



JOUR 3270- Media Entrepreneurship - Spring 2021

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Pronouns	He/Him/His
Classroom	REMOTE
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Office hours	4 p.m. to 5:00p.m., Mondays & Thursdays via ZOOM. VIRTUAL by appointment via phone or ZOOM.
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Communication Expectations

The most effective way to contact me is via CANVAS Messenger. I will be able to keep track of your correspondence there. You may email me, but due to the heavy volume of email I receive on a daily basis, I'm afraid it will get lost. In cases of emergency, e.g. illness, death in family, unusual circumstances, please call or text me.

Welcome to UNT!

As members of the UNT community, we have all made a commitment to be part of an institution that respects and values the identities of the students and employees with whom we interact. UNT does not tolerate identity-based discrimination, harassment, and retaliation. UNT's full Non-Discrimination Policy can be found in the UNT Policies section of the syllabus.

Description: Every day 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 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.

Course Structure

This is a remote course. That means there are no in-person classes, but we will have three virtual classes to review course materials and discuss your businesses. This is a 16-week class that includes readings, videos, discussions, pre-recorded guest speakers, a mid-term and a final project. I will offer video introductions to the week's topics, assignments and key issues.

Here are the dates & times for the virtual class meetings. Please add these to your calendars. If there is a conflict with any of these dates, please email me via Canvas Messenger.

3 p.m. – 4 p.m., Monday, February 1st

3 p.m. – 4 p.m., Monday, March 1st

3 p.m. – 4 p.m., Monday, April 12th

Teaching Philosophy

I'm a firm believer that if you've enrolled in this class, that you are a truly, highly motivated individual who wants to learn, engage and challenge yourself. As a media professional for nearly 40 years, I'm still excited about the field of journalism, and hope you will bring your ideas, energy and insights to our discussions and assignments. I know we're living during unusual times so I know each of you are juggling school, work and life. I'm asking each of you to keep me in the loop. As best as you can, let me know if there are extenuating issues that are preventing you from completing the assigned work. My goal is to expose you to new information, open your mind to new concepts and ideas and better prepare you all for your current and future careers.

Course Technology & Skills

Minimum Technology Requirements

Provide a list of the minimum technology requirements for students, such as:

- Computer
- Reliable internet access
- Speakers
- Microphone
- Plug-ins
- Microsoft Office Suite
- [Canvas Technical Requirements](https://clear.unt.edu/supported-technologies/canvas/requirements) (https://clear.unt.edu/supported-technologies/canvas/requirements)

Computer Skills & Digital Literacy

Provide a list of course-specific technical skills learners must have to succeed in the course, such as:

- Using Canvas
- Using email with attachments
- Downloading and installing software
- Using spreadsheet programs
- Using presentation and graphics programs

Technical Assistance

Part of working in the online environment involves dealing with the inconveniences and frustration that can arise when technology breaks down or does not perform as expected. Here at UNT we have a Student Help Desk that you can contact for help with Canvas or other technology issues.

UIT Help Desk: [UIT Student Help Desk site](http://www.unt.edu/helpdesk/index.htm) (<http://www.unt.edu/helpdesk/index.htm>)

Email: helpdesk@unt.edu

Phone: 940-565-2324

In Person: Sage Hall, Room 130

Walk-In Availability: 8am-9pm

Telephone Availability:

- Sunday: noon-midnight
- Monday-Thursday: 8am-midnight
- Friday: 8am-8pm
- Saturday: 9am-5pm

Laptop Checkout: 8am-7pm

For additional support, visit [Canvas Technical Help](https://community.canvaslms.com/docs/DOC-10554-4212710328) (<https://community.canvaslms.com/docs/DOC-10554-4212710328>)

Rules of Engagement

Rules of engagement refer to the way students are expected to interact with each other and with their instructors. Here are some general guidelines:

- While the freedom to express yourself is a fundamental human right, any communication that utilizes cruel and derogatory language on the basis of race, color, national origin, religion, sex, sexual orientation, gender identity, gender expression, age, disability, genetic information, veteran status, or any other characteristic protected under applicable federal or state law will not be tolerated.
- Treat your instructor and classmates with respect in any communication online or face-to-face, even when their opinion differs from your own.
- Ask for and use the correct name and pronouns for your instructor and classmates.
- Speak from personal experiences. Use “I” statements to share thoughts and feelings. Try not to speak on behalf of groups or other individual’s experiences.
- Use your critical thinking skills to challenge other people’s ideas, instead of attacking individuals.
- Avoid using all caps while communicating digitally. This may be interpreted as “YELLING!”
- Be cautious when using humor or sarcasm in emails or discussion posts as tone can be difficult to interpret digitally.
- Avoid using “text-talk” unless explicitly permitted by your instructor.
- Proofread and fact-check your sources.
- Keep in mind that online posts can be permanent, so think first before you type.

