

## **UNDERGRADUATE**

### **JOUR 4280 Media Management • Spring 2021**

**Professor** Neil Foote  
**Classroom** UNT Internet Course  
**Class times** Online  
**Contact info** Office: 252 Sycamore Phone: 940.565.4252 Cell: 214.448.3765  
Email: Cornelius.foote@unt.edu  
**Office hours** VIRTUAL via ZOOM Mondays/Thursdays 4 p.m. – 5 p.m. OR by appointment.

#### **Course Description**

Welcome to this 100% Internet/Online Course!

Every day we're reading about the major changes that are affecting daily journalism. Layoffs, buyouts, consolidations and the search for new business models are on top of every media executive's mind. This course introduces media management issues including leadership, management, marketing and budget. One of the goals of the course is to arm you with analytical tools to help you understand what kind of leader it takes to lead during disruptive change. You'll learn more about the current state of media, and to help develop new models for the future. We will read, discuss, listen, observe, analyze and make recommendations about how media have changed, what's going on now and what can leaders do to navigate their companies through these fast-changing times. Throughout the course, you will have a chance to hear about current issues and trends with media executives in pre-recorded, downloadable conversations.

Here's how the course will work:

- You will choose a media company in the DFW area or Texas that you will analyze.
- This can be any of the following types of companies: newspaper, TV station, radio station, digital publication, PR agency, advertising agency, digital media agency or social media agency.
- There will be two major assignments related to the company you choose:
  - A profile of a senior executive at the firm (president, CEO, COO, CMO, CFO, VP of a division, director, etc.) that will focus on the executive's management style.
  - An analysis of the company, assessing its strategy to lead its company during the COVID-19 pandemic and a period of continued digital disruption.
- The syllabus will offer you a wide range of readings based off my research into these various areas. But you are highly encouraged to find additional resources – articles, reports, data – to assist you in this project.

#### **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.

### **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 another 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.

### **Required Readings:**

[Reuters Digital News Report 2020](#) - Free download

[Harvard Course Pack \[REQUIRED\]](#) \$25.80

[The Expanding News Desert](#), by Penelope Muse Abernathy, Knight Chair in Journalism and Digital Media Economics - Free download

## **Software & Apps**

[UNT - LinkedInLearning](#)

## **Course Requirements**

### **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.

### **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.

### **Assignments**

All assignments must be submitted electronically on Canvas. They should be typed, double-spaced, with 12-point font, follow AP style and must use proper grammar, spelling, and punctuation.

Your discussion posts will be due by 11:59 p.m. every Sunday.

Your other assignments will be due by 11:59 p.m. every Wednesday.

Here's a list of the assignments:

### **State of the Media Essay (50 points)**

You will be required to write up to a 500-word essay offering your insights on the future of media. You will write in third-person voice, avoiding the use of the word ‘I’ and your essay will be graded, using the following rubric:

40% - Supporting your insights with references from the readings (in-text citation acceptable)

25% - Clarity of your writing

20%- Proper use of grammar, spelling and punctuation

15% - How well your thoughts and paper are organized.

### **Case Studies (2 @ 100 points each)**

Here are several tips in completing this case study assignment: 1) Read the entire case first; 2) Read it a second time with your question in mind; 3) Answer the question,

referencing key elements from the case and justifying it with any of the course readings or outside research. Your answer will be graded based on the following rubric:

- 40% - Supporting your insights with references from the readings, class notes, and watching the assigned video (link provided in the assignment)
- 25% - Clarity of your writing
- 20%- Proper use of grammar, spelling, and punctuation
- 15% - How well your thoughts and paper are organized

### **Discussions (100 points)**

Each student is required to post (roughly 200-300 words) discussing the reading/lecture content. Specifically, this will include responding to the specific discussion questions and thoughts put forth by the instructor within the learning module or as a response to a writing assignment. These responses should also have a clear thesis and correct grammar to receive credit. **For each discussion post, you must reply to at least two (2) other classmates' posts. Your discussion posts are due by 11:59 p.m. Sunday.**

### **Midterm – Executive Profile – Leadership Analysis (150 points)**

Each person will be required to choose a media company to analyze from print (newspapers or magazines), broadcast (TV, radio, podcasting, satellite, cable, streaming platform/services); Digital (web-only publications); Public Relations/Advertising agency (traditional or digital media). You will submit a profile of a senior executive at the firm (president, CEO, COO, CMO, CFO, VP of a division, director, etc.) that will focus on the executive's management style. You must apply some of the concepts from our course materials about agile leadership, innovative leaders and other key themes. The goal is for you to have a contextual understanding of what type of leadership is required to run a successful media company during this period of transformative change. You may draw from our readings, class lectures and presentations or relevant industry publications or materials.

