

## **JOUR 4210.005 Media Entrepreneurship • Spring 2019**

<b>Professor</b>	Neil Foote
<b>Classroom</b>	GAB 111h
<b>Class times</b>	3:30 p.m.- 6:20 p.m. / Monday
<b>Contact info</b>	Office: 252 Sycamore Phone: 940.565.4252 Cell: 214.448.3765 Email: foote@unt.edu
<b>Office hours</b>	252 Sycamore. Monday/Wednesday 1 p.m. – 2:30 p.m. Or by appointment – in person or virtually

**Description:** Everyday we're reading about the major changes that are affecting daily journalism. There's a need for a spirit of entrepreneurship and innovation in all forms of media. This course is about tapping into your creativity and curiosity. It is a highly interactive, participatory, team-driven course. Some of you are already practicing entrepreneurs, managing blogs, YouTube channels or freelancing. For those of you who are thinking about becoming entrepreneurs, this course will give you the tools and framework to succeed.

Overall, you all will leave this class with a mentality that whatever you do, you need to have an entrepreneurial mindset. Creating new solutions to engage audiences integrating content and technology are required for media companies and professionals succeed. Taking an idea from concept to reality is one of the most difficult steps for anyone to take, but it is one that media professionals must have the skills to survive and succeed. This class will provide an overview of the current and future state of media; what it takes to become an entrepreneur; how to start a business; find customers and in the end, pitch your business idea. And, help you get a stronger sense of how you can apply these skills to helping you manage your career or building your own business.

### **Course objectives**

- Understanding media business and operations
- Transforming concepts to businesses
- Summary of principles and practices of business
- Developing new business models
- Creating a business plan
- Market Analysis
- Human-Centered Design
- Final Project: A New Business

**Attendance.** Class attendance is required. If you miss class it's your responsibility to check the class schedule and Blackboard announcements for upcoming assignment deadlines.

You will see that I have built in some "virtual classes" where we will not meet, but you will have assignments due.

**Computers are required for each class meeting.** Class meets in a journalism computer lab.

**Required texts:**

Ferrier, Michelle and Mays, Elizabeth. Media Innovation and Entrepreneurship (Free Download - <https://press.rebus.community/media-innovation-and-entrepreneurship/>)

Kemp, Sid and Dunbar, Eric. Budgeting for Managers. McGraw-Hill, New York, NY 2003. Free download: [www.untag-smd.ac.id/files/...Digital.../BUDGET%20Budgeting%20for%20managers.pdf](http://www.untag-smd.ac.id/files/...Digital.../BUDGET%20Budgeting%20for%20managers.pdf)

### **Additional Resources:**

- [How I Built This Podcast](#), NPR – interviews with entrepreneurs
- [Fast Company](#)
- [Entrepreneur](#)
  
- Tow- Knight Center for Entrepreneurial Journalism, <http://towknight.org/research/>
- UNT Library Resources:
  - Entrepreneurship: Starting a Business: <https://guides.library.unt.edu/smallbusiness>
    - Excellent links to conduct industry and market research
  - U.S. Small Business Administration (SBA): <https://www.usa.gov/business?source=busa>
  - Texas Secretary of State: <http://www.sos.state.tx.us/corp/related.shtml>

### **Software & Apps**

Lynda.com

Wordpress.org (for self-hosted install)

Web hosting (consider: A Small Orange, Reclaim Hosting)

**Deadlines.** Writing on deadlines is a key component of advertising, journalism and public relations. Assignments must be readable and formatted as required for the specified medium. Most of your work will be due by **3:30 p.m. the day of class** – unless otherwise noted. **Late assignments will be subjected to lose at least one letter grade.**

**Reading assignments.** Readings should be completed prior to class meeting. Articles and/or review of certain websites will be assigned. Weekly readings may include last minute articles and tweets as they relate to the class.

**Writing requirements.** The Associated Press Stylebook is the grammar, punctuation, spelling and usage guide for this class. Work products must “look” finished, be ready for actual use (without mistakes or errors) and demonstrate critical thinking and knowledge of best practices.