See these [Engagement Guidelines](https://clear.unt.edu/online-communication-tips) (<https://clear.unt.edu/online-communication-tips>) for more information.

Course objectives

At the end of this course, students will:

- Discuss the different type of skill sets to become an entrepreneur
- Define the steps in launching a new business
- Understand how to conduct a SWOT analysis
- Use Excel to format data and cells
- Understand how to use design thinking to create a business
- Develop methods for businesses to generate revenue
- Understand what is required to create a budget
- Understand the elements of a business plan
- Create a business plan
- Develop presentation skills to pitch your business

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)

Useful / Relevant Readings/Websites

- [The Expanding News Desert](#), by Penelope Muse Abernathy:
- A Landscape Study of Local News Models Across America, by Heidi Legg, Director of [Special Projects](#) at the Shorenstein Center:

Additional Resources:

- [How I Built This Podcast](#), NPR – interviews with entrepreneurs
- [Fast Company](#)
- [Entrepreneur](#)
- [Tow-Knight Center](#) for Entrepreneurial Journalism
- UNT Library Resources:
 - [Entrepreneurship: Starting a Business](#)
 - Excellent links to conduct industry and market research
 - [U.S. Small Business Administration](#) (SBA)
 - [Texas Secretary of State](#)

Software & Apps

[LinkedIn Learning](#) (formerly Lynda.com) – Accessible for FREE via your UNT EUID

[Wordpress.com](#)

Honor code

Student Standards of Academic Integrity (see “Policies” in the Undergraduate Catalog) specifically addresses acts of academic dishonesty including cheating and plagiarism. I prefer to consider this an Honor Code. When you submit work for this class, that is the same as making a statement that you have produced the work yourself, in its entirety. Plagiarism, copyright infringement, and similar uses of other people’s work are unacceptable. This is also true of fabrication. Anything taken from the internet (or any other source) should not just be paraphrased, but should be rewritten in your own words incorporating your own ideas.

You’ll receive a “zero” for any work that is the result of plagiarism or cheating and will not be allowed to revise the work. The situation may also be reported to the Office of Academic Integrity, and you may be required to reapply to be a major in the Mayborn School of Journalism. Depending on the

weight of the assignment, you could fail the course. Your enrollment in this class presupposes your commitment to this Honor Code. If you have any questions about your responsibility or my responsibility as a faculty member under this Honor Code, please bring them to me or discuss them with someone in the Office of Academic Integrity.

Special accommodation. If a student requires special accommodation, he/she should contact the instructor of this class and the Office of Disability Accommodation. Please do so at the beginning of the semester.

Diversity. The Accrediting Council for Educators in Journalism and Mass Communication (ACEJMC) accreditation standards require that diversity be incorporated into the curriculum. The University of North Texas Department of Journalism is an accredited program.

Attendance/Participation. This is a 100% remote course. You are responsible for organizing your time to make sure you engage. Remember, Canvas tracks your level of participation.

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. All assignments must be uploaded to Canvas. Give yourself plenty of time to submit the assignment. Do not wait until the last five minutes to submit so you can avoid any technical problems. The assignment will disappear after the deadline. Ten (10) points will be deducted from your grade for any assignments received by email after the deadline – unless you have contacted me in advance.

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.

Course Requirements/Assignments

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%)

Your Business Idea

As part of this class you will be developing a business idea that is media related. This semester, you must develop a content-based, public relations or advertising agency based in North Texas. The business you create can be a newspaper, radio station, TV station, website, podcast, mobile app, streaming service or all of the above.

You will be working in teams of three (3) where each member of the team will be responsible for a specific task. I will choose the teams based on your first journal post – Your Personal Brand Strategy - and your major. I realize you may be unable to meet in person as a team, but you can use any of the audio or video conference tools available.

You will make two pitches [the initial pitch and the final pitch] during the semester that you will be required to self-record.