#### **NOTE:**

- UNDERGRADUATE students must write at least a minimum of 800-to-1000-words
- GRADUATE students must write at least a minimum of 1,000 to 1,500-words using proper citation)

#### **RUBRIC**

- 30% - Research including class readings and other industry/academic sources
- 25% - Supporting your research with references from the readings, class notes, and watching the assigned video (link provided in the assignment)
- 20% - Clarity of your writing
- 15%- Proper use of grammar, spelling, and punctuation
- 10% - How well your thoughts and paper are organized

**Guest Speaker Journals (4 @ 25 points each, totaling 100 points)**

Over the course of the past year, I have conducted interviews with media executives. You are expected to listen to these podcasts available on Canvas and SoundCloud.com. You also can download them to listen to them at a later date. You will write a 300 – 500-word reflection/summary of the person’s key points, quoting him/her directly and tying the comments to any of our readings, class notes or discussions. **The journals are due by 11:59 p.m. Wednesday.**

**Final Project (450 points)**

Instead of focusing primarily on the company executive, you will expand upon your midterm leadership profile, drawing from the additional class readings, class notes and discussions to conduct a detailed analysis of the company, assessing its strategy to lead its company during the COVID-19 pandemic and a period of continued digital disruption. You may integrate information from your senior leadership interview, but the expectation is that you will interview additional senior-level executives and/or managers at your media company to respond to specific questions that relate to how the company is adapting in an era of digital disruption. You will write this final paper as if you were presenting to the company’s executives.

**NOTE:**

- UNDERGRADUATE students must write at least a minimum of 800-to-1000-words
- GRADUATE students must write at least a minimum of 1,000 to 1,500-words using proper citation). Additional research, beyond the course materials, is expected.

**RUBRIC**

- 25% - Interviews with the company executives
- 20% - Supporting your research with references from the readings, class notes, reports, other scholarly and/or industry documents
- 15% Teamwork – you will do a self-assessment and submit it as part of your final project
- 15% - Clarity of your writing /Organization
- 10% Final Presentation
- 10%- Proper use of grammar, spelling and punctuation

<b>ASSIGNMENT</b>	<b>POINTS</b>
State of the Media Essay	50
Case Study #1 – Video Streaming Wars	50
Case Study # 2 – Amazon, Apple, Facebook & Google 2018	50
Midterm – Leadership Profile	200
Guest Speaker Journals (4 @ 25 points)	100

Blackboard Discussions (10 @ 10 points)	100
Final Project – Company Profile	450
<b>TOTAL POINTS</b>	<b>1,000</b>

### Grading scale

<u>Grade</u>	<u>%</u>
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.

## MODULE 1 – LEADERSHIP & MANAGEMENT STRATEGIES

### Week 1 - January 11

#### Introduction and Class Requirements

#### This week's readings

You will get an overview of many of the key issues and trends affecting the industry and how the characteristics of great leaders.

#### READ

This article will offer you an overview of the biggest issues and trends impacting journalism today. Download and read the complete report.

[Journalism, media, and technology trends](#) and predictions 2021, Reuters Institute

#### DO

Due by 11:59 p.m., Jan. 17

**Discussion Post #1** – Tell Us About Yourself,

Due by 11:59 p.m., Jan. 20th

**State of the Media Essay:** Read the Reuter Institute report. Identify three key trends that are most impacting media companies. Support your points with specific references from the report. This is not a “top of mind” essay.

## Week 2 - January 18

### **Agile Leadership**

#### **READ**

[Is Leadership Your Agile Blindspot?](#), By Deborah Lovich, Vinciane Beauchene, , Nicolas Hunke and Sagar Goel

[Why agility is key to companies surviving the pandemic](#), by Dr. Evans Baiya

[15 Key Qualities That Define An 'Agile' Leader](#), Forbes Coaches Panel

[The Agile C-Suite](#), by Darrell K. Rigby, Sarah Elk, and Steve Berez

#### **DO**

#### **Discussion post #2, due by 11:59 p.m., Jan. 24**

Identify the name of a great leader (in media, business or your community). Use the readings to describe which characteristics best describe that leader.