**Journal posts.** You will be required to post weekly blog assignments on Canvas. You will be provided a prompt to which you will write a minimum 400-word response. Read the prompt carefully. You are expected to draw from course readings, lectures and guest lecturers to make clear, concise, well-written and attributed responses to the prompts. You may add links, pictures videos or other elements to punctuate your points. You will be graded on the following criteria:

- Quality of writing (50%)

- References to course-related readings or other research (40%)
- Proper use of grammar spelling and punctuation (10%)

**Marketing Plan.** This is a critical part of your project. You will be expected to do extensive research about your business' market, your competition and use the design-thinking skills you will learn to interview potential customers about your product or service. You will be expected to pull research from the UNT Library (<http://library.unt.edu>), industry-related websites, industry associations, past articles or reports and any other resources you can identify. You will be graded based on the following rubric:

- Quality and depth of research, incorporating course readings and external research (35%)
- Depth of detail about your targeted customer (20%)
- Description of customer feedback from customer interviews (20%)
- Quality of writing/organization (15%)
- Proper use of grammar spelling and punctuation (10%)

**Entrepreneur Profile.** To become an entrepreneur, you must learn how entrepreneurs think and what drives them. You will be asked to listen to at least one of NPR's "How I Built This" podcasts. And, find a local business or entrepreneur that you will write a short profile about. You will be expected to Find out as much as you can about why the person started the business. When did they start it? What does the company/business do? What challenges have they experience d? Where did they get the money to start their business? What's a typical day like? Why do they do this? What's their goal? What makes them unique? Who is their competition? Your grade will be based on the following rubric:

- Depth of detail about your entrepreneur's journey (40%)
- Quality and depth of reporting (35%)
- Quality of writing/organization (15%)
- Proper use of grammar spelling and punctuation (10%)

**Final Business Plan.** This final plan will represent the culmination of this course's work. You will incorporate a full description of your business, your marketing research, your marketing plan, your budget and any relevant material from our readings. You/your team will present your plan to the class who will also evaluate your business. Your plan will be graded using the following rubric:

- Description about your strategy to launch business (35%)
- Understanding of fundamentals (budget, marketing plan) (20%)
- Peer Evaluation – Your partner and/or class (15%)
- Presentation (10%)
- Quality of writing/organization (10%)
- Proper use of grammar spelling and punctuation (10%)

Journal #	Subject	Due Date
1	Who are you?	Jan. 28
2	L. Michelle Smith	Feb. 4
3	Nicki Purcell	Feb. 11
4	Rebecca Poynter	March 4

5	Me. Inc – Your Personal Brand	March 25
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## How your course grade will be determined.

Assignment	Points
Journal Posts	200
Elevator Pitch	100
Marketing Plan	100
Entrepreneur Profile	100
Final Business Plan	400
Attendance	100
<b>Total Points</b>	<b>1000</b>

## Grading scale

Grade	%
A	90 - 100
B	80 - 89.9
C	70 - 79.9
D	60 - 69.9
F	< 60

## Class schedule

This schedule is subject to change. You are responsible for all assignments and deadlines — even if they differ from this schedule.

### Week 1 January 14 - The Current & Future Marketplace for Media

- Discussion of current issues/trends. Course overview. Who are you? Syllabus review.

#### **DUE: by 3:30 p.m. Jan. 28 - Journal #1**

- Take the 16Personalities Test. Email the results to yourself. Read the results. <https://www.16personalities.com/free-personality-test>
- Journal #1 - Write up to a 400-word journal describing yourself and discuss results of your 16Personalities Test. Based on the reading from the Ferrier & Mays book, what have you learned about yourself? And what it takes to be an entrepreneur?
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### WEEK 2 – January 21 - Dr. Martin Luther King, Jr. Day – No Class

### WEEK 3 - January 28 - Entrepreneurial Mindset & Starting A Business

Are you an entrepreneur?

Guest Speaker: L. Michelle Smith

#### READ:

- Journalism, Media and Technology Trends 2018, by Nic Newman. Download here:

- <https://reutersinstitute.politics.ox.ac.uk/our-research/journalism-media-and-technology-trends-and-predictions-2018>
- “Developing an Entrepreneurial Mindset,” by Mike Green (**Ferrier & Mays**)
- “Are You Suited for a Start-up?”, by Jeffrey Busgang: <https://hbr.org/2017/11/are-you-suited-for-a-start-up>
- “Checklist on How to Write a Business Plan,” by Small Business Administration, [https://www.sba.gov/sites/default/files/CHECKLIST\\_-\\_How\\_to\\_Write\\_a\\_Business\\_Plan.pdf](https://www.sba.gov/sites/default/files/CHECKLIST_-_How_to_Write_a_Business_Plan.pdf)
- “From startup to scalable enterprise: Laying the foundation,” by Joseph C. Pickens: <http://www.sciencedirect.com/science/article/pii/S0007681317300605>