- The goal is to develop a pool of ideas that we might be able to share with media outlets or potentially find grant funding or investors to take your business from idea to reality.
- During most of the first half of this class, you will be working on developing an idea that you will pitch to the entire class.
- Each student on each team will have a specific responsibility that will determine the final grade. Since working in teams is a commonplace practice in any newsroom, PR or ad agency or company at which you may work, you will have to hold your weight.
- Your final grade will be based on my evaluation and the peer evaluation.

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. Please NO family members or roommates. 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 experienced? 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?

How your course grade will be determined.

Course Assignments & Points		
Assignment	Descriptions	Points
Assignment	Entrepreneur Profile	100
Assignment	Elevator Pitch	100
Assignment	PowerPoint	50
Assignment	Marketing Plan	100
Assignment	First Business Pitch & Presentation	100
Assignment	Final Business Plan	225
Journal #1	Who are you?	25
Journal #2	How I Built This Summary	25
Journal #3	Your Business Idea	25
Journal #4	Lean Canvas	25
Journal #5	SWOT analysis	25
Journal #6	Fundraising Strategy & Finding Investors	25
Journal #7	Emerging Technologies	25
Journal #8	Future Trends	25
Assignment	Peer Evaluations/Final Project	25

Speaker Journals	Summaries of guest speakers (4) @ 25 points each	100
Total points		1000

Grading scale

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

Late Assignments

All late assignments will receive a 10% reduction in the grade for each day it is late.

Extra Credit

There will be specific assignments where you will be informed of “extra credit” assignments. You cannot make up points for assignments you did not submit.

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 11 – Course Overview

The Current & Future Marketplace for Media. Entrepreneurial Mindset & Starting a Business Discussion of current issues/trends. What’s going on with media companies? Course overview. Who are you? Syllabus review.

This week you will:

1. Review the course syllabus and requirements
2. Explore the important role of entrepreneurs
3. Examine some of the key issues affecting media.

READ

- 2020 Reuters Digital News Report, pages 1 to 32.

WATCH

- [Nic Newman - "Changing Media Across the Globe: Challenges and Opportunities"](#) [30 min, 17 seconds]

ASSIGNMENT DUE: 11:59, January 18

Journal #1: Who are you? Introduce yourself to the class. Complete “Brand You” Template.

WEEK 2 – January 18 - Entrepreneurs’ Journeys

Why do entrepreneurs become entrepreneurs? What drives them? What sacrifices do they make? How do they come up with their ideas?

LISTEN

Please listen to at least one podcast available on the “[How I Built This](#),” hosted by Guy Raz. Please take notes because you will be asked in class to discuss the episode.

READ:

[Entrepreneurs on What It's Like to Be a Startup](#) in Dallas

PowerPoint: [Why Start-Ups Fail](#)

PowerPoint: [The Entrepreneurial Process: The 9Fs](#)

PowerPoint: [The Entrepreneurial Process: The 20 Ds](#)

PowerPoints: [News Deserts & Local News models](#)

[Entrepreneurs on What It's Like to Be a Startup](#) in Dallas

ASSIGNMENT DUE: 11:59, January 18

Journal #1: Who are you? Introduce yourself to the class. Complete “Brand You” Template.

Week 3 - January 25 - Ideation, Innovation and Design Thinking

What makes a good idea? What is disruptive? How do we find out customers want? Introduction to design thinking.

WATCH

[Start with why](#) -- how great leaders inspire action | Simon Sinek

READ

CHAPTER: “Ideation,” by Michelle Ferrier, (Ferrier & Mays)

CHAPTER: “Customer Discovery,” by Ingrid Sturgis (Ferrier & Mays)

CHAPTER: Pitching Ideas – read both articles, (Ferrier & Mays)

ASSIGNMENT DUE, 11:59 p.m, January 25

Journal #2 – “How I Built This” – Guy Raz

- Write up to a 500-word summary of one of the businesses. You should address the following questions: When did they start it? What does the company/business do? What challenges have they experienced? 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 4 February 1 - The Lean Canvas – Defining your market.

Discuss your business idea and requirements for the elevator pitch presentation.

Join Zoom Meeting

<https://unt.zoom.us/j/88164043736>

Meeting ID: 881 6404 3736

One tap mobile

+13462487799,,88164043736# US (Houston)

+12532158782,,88164043736# US (Tacoma)

READ

[“What is a ‘Lean Canvas’?”](#), by Ash Maurya.