## Week 3 January 25

### **Management & Leadership Styles**

#### **READ**

[How to select and develop individuals for successful agile teams: A practical guide](#), By [Wouter Aghina](#), [Christopher Handscomb](#), Jesper Ludolph, Dave West, and Abby Yip

[Cultural Change That Sticks](#), by Jon R. Katzenback, Ilona Steffen and Caroline Kronley

[The 4 Leadership Styles](#), and How to Identify Yours, by Bill Taylor

Take the quiz: [What kind of leader are you?](#)

#### **WATCH**

[How great leaders inspire action](#), Simon Sinek

## DO

### **Discussion post #3, due by 11:59 p.m., Jan. 31st**

Discuss the results from the “What kind of leader are you?” What did you learn about yourself? Any surprises? Based on Simon Sinek’s video, how do you think you can inspire action?

### **Journal Post #1 – Kevin Merida, due by Feb. 3**

You will write a 300 – 500-word reflection/summary of the person’s key points, quoting him/her directly and tying the comments to any of our readings, class notes or discussions.

## Week 4 – February 1

### **Defining Innovative Leadership**

## READ

**[HARVARD Course Pack] The Hard Truth About Innovative Cultures**

*Gary P. Pisano*

**[HARVARD Course Pack] Equality=Innovation: How to Create A Culture That Drives Innovation, by Ellyn Shook, Julie Sweet**

**[Four Skills Tomorrow’s Innovation Workforce Will Need](#)**, Tucker J. Marion, Sebastian K. Fixson, and Greg Brow

**[5 qualities](#)** of innovative leaders, by Tom Rosentiel

**6 key traits leaders must develop for the future of work**, By Winston Ibrahim

## DO

### **Discussion Post #4 - Due 11:59 p.m. Feb. 7**

Based on Tom Kelley's definition and characteristics of an innovative leader, please discuss someone who is an innovative leader, particularly someone who currently is in media - print, TV, radio, podcasting, online, social media, PR or advertising.

### **Journal Post #2– Due 11:59 p.m., Feb. 10**

Watch **[Forum on Leadership: A Conversation with Jeff Bezos](#)** You will write a 300 – 500-word reflection/summary of the person’s key points, quoting him/her directly and tying the comments to any of our readings, class notes or discussions.

## **Week 5 – February 8** **Executive Leadership Strategies**

### **READ**

From UNT eLibrary

[Strategic Shifts that build executive leadership](#), Jodi Detjen, Sheila Simsarian Webber

[The Leader's Calendar](#), by *Michael E. Porter, Nitin Nohria, Tom Gentile, Daniel McGinn, Sarah Higgins*

Available on the Internet

[10 lessons from CEOs on how to manage corporate reputation in a new era of activism](#), By Denise Brien

[Forrester: Leading with emerging tech boosts businesses' bottom line](#), By Katie Malone

### **DO**

Work on your Executive Leadership Profile

## **MODULE 2 – DIGITAL & SOCIAL MEDIA**

### **Week 6 – February 15** **Social Media Strategies & Measurement**

#### **Overview**

This week you will learn about the critical need for media managers to create strategies for social media and how best to measure its effectiveness. Media managers need to carefully think about each platform, how best to use it and decide what success looks like.

### **READ**

Available via UNT eLibrary

[A framework for increasing business value from social media](#), By Marina Trkman and Peter Trkman

[How Spotify and TikTok Beat Their Copycats](#), Jason Davis & Vikas A. Aggarwal

[The Basic Social Media Mistakes Companies Still Make](#), by Keith A. Quesenberry

[How to Perform a Social Media Competitive Analysis](#)

## WATCH

[\(YouTube\) 5 ways to use social media](#)

Effective use of social media

Please watch this video:[\(YouTube\) Inside the social media strategy for The Financial Times](#)

## DO

**Discussion Post #5** – Social Media Strategy - Due 11:59 p.m. Feb. 21.

During this week's readings and videos, you learned about the importance of creating a social media strategy, how best to create value for that strategy and some approaches to measuring the success of that strategy.

**Journal Post #3 – Tina Young**, Due 11:59 p.m., Feb. 17

You will write a 300 – 500-word reflection/summary of the person's key points, quoting him/her directly and tying the comments to any of our readings, class notes or discussions.