## Week 4 February 4

### Design Thinking, Ideation and Innovation

Guest speaker: Nicki Purcell

#### READ:

- “Ideation,” by Michelle Ferrier, (Ferrier & Mays)
- “Customer Discovery,” by Ingrid Sturgis (Ferrier & Mays)
- CHAPTER: Pitching Ideas – read both articles, (Ferrier & Mays)
- “75 Ideas for Businesses You Can Launch for Cheap or Free,” by Murray Newlands, Entrepreneur Magazine, <https://www.entrepreneur.com/article/292277>

#### Elevator Pitches

- Creating an Elevator Pitch: <https://techcrunch.com/2012/04/21/one-sentence-pitch-founder-institute/>
- 2 Ways To Create A 1-Line Elevator Pitch (That'll Make People Want To Keep Talking To You): <https://www.forbes.com/sites/dailymuse/2017/07/03/2-ways-to-create-a-1-line-elevator-pitch-thatll-make-people-want-to-keep-talking-to-you/#5311d05858bf>

#### **DUE: by 3:30 p.m. Feb. 4 - Journal #2**

- Write a 300-500-word summary of L. Michelle Smith’s presentation. See the prompt on Canvas.

## Week 5 February 11 – Pitching Your Business

### The Lean Canvas – Defining your market.

#### READ:

- Defining/Conducting Human-Centered Design
  - Conduct interviews with at least 20 customers based on “Why?” and “What if…” questions that will be included in your marketing plan.
- “What is a ‘Lean Canvas’?”, by Ash Maurya. <http://ask.leanstack.com/business-model-design-fundamentals/concepts-and-definitions/what-is-a-lean-canvas>
- “Looking for an Alternative to the Business Model Canvas,” <https://leanstack.com/business-model-canvas-alternative>

#### **DUE by 3:30 p.m. February 11:**

## **>> Elevator Pitch**

Your team will be required to make a 5-minute pitch along with a PowerPoint to your peers who will evaluate your pitch. Guidelines for the pitch presentation will be shared in Week 3.

- You will be evaluated based on the following criteria clearly present the following:
  - What your business is?
  - What problem does it solve?
  - Who is the target market?
  - Who are the key players and their roles?
  - What are the sources of revenue?
  - What are the major expenses?
  - How will you market it?
  - Overall organization of content

>> **Journal Post #3:** Write 300-500 word summary about Nicki Purcell's presentation.

## **Week 6 \*\*\*\*VIRTUAL CLASS \*\*\*\* February 18 Business Models for Content & Technology – Nonprofit, Freelancing, Consulting E-commerce and more**

### **READ:**

- CHAPTER: "Business Models for Content and Technology Ventures." Read all articles. (Ferrier & Mays)
- "Nonprofit Business Model," by Jake Batsell. (Ferrier & Mays)
- CHAPTER: "Freelancing as Entrepreneurship & Consulting as Business Model." Read all articles.

## **Week 7 February 25 - Public Relations & Marketing**

Guest speaker: Professor Rebecca Poynter, visiting lecturer, Mayborn School of Journalism

### **READ:**

- CHAPTER: "Marketing Your Venture to Your Audiences." Read all articles. (Ferrier & Mays)
- "How Small Business Owners Can Use PR To Increase Visibility," by Krystal Covington, director of public relations and customer service, Natural Grocers, <https://www.forbes.com/sites/forbescommunicationscouncil/2017/03/13/how-small-business-owners-can-use-pr-to-increase-visibility/#397a13186f43>
- "The Advanced Guide to StartUp PR," Kissmetrics, <https://blog.kissmetrics.com/advanced-guide-to-startup-pr/>

## **Week 8 \*\*\*\*VIRTUAL CLASS\*\*\*\* March 4 - Financing Your Business**

### **READ:**

- Chapter "Startup Funding" – All articles. (Ferrier & Mays)
- [Top Lessons](#) I Learned From Raising Funds, by Daphnee Lucenet
- [How to Finance](#) a Business, by Peter Daisyme

- [5 Types of Investors](#) for Startups, by Rebecca Bernstein
- [Funding Your Startup](#): Five Options for Building Up Needed Capital, by YEC Community Voice
- [This is what women](#) endure when trying to raise capital, by Pavithra Mohan

**DUE by 11:59 p.m. March 4 - Marketing Plan**

- Write 1000 – 1,500 word providing a detailed analysis of your market. Include charts, graphs and other visuals. Provide data based on research. Include details from your customer interviews
- **Journal #4:** Write a 300 – 500-word reflection on Rebecca Poynter’s presentation.

