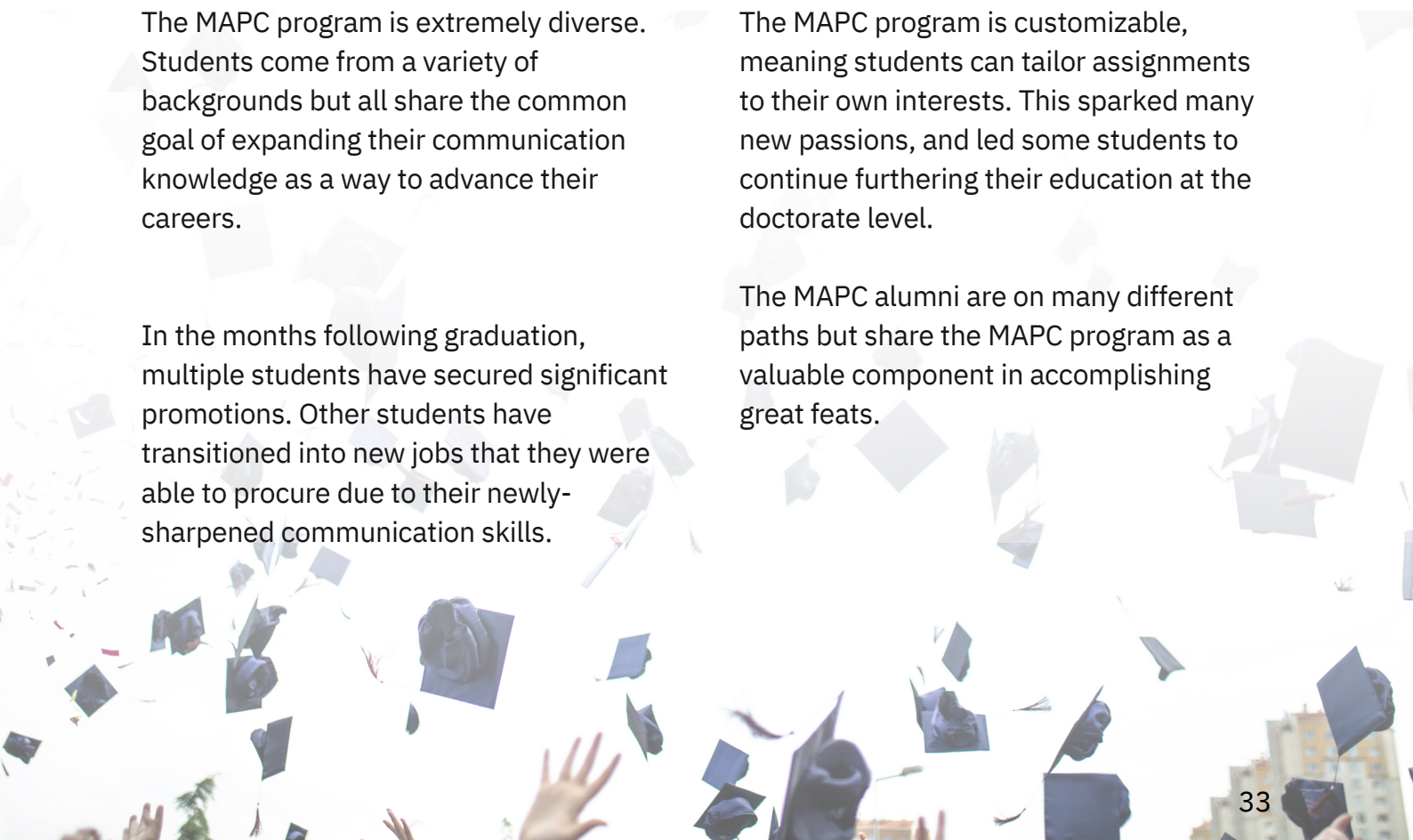
Does the MAPC program foster a collaborative student environment?

The MAPC program is designed to teach students how to communicate effectively and professionally in a variety of fields.

Working together is a *HUGE* way to practice and develop communication skills.