## Week 7 – February 22

### Podcasting & Smart Speakers

#### READ

[The Future of Voice](#) and Its Implications for News, by Nic Newman

[What the rise of the smart speaker](#) might mean for podcasts (and on-demand audio in general),  
By Nicholas Quah

[The future of news](#) is humans talking to machines, by Trushar Barot

[The Infinite Dial](#), The current and future state of podcasting, Edison Research

## WATCH

[The real cost of smart speakers](#), by Vox

## DO

**Discussion Post #6:** Smart Speakers - Due 11:59 p.m. Feb 24

During this week's readings and videos, you got an overview of some of the technologies and platforms that are forcing media managers to adopt new strategies. Media managers must figure out what platform will best work for them. learned how smart speakers.

## **Week 8 – March 1**

### **Module 8: Emerging Technologies**

#### **READ**

[AI Can Save Journalism, or AI Will Replace Journalists – Which is It?](#), by Mike Caput.

[Marketing Disrupted: 5 Ways AR & VR Are Reshaping Digital Marketing](#), By Lisa Buyer

[Virtual, Augmented](#) and Mixed Reality, Reuters Digital News Report

#### **LISTEN**

[Technology Trends for 2021](#) with Amy Webb, futurist, and Marc Palatucci, via Voice of America interview

#### **DO**

**Midterm Executive Profile:** Due by 11:59 p.m., March 3

## **Week 9- March 8**

### **Module 9: Digital Disruptors: Facebook, Amazon, Apple & Google**

#### **READ / DO**

**CASE Study: Facebook, Amazon, Apple & Google 2018:** Due by 11:59 p.m., March 3.

## **MODULE 3 – BUSINESS MODELS, BUDGETING & STRATEGIC PLANNING**

## **Week 10 – March 15**

### **Business Models**

#### **Overview**

This week you will learn about how media companies are developing new business models to sustain and hopefully, grow their organizations. You will learn that traditional methods of generating revenue still exist, but newer, more creative approaches are quickly evolving, challenging media managers to change the way they do business.

#### **READ**

An overview of business models

[Digital journalism](#) and business models, by the European Federation of Journalists. NOTE: This article offers an overview of the business models. It uses examples from European media.

The impact of paywalls

[Paywall model breakdown: The current landscape and new frontier](#), by EMILY INGRAM

[Local newsrooms question their paywalls](#), by Ariel Zirulnick

New approaches to advertising

[Guide](#) to Native Advertising, by Ava Sirrah

[7 Digital Marketing Trends of Focus for 2021](#), by Jose Angelo Gallegos

## DO

**Discussion Post #7**, Business Models, Due 11:59 p.m. March 14.

During this week's readings and video, you learned a great deal about different approaches to how media companies are trying to develop new business models to generate income from new approaches. You've read about paywalls, the future of digital advertising, TV, and video.

**Journal #4** Due 11:59 p.m. March 17 – Mike Orren, chief product officer, Dallas Morning News

You will write a 300 – 500-word reflection/summary of the person's key points, quoting him/her directly and tying the comments to any of our readings, class notes or discussions.

## **Week 11 - March 22**

### **Budgeting & Financial Forecasting**

## WATCH

[Small Business Budgeting Simplified](#): How to Create a Budget for Your Small Business

## 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

## DO

**Discussion Post #8: Budgeting & Forecasting, Due 11:59 p.m., March 7.**

Based on Sherman's advice in the video, what are three strategies every business leader must consider in creating a budget? Please explain each strategy and why it is important.

## **Week 12 – March 29**

### **Strategic Planning & Market Analysis**

## READ

[6 Steps to Make Your Strategic Plan Really Strategic](#), by Graham Kenney [VIA UNT Library]

[HOW TO SET STRATEGIC PLANNING GOALS](#), by Catherine Cote

[The Number One](#) Strategic Planning Exercise You Must Do Before the End of the Year. By David Burkus, Inc. magazine

[The Top 6 Steps Of Strategic Planning](#), By George Deeb

[Why 67 Percent of Strategic Plans Fail](#), by Tanya Priva

## SUPPLEMENTAL READING

[A decade in, the Texas Tribune pursues the rest of its audience](#), By Chris O'Connell

## DO

**Discussion Post #9 – Strategic Planning, Due 11:59, April 4**

Strategic planning is critical to a company's success. In your readings this week, discuss some of the basic components of a good strategic plan and what is required to convert planning into action. Based on our readings this semester, how successful have media companies been with their strategic planning, particularly in preparing for the disruption of digital media.