**Week 9 >>>> SPRING BREAK – March 11 – 15, 2019 <<<<<**

**Week 10**

**March 18 – Me Inc. – Creating Your Brand, Searching for a Job, Career Strategies & Your Personal Elevator Pitch**

**READ:** Elevator Pitches and Examples: <https://www.thebalance.com/elevator-speech-examples-and-writing-tips-2061976>

How to Build Your Personal Brand in 10 Simple Steps:  
<https://theundercoverrecruiter.com/build-personal-brand/>

5 Ways to Build A Personal Brand  
<https://www.forbes.com/sites/shelcyvjoseph/2018/04/30/5-ways-to-build-a-powerful-personal-brand/#622b4de7549e>

**Week 11 \*\*\*\*VIRTUAL CLASS\*\*\*\*March 25 - Advertising, Promotion & Sales**

READ:

- [Five Essential](#) Marketing Strategies For Any Startup, Arya Bina, founder & CEO at Kobe Digital
- [9 Low-Budget Marketing](#) Strategies Every Startup Can Afford, by Tony Tie, senior marketer, Expedia
- [Ten steps to successful](#) SEO for startups, by Tereza Litsa
- [26 Marketing Strategies](#) That Startups Can Leverage for Growth, by pressfarm

**DUE: By 3:30 p.m. March 25 - Journal #5 - Your Personal Brand**

- Use the “Your Personal Brand” Template. Answer the questions. Write a post describing your personal brand strategy.

**Week 12 April 1 - Entrepreneurs’ Journeys**

**LISTEN:**

Please listen to at least one podcast available on the “How I Built This,” hosted by Guy Raz:  
<https://www.npr.org/podcasts/510313/how-i-built-this>

**READ:**

Entrepreneurs on What It’s Like to Be a Startup in Dallas <https://tech.co/14-entrepreneurs-startup-dallas-2017-02>

**Explore:**

- Denton's [Techmill](#): An entrepreneur incubator and co-working space
- [Stoke](#): A local co-working space targeted to entrepreneurs
- Entrepreneurs' [Meet-Ups](#)

**DUE: by 3:30 p.m. , April 15 - Entrepreneur: Up Close & Personal**

- Write at least a 500-word story based on the interview of a local business owner as if you were Guy Raz. Find out as much as you can about why the person started the business. When did they start it? What does the company/business do? What challenges have they experience d? Where did they get the money to start their business? What’s a typical day like? Why do they do this? What’s their goal? What makes them unique? Who is their competition?

**Week 13 \*\*\*\*VIRTUAL CLASS\*\*\* April 8 –**

**Budgeting 101 for Journalists: Making the Numbers Work**

READ: Budgeting for Managers, by Sid Kemp. Read chapters 1, 2, 5 and 7

[How to Write the Financial Section](#) of a Business Plan, by Elizabeth Wasserman, for INC.com

[Stick to It](#): The Importance of a Budget for Startups

[Calculate your startup](#) costs, Small Administration Administration

**Week 14 April 15 – Wireframing & Prototyping**

Bring you laptops to class. This will be an interactive session for you to create a wireframe for your company’s website and mobile app.

**Week 15 \*\*\*\*VIRTUAL CLASS\*\*\* April 22 –**

**Business Plan Workshop/ Emerging Technologies – Podcasting, AI, VR  
and more**

**READ:**

News Lab in 2017: Helping journalists use emerging technologies, By Erica Anderson  
<https://www.blog.google/outreach-initiatives/google-news-initiative/news-lab-2017-helping-journalists-use-emerging-technologies/>

Report: Technology trends journalists should watch in 2018, By Madalina Ciobanu  
<https://www.journalism.co.uk/news/report-technology-trends-journalists-should-watch-in-2018/s2/a711648/>

Are you fluent in AI? By Alice Antheaume  
<http://www.niemanlab.org/2017/12/are-you-fluent-in-ai/>