Each class incorporates some degree of group work, such as group projects, presentations and role-playing. Every class is also discussion-based to encourage students to collaborate, expand their knowledge and share their experiences to better learn from each other.

Thus far, there has been a very collaborative environment established. And collaboration doesn't end in the classroom. Students are even allowed to work together on their capstone projects. If there is a topic multiple students are passionate about, they are encouraged to pursue the idea together to produce high-quality work.

My favorite moments in the MAPC program were the in-class activities. My peers were such helpful resources, along with the MAPC faculty.

- Veronica Urso, 2021

What is it like working with an advisor and the faculty?

Graduate school can be a challenging time in any student's life. Having guidance from a veteran in the field can be an important tool while on the journey to obtaining a graduate degree (Wilson, 2018). To complete the capstone, students must choose an advisor to guide them and provide assistance through the capstone project. This is a valuable experience for students, as they can take in a career's worth of knowledge and expertise while completing their own outstanding work.

While going through the process of choosing an advisor, **students must get to know the person**. They will be working closely for a number of months, so choosing an advisor they're able to enthusiastically collaborate with is crucial. Many students develop working relationships with their advisors that last long after completion of the program.

Advisors can not only help students academically and professionally, but also emotionally. Many advisors have gone through similar processes that the student is going through. They can relate and provide advice on a personal level.

For a student, psychological help received from an advisor has been shown to lead to **more satisfaction** from the student, as they feel both **supported** and **encouraged** during their graduate experience (Tenenbaum, et al. 2001).

Students have found working with the faculty to be one of the most rewarding experiences within the program, thus making it all the more important to start considering faculty who may be a good fit early in the year.

# What is the culture of UT and the MAPC program?

The MAPC faculty works diligently to help new students assimilate into UT culture and Tampa life.

Given that the first year of the MAPC program occurred during the COVID-19 pandemic, it was challenging to host as many events as everyone would have liked. Despite this, the MAPC faculty still held Zoom happy hours and other COVID-safe events to help students feel connected to UT, the program and their peers.

Moving forward, program coordinators hope to organize more social events for students and faculty to get to know one another while enjoying all that Tampa has to offer.

Part of UT's mission is learning by doing. The culture of UT and the MAPC program emphasizes inquiry-based experiential education to increase the practical and real-world opportunities for UT students.

The culture mimics much of Tampa culture. It is **inviting, exciting, lively** and promotes the success of those who call it home.
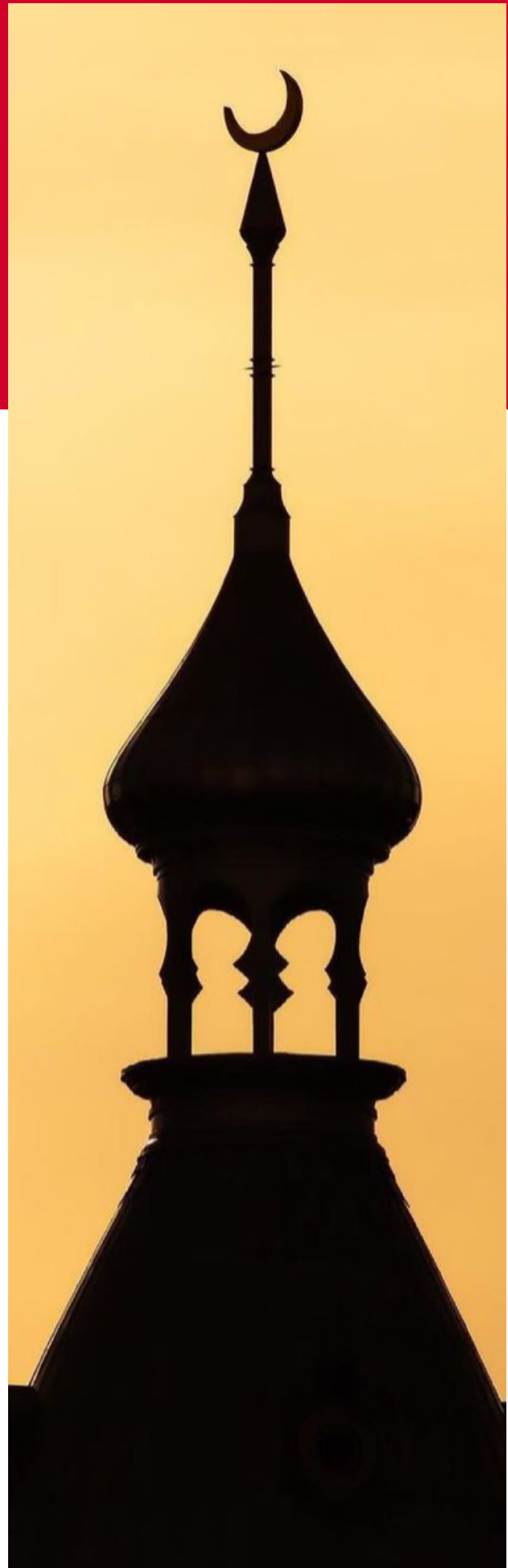
Do most students have a good work/life balance?