[“Looking for an Alternative to the Business Model Canvas,”](#)

ASSIGNMENT DUE, 11:59 p.m, February 1

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. Please NO family members or roommates. 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 experienced? 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 5 February 8 - 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.
[Five Local Business Models](#) to Watch in 2020

Elevator Pitches

[Creating an Elevator Pitch](#)

[2 Ways To Create A 1-Line Elevator Pitch](#) (That'll Make People Want To Keep Talking To You)

ASSIGNMENTS DUE – BY 11:59 p.m., Feb. 8

Journal #3 - Complete Lean Canvas Form and post on Canvas.

Journal #4 Submit a one-page summary of your business idea

Week 6- February 15 - Marketing

Discuss how to create a marketing plan for your business

READ

CHAPTER: “Marketing Your Venture to Your Audiences.” Read all articles. (Ferrier & Mays)

[Creating a marketing plan](#)

[9 Low-Budget Marketing Strategies](#) Every Startup Can Afford

[The Ultimate Startup Marketing Strategy](#) For Incredible Growth

[Market Research & Competitive Analysis](#) - U.S. S.B.A. - links to useful resources

“[How Small Business Owners Can Use PR To Increase Visibility](#),” by Krystal Covington, director of public relations and customer service, Natural Grocers,

“[The Advanced Guide to StartUp PR](#),” Kissmetrics

ASSIGNMENT DUE, by 11:59 p.m., February 15.

Elevator Pitch Due – You must record up to a 5-minute elevator pitch. You may use your mobile phone or ZOOM to record each of your partners presenting.

As a team, you must **post a 500-word summary** of your business idea and post your **PowerPoint**.

- You and your team will be required to make a 5-minute pitch along with a PowerPoint to your peers.
NOTE: I will be timing each presentation to keep us on track.
- Your peers will offer a confidential peer evaluation.
- Here are the requirements for your PowerPoint;
 - Min. 5 slides
 - No more than four bullets per slide
 - Graphics/images highly encouraged
 - You must have at least one slide addressing the following components;
 - Name of business
 - What it is?
 - What “problem” is it trying to solve?
 - Who is your target market? The ideal customer?
 - What are its key products and features?
 - Who is your competition?
 - How will you make money?

Week 7 – February 22 - Me Inc. – Creating Your Brand Searching for a Job, Career Strategies & Your Personal Elevator Pitch

READ

[Elevator Pitches and Examples](#)

[How to Build Your Personal Brand](#) in 10 Simple Steps

[5 Ways to Build A Personal Brand](#)

ASSIGNMENT DUE by 11:59 p.m., Feb. 22

Journal #5: Based the “Marketing your Venture to Your Audiences” chapter, do a SWOT (strengths, weaknesses, opportunities and threats) analysis of your business idea.

Speaker Journal – L. Michelle Smith, president/founder no silos communication. Write up to a 500-word article discussing the key points of our conversation.

Week 8 – March 1 - Financing Your Business

Discuss your financing your business and marketing plan

Join Zoom Meeting

<https://unt.zoom.us/j/88517628587>

Meeting ID: 885 1762 8587

One tap mobile

+13462487799,,88517628587# US (Houston)

+16699006833,,88517628587# US (San Jose)

READ:

Chapter “Startup Funding” – All articles. (Ferrier & Mays)

ASSIGNMENT DUE, 11:59 p.m., March 1st

Journal #6 - Your fundraising strategy and writing a letter to a potential investor

Week 9 - March 8

Budgeting 101 for Journalists: Making the Numbers Work

READ:

[Budgeting basics](#)

[How to Create a Business Budget](#) in 6 Simple Steps

[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

ASSIGNMENT Due by 11:59 p.m., March 8

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. Refer to the assignment for the suggested outline.

Week 10- March 15 - Emerging Technologies- Podcasting, AI, VR and more

WATCH/LISTEN

[Current and future trends](#) in podcasting

READ

[Automated Journalism](#) – AI Applications at New York Times, Reuters, and Other Media Giants

[Are you fluent in AI?](#) By Alice Antheaume

[How Small Businesses Can Leverage AI to Battle Bigger Competitors](#), by Sarah Austin

ASSIGNMENT DUE, 11:59 p.m., March 15

JOURNAL Post #7– Write a 300-500-word post discussing the impact of smart speakers and AI on media today. How is it changing it? What are the benefits? Risks? Opportunities?

Speaker Journal – Richelle Payne, president, Hurst Leigh Communications Group
Write up to a 500-word article discussing the key points of our conversation.