## **Week 16 April 29 – Final J-School Shark Tank**

Pitching your business to a group of imaginary investors

**NOTE: This class will meet at UNT's Frisco Campus**

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## **JOURNALISM REQUIREMENTS & GUIDELINES**

### JOURNALISM COURSE REGISTRATION

- Registration will begin on the dates noted in the schedule of classes each semester. The system is a live, first come/first serve program.
- By registering for this course, you are stating that you have taken the required prerequisites according to your catalog year and major/minor status. If the instructor later determines that you haven't taken and passed these requirements, then you may be dropped at any point in the semester. If you have questions about your prerequisites, please see an advisor.
- A journalism major enrolled in any restricted 3000 and 4000 level classes must have taken and passed the GSP test, all foundational courses, and Math 1680/1681. Students must earn and maintain a 2.5 UNT and/or overall GPA (depending upon catalog year) to be eligible for major-level courses.

### RE-TAKING FAILED JOURNALISM CLASSES

Students will not be allowed to automatically take a failed journalism course more than two times. Once you have failed a journalism course twice, you will not be allowed to enroll in that course for one calendar year after the date you received the second failing grade. Once a student has waited one calendar year after failing a course twice, the student may submit a written appeal to the director to be approved to enroll a third time. Students will not be allowed to re-take a failed journalism course more than three times.

### TEXTBOOK POLICY

The Mayborn School of Journalism doesn't require students to purchase textbooks from the University Bookstore. Many are available through other bookstores or online.

## OFFICE HOURS

Mondays / Wednesdays 1 p.m. – 2:30 p.m. or by appointment or virtually via phone or Skype.

## ATTENDANCE

One absence in the course is the limit without penalty toward your final grade, unless you have communicated with me from the beginning about an extraordinary problem. Coming to class late or leaving early may constitute an absence for that day. This is a seminar course, and it requires your attendance and participation each class meeting.

## FINAL EXAM

There is no final exam – only a final project.

## **FINANCIAL AID SATISFACTORY ACADEMIC PROGRESS (SAP) UNDERGRADUATES**

A student must maintain Satisfactory Academic Progress (SAP) to continue to receive financial aid. Students must maintain a minimum 2.0 cumulative GPA in addition to successfully completing a required number of credit hours based on total registered hours per semester. Students cannot exceed attempted credit hours above 150% of their required degree plan. If a student does not maintain the required standards, the student may lose financial aid eligibility.

**If at any point you consider dropping this or any other course, please be advised that the decision to do so has the potential to affect your current and future financial aid eligibility.** Please visit <http://financial.aid.unt.edu/satisfactory-academic-progress-requirements> for more information about financial aid Satisfactory Academic Progress. It may be wise for you to schedule a meeting with your MSOJ academic advisor or visit the Student Financial Aid and Scholarships office to discuss dropping a course before doing so.

## ACADEMIC ADVISING

All first-time-in-college students at UNT are required to schedule an appointment with their Academic Advisor and receive an advising code to register for classes both fall and spring semesters of the first year in college. ALL students should meet with their Academic Advisor at least one time per long semester (Fall & Spring). It is important to update your degree plan on a regular basis to ensure that you are on track for a timely graduation.

- It is imperative that students have paid for all enrolled classes. **Please check your online schedule daily through late registration to ensure you have not been dropped for non-payment of any amount.** Students unknowingly have been dropped from classes for various reasons such as financial aid, schedule change fees, parking fees, etc. MSOJ will not be able to reinstate students for any reason after late registration, regardless of situation. It is the student's responsibility to ensure all payments have been made.

## JOURNALISM EQUIPMENT CHECK OUT

Please go to the URL below and fill out the form that allows you to check items out for the Fall 2018 semester. You just have to do this once each semester. This does replace the gold cards. <https://journalism.unt.edu/equipment-checkout>.

Equipment may be checked out in room 111 in the General Academic Building. Checkouts are for 24 hours from the time of checkout. If you need the items for 48 hours, please send an email

with your professor's approval to [adam.scott@unt.edu](mailto:adam.scott@unt.edu) **before** you check out the equipment. Extensions will not be granted once the items are checked out. For your convenience, the equipment room is open during the following...

**M-Thur 9am - 10pm**

**Fri 9am – 6 pm**

**Sat-Sun Noon – 6pm**

(Anything checked out after 6pm on Thursday is due by 6pm Friday due to early closure.) The violations for late returns are as follows...