Students are able to balance work and their personal lives, largely due to the structure of the **classes being held solely at night.** Working professionals are able to maintain their normal work schedule and still fully participate in the program. Students also take **one course at a time with only two classes a week**. This makes balancing a full-time job, school and personal life much more manageable.

The MAPC faculty is aware that students have personal lives outside of the program. Surprise, they do too!

The professors work extremely hard to accommodate each individual student and often provide alternate opportunities to complete work if absences must occur.

Students in the program are at all stages of life. Some students and faculty are just into their 20s while others have been in their careers for well over 30 years.

Balance is a priority for everyone in the MAPC program and the structure makes it all the more possible.

What amenities can I use as a graduate student?

Graduate students have access to all amenities offered to students on the University of Tampa campus. Students will be required to carry their Spartan ID with them at all times to access buildings and additional amenities.

Some amenities include:
- **The Fitness Center**
- **The Library**
- **The Pool**

Students can also take advantage of multiple delicious dining options located all across the UT campus.

Technology

Students have access to a number of applications such as **Adobe Creative Cloud, Blackboard, Dropbox, Hoonuit, Qualtrics, VidGrid and Zoom.** Check MyUTampa for a comprehensive list of applications you can access as a student.

Where to Eat

The University of Tampa has two main dining halls, one in the Frank and Carol Morsani Hall and one in the Vaughn Center. *Morsani Hall* features eight different food locations, including Gourmet Grocer, Mindful, Pandinis, Panache, Salsa Rico, Star Ginger, AFC Sushi and Dairy Queen.

All UT dining options allow students to use meal swipes (part of a meal plan), Spartan Dollars or their own money.

UT's traditional dining hall, *Ultimate Dining,* is located in the Vaughn Center. Other dining options in the Vaughn Center include The Grill, Chick-Fil-A, Einstein Bros. Bagels and Fresh Creations.

Two locations on campus serve Starbucks coffee. *Starbucks Reserve* is located on the first floor of the Daly Innovation and Collaboration building (ICB). *The Rathskeller,* a more hidden UTampa gem, can be found in the basement of Plant Hall and features a Boar's Head Deli, La Petit Crepes and Starbucks.

Meal Plan Options

The University of Tampa offers *four different dining plans* to commuting students. Each plan grants students a certain number of meals at Ultimate Dining or Panache. Students can choose from a 10, 15, 25, or 35 block plan. However, if a student does not wish to purchase a meal plan, they can still eat at any of the UT dining locations using their own money.

UT's Full Guide to Dining On Campus.

Do students socialize outside of the classroom?

The MAPC has a unique mix of students. Students of a variety of ages come from all over the world with different backgrounds and interests. Despite these differences, being on the same educational journey creates a certain degree of commonality that fosters connections outside the classroom.

The level of communication and collaboration makes it easy to enter the program and find people you connect with. Students spend a lot of time together both in class and outside of class working on group projects.

Students have ample opportunities to form long-lasting, meaningful, professional and personal connections with one another.

These connections have grown into many students spending much of their free time together and building friendships that are deeper than just in-class relationships.