Week 11 March 22 – Business Plans

Writing a business plan – the basics

[Checklist on How to Write a Business Plan](#),” by Small Business Administration,
[How to Write a Business Plan.pdf](#)

“[From startup to scalable enterprise: Laying the foundation](#),” by Joseph C. Pickens

Week 12– March 29

Future Trends

Futurist Amy Webb discusses future trends

READ:

[Future Today Institute](#) 2020 Report – Download it here.

ASSIGNMENT DUE TODAY

JOURNAL #8 – Write a 300-500-word post three key trends that Amy Webb addresses in her presentation

Week 13 April 5 - Freelancing & Consulting

READ

Freelancing as Entrepreneurship and Consulting as Business Models, by Elizabeth May

Please read this is a very interesting and useful chapter.

Week 14- April 12 – Business Plan Workshop

Fine-tuning your business plan and presentations.

I'll be meeting with each team today to discuss their business plan.

Virtual Class Meeting – Discuss your final business plans, e.g., suggested format; what's required, your budget, and any other questions you have.

Join Zoom Meeting

<https://unt.zoom.us/j/81505579671>

Meeting ID: 815 0557 9671

One tap mobile

+13462487799,,81505579671# US (Houston)

+16699006833,,81505579671# US (San Jose)

Week 15 - April 19 - Final Week

Submit your business plan

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 all foundational courses. 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

VIRTUAL via ZOOM Mondays/Thursdays 4 p.m. – 5 p.m. OR by appointment. The best way to reach me is via a message via Canvas Messenger.

ATTENDANCE

This is 100% Internet Course. You will be expected to fulfill the requirements of the class, participating in all aspects, especially the Discussion Boards.

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 [UNT Financial Aid](https://financialaid.unt.edu/satisfactory-academic-progress-requirements) (<https://financialaid.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 have been unknowingly 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.

SPRING 2021 Important Dates

Deadline	Regular Academic Session	3W1 Winter Session	8W1	8W2
Any time before the first day of class a student may cancel their courses for the upcoming session through myUNT . See the link for complete instructions on canceling classes https://registrar.unt.edu/registration/canceling-classes				
Classes Begin	Jan 11	Dec 14	Jan 11	Mar. 8
Martin Luther King Jr. Day (no classes; university closed)	Jan 18	N/A	Jan 18	N/A
Census	Jan 25	Dec 15	Jan 16	Mar 22
Beginning this date a student may drop a course with a grade of W by completing the Request to Drop Class form and submitting it to the Registrar's Office. See link for complete instructions Dropping a Class .	Jan 26	Dec 16	Jan 20	Mar 23
Last day for change in pass/no pass status	Feb 19	Dec 17	Jan 29	Apr 2
Mid-semester	Mar 5	N/A	Feb 5	Apr 9
Last day for a student to drop a course or all courses with W.	Apr 2	Jan 4	Feb 15	Apr 19
Beginning this date, a student who qualifies may request an Incomplete, with a grade of I.	Apr 3	Jan 5	Feb 15	Apr 19
Pre-Finals Days	Apr 21 - 22	N/A	N/A	N/A
Last Regular Class Meeting	April 22	Jan 8	Mar 4	May 6
Reading Day (no classes)	Apr 23	N/A	N/A	Apr 30
Final Exams	Apr 24 - 30	Jan 8	Mar 5	May 7
End of term	May 1	Jan. 11	Ma	May 7
University Grade Submission Deadline 4 p.m.	May 3			
Grades/Academic Standing posted on the Official Transcript 6 pm	May 5			

JOURNALISM EQUIPMENT CHECK OUT

Please go to the [UNT Equipment Checkout page](https://journalism.unt.edu/equipment-checkout) (https://journalism.unt.edu/equipment-checkout) and fill out the form that allows you to check items out for this term. You just have to do this once each semester.

Equipment may be checked out in room 111 in the General Academic Building. All checkouts are for 24 hours, unless otherwise stated. Extensions will be granted on a case by case basis once the items are checked out.

The violations for late returns are as follows:

1st late infraction – 1 week ban from checking out equipment.