1<sup>st</sup> late infraction – 1 week ban from checking out equipment.

2<sup>nd</sup> late infraction – 3 weeks ban from checking out equipment.

3<sup>rd</sup> infraction – Semester long ban from any and all equipment checkout.

If you are going to be late, email [adam.scott@unt.edu](mailto:adam.scott@unt.edu) and let him know. Active communication brings leniency in many cases.

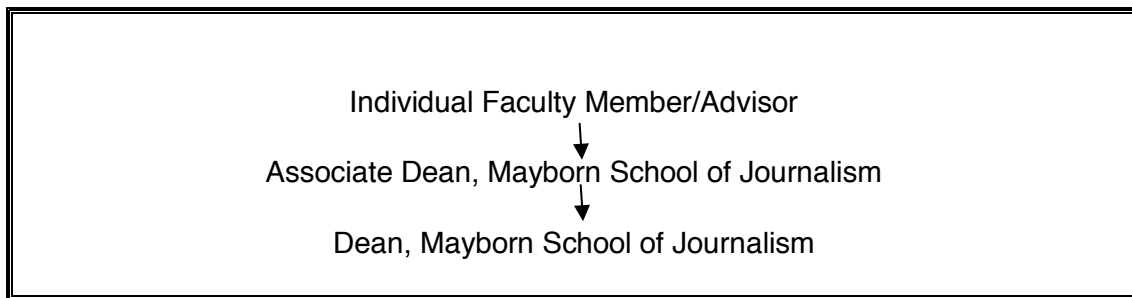
#### Fall 2018 Important Dates

<b>Deadline</b>	<b>Regular Academic Session</b>	<b>8W1</b>	<b>8W2</b>
Classes Begin	Aug 27	Aug 27	Oct 22
Labor Day (no classes; university closed)	Sept 3	Sept 3	Sept 3
Census	Sept 10	Sept 4	Oct 29
Beginning this date a student may drop a course with a grade of W by completing the <a href="#">Request to Drop a Course</a> form and submitting it to the Registrar's Office. See link for complete instructions <a href="#">Dropping a Class</a> .	Sept 11	Sept 5	Oct 30
Last day for change in pass/no pass status	Oct 5	Sept 14	Nov 9
Mid-semester	Oct 19	Sept 21	Nov 16
Last day for a student to drop a course.	Nov 5	Oct 1	Nov 26
Beginning this date, a student who qualifies may request an Incomplete, with a grade of I.	Nov 12	Oct 1	Nov 26
Last day to withdraw (drop all classes). Grades of W are assigned.	Nov 21	Oct 12	Dec 7
Thanksgiving Break (no classes, university closed)	Nov 22 - Nov 25	Nov 22 - Nov 25	Nov 22 - Nov 25
Pre-Finals Days	Dec 5-6	N/A	N/A

Last Regular Class Meeting	Dec 6	Oct 18	Dec 13
Reading Day (no classes)	Dec 7	N/A	Dec 7
<u>Final Exams</u>	Dec 8 - Dec 14	Oct 19	Dec 14
End of term	Dec 14	Dec 14	Dec 14

### ACADEMIC ORGANIZATIONAL STRUCTURE

Understanding the academic organizational structure and appropriate Chain of Command is important when resolving class-related or advising issues. When you need problems resolved, please follow the step outlined below:



### OFFICE OF DISABILITY ACCOMMODATIONS

The University of North Texas and the Mayborn School of Journalism make reasonable academic accommodation for students with disabilities. Students seeking accommodation must first register with the Office of Disability Accommodation (ODA) to verify their eligibility. If a disability is verified, the ODA will provide you with an accommodation letter to be delivered to faculty to begin a private discussion regarding your specific needs in a course. You may request accommodations at any time, however, ODA notices of accommodation should be provided as early as possible in the semester to avoid any delay in implementation. Note that students must obtain a new letter of accommodation for every semester and must meet with each faculty member prior to implementation in each class. Students are strongly encouraged to deliver letters of accommodation during faculty office hours or by appointment. Faculty members have the authority to ask students to discuss such letters during their designated office hours to protect the privacy of the student. For additional information see the Office of Disability Accommodation website at <http://www.unt.edu/oda>. You may also contact them by phone at 940.565.4323.