## MODULE 4 – REACHING AUDIENCES IN NEW WAYS

### Week 13 – April 5

#### Module 12: Audience Engagement & Metrics

##### Overview

This week you will learn about how media companies are developing new methods to measure their success. The old metrics are changing. For newspapers, it used to be circulation. For TV stations, it used to be viewership. Now, as readers and viewers increasingly go online or use mobile devices to access content, media companies have to find ways to engage their audiences in more interesting and creative ways to drive more readers and viewers to satisfy the needs of advertisers. It's advertisers who are spending thousands, if not, millions of dollars to reach their targeted audiences. They are wanting media companies to provide more thorough metrics on who is reading what and when.

##### READ & WATCH

###### Special Report & Video

[Guide to audience revenue and engagement.](#), By Elizabeth Hansen and Emily Goligoski.

Guide To Audience Revenue and Engagement offers detailed strategic and tactical advice to digital news publishers who want to grow their sources of direct audience revenue (including membership, subscription, and donation) while strengthening their journalism and deepening their relationships with readers. The report's findings are based on hundreds of interviews and visits with news sites over three years.

##### How newspapers are using audience engagement

[10 Newspapers That Do It Right 2018 \(Links to an external site.\):](#) Recognizing Success in Pioneering Newsrooms, Advertising Growth, and Community Engagement, by Nu Yang and Jesus Ruiz

[The audience engagement \(Links to an external site.\) industry struggles with measuring success,](#) by Jacob L. Nelson

[What are the seven "Table Stakes" essentials? \(Links to an external site.\)](#)

##### DO

###### Discussion Post #10 – Audience Engagement, due 11:59 p.m. April 11

For this week's discussion, here are some questions you might want to address. Provide examples from the readings to support your point. What are some of the methods media companies should consider? What are the unique characteristics of each method? What are some of the key differences in the methods? How can media companies build successful membership program?

**Week 14 – April 12**  
**The rise of streaming**

**READ**

[What Will TV Look Like in 2021?](#), by Susan Ashworth

[What trends will change broadcasting?](#) By The Weather Company

[How Netflix Flipped](#) the Script on Television's Disruption, By Michale Wolff, Nieman Reports

**DO**

**HARVARD COURSE PACK**

**Case Study, Due 11:59 p.m., April 14 – The Video-Streaming Wars in 2019: Can Disney Catch Netflix?**

**Week 15 - April 19**

**Module 14 – Final Week Wrap Up**

**DO**

**Post Final project on Canvas by 11:59 p.m., April 22.**

## **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 <a href="#">myUNT</a> . See the link for complete instructions on canceling classes <a href="https://registrar.unt.edu/registration/canceling-classes">https://registrar.unt.edu/registration/canceling-classes</a>				
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 <a href="#">Request to Drop Class</a> form and submitting it to the Registrar's Office. See link for complete instructions <a href="#">Dropping a Class</a> .	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
<a href="#">Final Exams</a>	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:

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

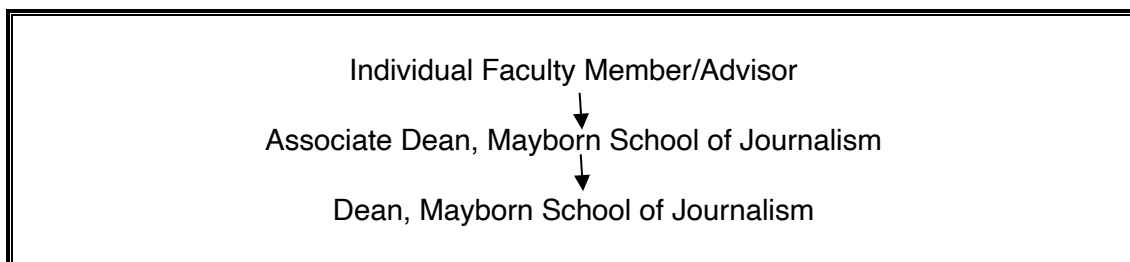
2<sup>nd</sup> late infraction – 3 weeks ban from checking out equipment.

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

If you are going to be late, email [joey.selz@unt.edu](mailto: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](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 [MyUNT.edu](http://MyUNT.edu) ([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. 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](http://SPOT website) ([www.spot.unt.edu](http://www.spot.unt.edu)) or email [spot@unt.edu](mailto:spot@unt.edu). Spots survey dates:

Term	Survey Administration Dates
<a href="#">8W1</a>	2/22/21 through 3/5/21
<a href="#">Spring</a>	4/5/21 through 4/22/21
<a href="#">8W2</a>	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](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.

## 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](mailto: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