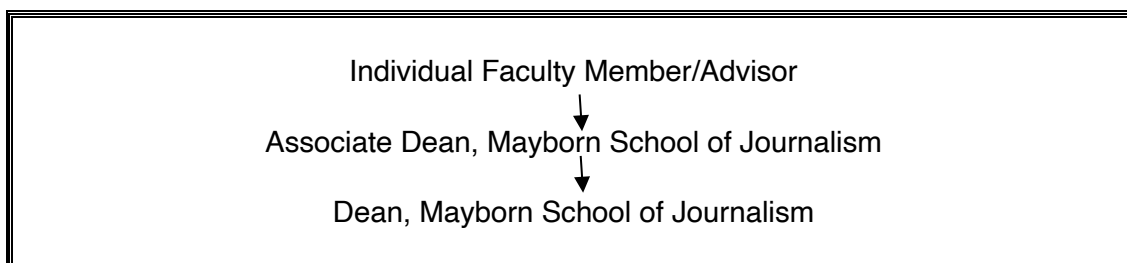
2nd late infraction – 3 weeks ban from checking out equipment.

3rd infraction – Semester long ban from any and all equipment checkout.

If you are going to be late, email joey.selz@unt.edu and let him know. Active communication brings leniency in many cases.

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 steps 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 website for the [Office of Disability Accommodation](http://www.unt.edu/oda) (<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.

This course will adhere to the guidelines outlined in the UNT Student Handbook. Any academic dishonesty could lead to expulsion or a grade of "F".

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 06.003 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.

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.

This class does not have a final exam, but major projects that will contribute to your final grade.

ACCESS TO INFORMATION

As you know, your access point for business and academic services at UNT occurs within the [My.UNT site](http://www.my.unt.edu) (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. Visit the [Eagle Connect website](http://eagleconnect.unt.edu/) for more information (http://eagleconnect.unt.edu/) including tips on how to forward your email.

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) 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 MyUNT.edu (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. You will receive an email from "UNT SPOT Course Evaluations via *IASystem* Notification" (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 (www.spot.unt.edu) or email spot@unt.edu. Spots survey dates:

Term	Survey Administration Dates
8W1	2/22/21 through 3/5/21
Spring	4/5/21 through 4/22/21
8W2	4/19/21 through 4/30/21

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 on the [Dean Of Students website](http://www.deanofstudents.unt.edu) (www.deanofstudents.unt.edu).

Classroom Policies

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).

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

MENTAL HEALTH SERVICES

UNT provides mental health services to students to help ensure there are numerous outlets to turn to that wholeheartedly care for and are there for students in need, regardless of the issue or its severity. Listed below are several resources on campus that can support your academic success and mental well-being:

1. [Student Health and Wellness Center](#)

(<https://studentaffairs.unt.edu/student-health-and-wellness-center#programs>)

1800 Chestnut St. (Chestnut Hall)

940-565-2333

M-Th, 8 a.m. to 5 p.m.

2. [Counseling and Testing Services](#) – Free to UNT Students

(<https://studentaffairs.unt.edu/counseling-and-testing-services>)

801 N. Texas Blvd., Suite 140 (Gateway Center)

940-565-2741

M-F, 8 a.m. to 5 p.m.

3. [UNT CARE Team](#) – Free to UNT Students

(<https://studentaffairs.unt.edu/care>)

Dean of Students, University Union

940-565-2648

careteam@unt.edu

4. [Psychiatric Services](#)

(<https://studentaffairs.unt.edu/student-health-and-wellness-center/services/psychiatry>)

940-565-2333

5. [Individual Counseling](#) – Free to UNT Students

(<https://studentaffairs.unt.edu/counseling-and-testing-services/services/individual-counseling>)

940-369-8773

If at any time you are feeling alone or in jeopardy of self-harm, reach out to any of the following:

- National Suicide Hotline 800-273-8255
- Denton County MHMR Crisis Line 800-762-0157
- Denton County Friends of the Family Crisis Line (family or intimate partner violence) 940-382-7273
- UNT Mental Health Emergency Contacts
 - During office hours, M-F, 8 a.m. to 5 p.m: Call 940-565-2741
 - After hours: Call 940-565-2741
 - Crisis Line: Text CONNECT to 741741

- [Live chat](http://www.suicidepreventionlifeline.org): (<http://www.suicidepreventionlifeline.org>)

STATEMENTS OF STUDENT LEARNING OUTCOMES

Statement of Student Learning Outcomes

Course objectives

- To examine the most important issues facing media managers.
- To identify methods and tools to analyze media companies, their managers and executives.
- To assess the skill of effective leadership and decision-making skills of media managers.
- To create and complete effective analysis of media companies.
- Think critically, creatively and independently
- Conduct research and evaluate information by methods appropriate to the communications professions in which they work