### COURSE SAFETY STATEMENTS

Students in the Mayborn School of Journalism are urged to use proper safety procedures and guidelines. While working in laboratory sessions, students are expected and required to identify and use property safety guidelines in all activities requiring lifting, climbing, walking on slippery surfaces, using equipment and tools, handling chemical solutions and hot and cold products. Students should be aware that the University of North Texas is not liable for injuries incurred

while students are participating in class activities. All students are encouraged to secure adequate insurance coverage in the event of accidental injury. Students who do not have insurance coverage should consider obtaining Student Health Insurance for this insurance program. Brochures for this insurance are available in the UNT Health and Wellness Center on campus. Students who are injured during class activities may seek medical attention at the UNT Health and Wellness Center at rates that are reduced compared to other medical facilities. If you have an insurance plan other than Student Health Insurance at UNT, please be sure that your plan covers treatment at this facility. If you choose not to go to the UNT Health and Wellness Center, you may be transported to an emergency room at a local hospital. You are responsible for expenses incurred there.

### **ACADEMIC DISHONESTY**

Academic dishonesty includes, but is not limited to, the use of any unauthorized assistance in taking quizzes, tests, or exams; dependence upon the aid of sources beyond those authorized by the instructor, the acquisition of tests or other material belonging to a faculty member, dual submission of a paper or project, resubmission of a paper or project to a different class without express permission from the instructors, or any other act designed to give a student an unfair advantage. Plagiarism includes the paraphrase or direct quotation of published or unpublished works *without* full and clear acknowledgment of the author/source. Academic dishonesty will bring about disciplinary action which may include expulsion from the university. This is explained in the UNT Student Handbook. **You may be dropped from the class and receive an "F" for the grade, if the investigation finds out that you have violated the honor policy.**

### **MSOJ ACADEMIC INTEGRITY POLICY**

The codes of ethics from the Society of Professional Journalists, American Advertising Federation and Public Relations Society of America address truth and honesty. The Mayborn School of Journalism embraces these tenets and believes that academic dishonesty of any kind – including plagiarism and fabrication – is incongruent with all areas of journalism. The school's policy aligns with UNT Policy 18.1.16 and requires reporting any act of academic dishonesty to the Office for Academic Integrity for investigation. If the student has a previous confirmed offense (whether the first offense was in the journalism school or another university department) and the student is found to have committed another offense, the department will request the additional sanction of removing the student from the Mayborn School of Journalism. The student may appeal to the Office for Academic Integrity, which ensures due process and allows the student to remain in class pending the appeal.

The Mayborn School of Journalism requires that students respect and maintain all university property. Students will be held accountable through disciplinary action for any intentional damages they cause in classrooms. (e.g., writing on tables). Disruptive behavior is not tolerated (e.g., arriving late, leaving early, sleeping, talking on the phone, texting or game playing, making inappropriate comments, ringing cellular phones/beepers, dressing inappropriately).

### **FINAL EXAM POLICY**

Final exams will be administered at the designated times during the final week of each long semester and during the specified day of each summer term. Please check the course calendar early in the semester to avoid any schedule conflicts.

## ACCESS TO INFORMATION

As you know, your access point for business and academic services at UNT occurs within the my.unt.edu site [www.my.unt.edu](http://www.my.unt.edu). If you do not regularly check EagleConnect or link it to your favorite e-mail account, please so do, as this is where you learn about job and internship opportunities, MSOJ events, scholarships, and other important information. The website that explains Eagle Connect and how to forward your email: <http://eagleconnect.unt.edu/>

## COURSES IN A BOX

Any MSOJ equivalent course from another university must receive prior approval from the MSOJ academic advisor to insure that all MSOJ degree plan requirements are met. For example, courses that are taken online or from a program that offers course material via CD, booklet, or other manner of correspondence must have prior advisor approval.

## IMPORTANT NOTICE FOR F-1 STUDENTS TAKING DISTANCE EDUCATION COURSES

To comply with immigration regulations, an F-1 visa holder within the United States may need to engage in an on-campus experiential component for this course. This component (which must be approved in advance by the instructor) can include activities such as taking an on-campus exam, participating in multiple on-campus lecture or lab activity, or other on-campus experience integral to the completion of this course.

If such an on-campus activity is required, it is the student's responsibility to do the following:  
(1) Submit a written request to the instructor for an on-campus experiential component within one week of the start of the course.

(2) Ensure that the activity on campus takes place and the instructor documents it in writing with a notice sent to the International Advising Office. The UNT International Advising Office has a form available that you may use for this purpose.