Where are the best places to study on campus?

Students are encouraged to take advantage of the many beautiful study and work locations across UT's campus. Whether you prefer working indoors or outdoors, it's easy to find a great work spot.

As UT is located in sunny Tampa, Florida, there is tons of outdoor seating scattered all through campus. Any of the buildings will have space for you to set up and study while enjoying beautiful campus views.

If you like a **quiet, spread out environment** to do your studying, you can visit the following locations:

- *The Library*
- *The Rathskeller*
  (secret spot below Plant Hall)

If you like to **work where others are working,** try checking out these places:

- *Starbucks Reserve*
- *Southard Family Building (outside along the Hillsborough River)*
- *Study rooms in the Bob Martinez Athletic Building*

If you like to **eat while you work,** consider working at these spots:

- *Vaughn Center Courtyard or Lobby*
- *Morsani Hall Courtyard or Lobby*

Reserve a study room at the UT Library.
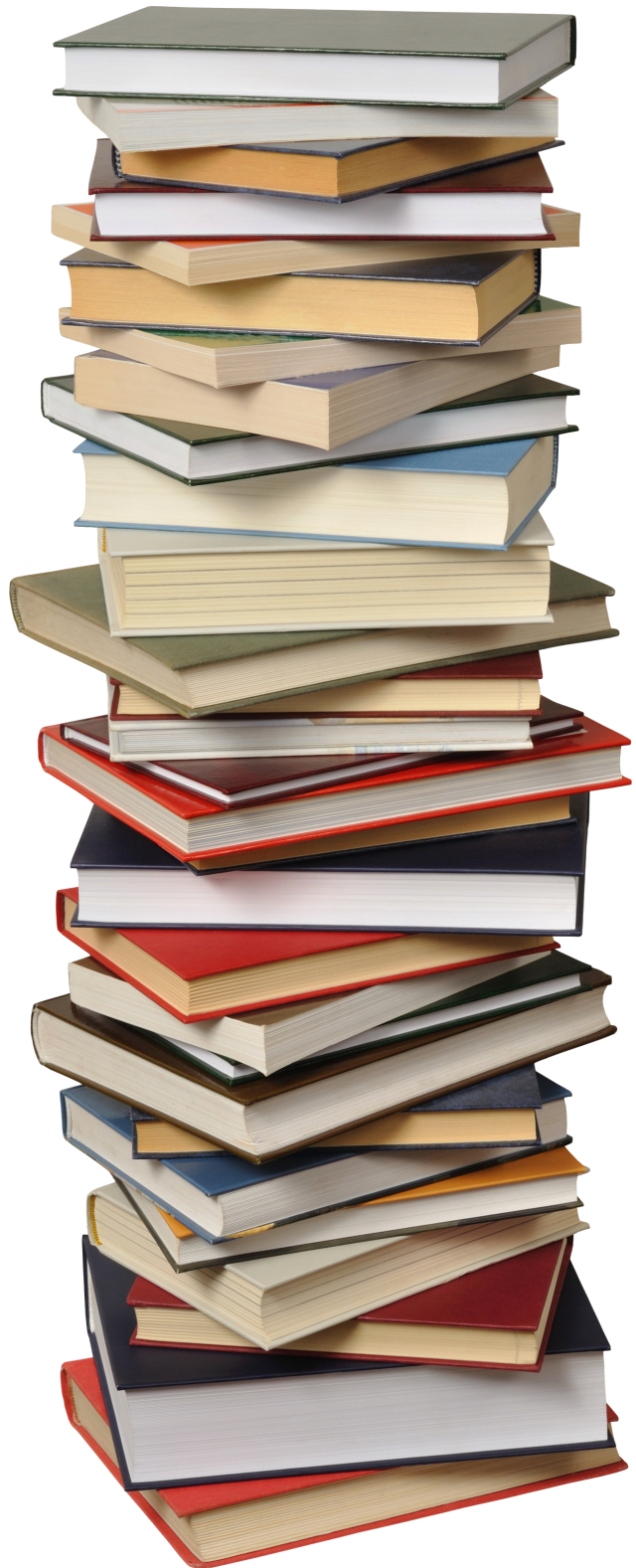
Part 4:

Alumni Connections

Alumni Connection Network

The Alumni Connection Network is a contact list for current graduate students to reach out to former students about anything related to the MAPC program and/or graduate school in general. These MAPC graduates are open to helping you along the way and can provide valuable insight into some of the classes and projects ahead.

We hope you will join the Alumni Connection Network when you graduate!

Briana DeTuro
Email: brianad1197@gmail.com
Message: "I would be happy to have a phone call with you after reaching out to me through email first!"
Capstone Topic: Viral horror trends on social media and its affect on youth

Kari Tews
Phone: (813) 258-7431
Email: ktews@ut.edu
Message: "Become familiar with the UT Master Calendar and know when your semester breaks are. The program goes fast, so scheduling time for yourself during breaks is essential!"
Capstone: UT study abroad

Mykai Eastman
Phone: (813) 203-6950
Email: mykaieastman@gmail.com
Message: "Be creative with your work and be a sponge with your professors! Use all of the resources available to make the program a worthwhile experience."
Capstone Topic: Dramatic theory

Graeme Eber
Phone: (410) 336-3735
Email: graeme@eberhome.com
Capstone Topic: MAPC Handbook

Kyle McSorley
Phone: (678)-591-5076
Capstone Topic: American attitudes towards China's social credit system

Olivia Troisi
Phone: (302) 593-7677
Email: oliviatroisi@gmail.com
Capstone Topic: MAPC Handbook

Michelle Mooney
Email: michelle.mooneyco2016@gmail.com
Capstone Topic: Training and development for diversity, equity and inclusion

Rachel Land
Phone: (912) 323-1304
Email: landrach19@gmail.com
Capstone Topic: Women in male-dominated sports

Kathy Lockwood
Email: DVKathy@gmail.com
Capstone Topic: UT Adjunct professor on-boarding manual

Teash Johnson
Phone: (352) 804-5046

Meredith White
Email: mwhite@ut.edu

Student Testimonials

What was your favorite academic moment in the MAPC program?

"My favorite academic moment was learning speech principles with Dr. Brown and Dr. Gurrie. I can see myself using the skills they taught me as I continue my doctorate education and when I eventually become a teacher. I will pass the skills they taught me onto future communication scholars."

- Carson Mann, 2021

"My favorite moment lasted throughout the whole program. I loved watching everyone improve their skills in speaking and presenting.

- Trixie Szilagyi, 2021

What resource was most helpful to you during the program?

"The faculty were a huge help throughout the program. They answered any questions I had and provided a ton of resources like articles and links to help with assignments. They didn't just teach us in class, they helped us progress through the program.

- Genie Santarpio, 2021

How has the program impacted you so far?

The program is the reason I landed my dream job! I took the skills I was learning in class, applied to a PR position and halfway through the program I got the job!

- Graeme Eber, 2021

"Be prepared for quick deadlines. 7 weeks is a short time to fit an entire class, so there is only a few days in between class time and assignment submission time."

- Olivia Troisi, 2021

What is one tip you wish you had been told before you started the program?

"Start thinking about your capstone project as soon as possible. The earlier you decide on your idea, the more time you will have to complete an amazing project."

- Cindy Rodriguez, 2021

What advice would you give to future MAPC students?

"Once you decide on your capstone idea, chose an advisor shortly there after. Chosing an advisor can take a little but of time to ensure it is a good match. However, choosing one early on in the capstone process will provide you with the time to develop a meaningful relationship with your advisor."

- Dani Meyers, 2021

"Find students within your classes that have similar interests and partner with them for group projects and activities. Not only you be able to create valuable work, but you will also form deeper connections with those in the class. Making these connections has been one of my favorite parts of the MAPC program.

- Kari Tews, 2021

I have been able to develop my public speaking skills. Coming into the program, I was not confident speaking in front of a large audience. However, I learned how to properly give a speech and practiced speech delivery in every course. I am now very confident in my abilities.

- Kazi Walker, 2021

What is the most important skill you developed in the program?

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