**Because the decision may have serious immigration consequences, if an F-1 student is unsure about his or her need to participate in an on-campus experiential component for this course, students should contact the UNT International Advising Office (telephone 940-565-2195 or email [international@unt.edu](mailto:international@unt.edu)) to get clarification before the one-week deadline.**

## EMERGENCY NOTIFICATION & PROCEDURES

UNT uses a system called Eagle Alert to quickly notify you with critical information in an event of emergency (i.e., severe weather, campus closing, and health and public safety emergencies like chemical spills, fires, or violence). The system sends voice messages (and text messages upon permission) to the phones of all active faculty staff, and students. Please make certain to update your phone numbers at [www.my.unt.edu](http://www.my.unt.edu). Some helpful emergency preparedness actions include: 1) ensuring you know the evacuation routes and severe weather shelter areas, determining how you will contact family and friends if phones are temporarily unavailable, and identifying where you will go if you need to evacuate the Denton area suddenly. In the event of a university closure, your instructor will communicate with you through Blackboard regarding assignments, exams, field trips, and other items that may be impacted by the closure.

## STUDENT PERCEPTIONS OF TEACHING (SPOT)

Student feedback is important and an essential part of participation in this course. The student evaluation of instruction is a requirement for all organized classes at UNT. The short SPOT survey will be made available to provide you with an opportunity to evaluate how this course is taught. For the fall 2016 semester you will receive an email from "UNT SPOT Course Evaluations via *IASystem* Notification" ([no-reply@iasystem.org](mailto:no-reply@iasystem.org)) with the survey link. Please look for the email in your UNT email inbox. Simply click on the link and complete your survey. Once you complete the survey you will receive a confirmation email that the survey has been submitted. For additional information, please visit the spot website at [www.spot.unt.edu](http://www.spot.unt.edu) or email [spot@unt.edu](mailto:spot@unt.edu). Spots survey dates:

- Regular session 11/19/18 through 12/6/18
- 8W1 session 10/8/18 through 10/18/18
- 8W2 session 12/3/18 through 12/13/18

### **Acceptable Student Behavior:**

Student behavior that interferes with an instructor's ability to conduct a class or other students' opportunity to learn is unacceptable and disruptive and will not be tolerated in any instructional forum at UNT. Students engaging in unacceptable behavior will be directed to leave the classroom and the instructor may refer the student to the Dean of Students to consider whether the student's conduct violated the Code of Student Conduct. The university's expectations for student conduct apply to all instructional forums, including university and electronic classroom, labs, discussion groups, field trips, etc. The Code of Student Conduct can be found at [www.deanofstudents.unt.edu](http://www.deanofstudents.unt.edu)

### **SEXUAL DISCRIMINATION, HARRASSMENT, & ASSAULT**

UNT is committed to providing an environment free of all forms of discrimination and sexual harassment, including sexual assault, domestic violence, dating violence, and stalking. If you (or someone you know) has experienced or experiences any of these acts of aggression, please know that you are not alone. The federal Title IX law makes it clear that violence and harassment based on sex and gender are Civil Rights offenses. UNT has staff members trained to support you in navigating campus life, accessing health and counseling services, providing academic and housing accommodations, helping with legal protective orders, and more.

UNT's Dean of Students' website offers a range of on-campus and off-campus resources to help support survivors, depending on their unique needs: [http://deanofstudents.unt.edu/resources\\_0](http://deanofstudents.unt.edu/resources_0). Renee LeClaire McNamara is UNT's Student Advocate and she can be reached through e-mail at [SurvivorAdvocate@unt.edu](mailto:SurvivorAdvocate@unt.edu) or by calling the Dean of Students' office at 940-565-2648. You are not alone. We are here to help.

### STATEMENTS OF STUDENT LEARNING OUTCOMES

- Demonstrate an understanding of the diversity of peoples and cultures and of the significance and impact of mass communications in a global society
- Understand concepts and apply theories in the use and presentation of images and information

- Demonstrate an understanding of professional ethical principles and work ethically in pursuit of truth, accuracy, fairness and diversity
- Think critically, creatively and independently
- Conduct research and evaluate information by methods appropriate to the communications professions in which they work
- Critically evaluate their own work and that of others for accuracy and fairness, clarity, appropriate style and grammatical correctness
- Apply tools and technologies appropriate for the communications professions in which they work