



JOUR 3270- Media Entrepreneurship Fall 2026

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Pronouns	He/Him/His
Classroom	GAB 114
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Office hours	One hour prior to class time or VIRTUAL by appointment via phone, TEAMS 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 being 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: 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 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 is required for media companies and professionals to 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 16-week in-person class that includes readings, videos, discussions, class presentations, in-person and pre-recorded guest speakers and a final project. On occasion, we will have remote classes.

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 more than 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://digitalstrategy.unt.edu/clear/>)

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](https://it.unt.edu/helpdesk/) (<https://it.unt.edu/helpdesk/>)

Email: helpdesk@unt.edu

Phone: 940-565-2324

In Person: Sage Hall, Room 330

Support Hours:

- Monday-Thursday: 8 a.m.- 9 p.m.
- Friday: 8 a.m. -5 p.m.
- Saturday & Sunday: 8 a.m.-5 p.m.

ACADEMIC SUPPORT AND STUDENT SERVICES

Mental Health

UNT provides mental health resources 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 nature of an issue or its severity. Listed below are several resources on campus that can support your academic success and mental well-being:

- [Student Health and Wellness Center](https://studentaffairs.unt.edu/student-health-and-wellness-center) (<https://studentaffairs.unt.edu/student-health-and-wellness-center>)
- [Counseling and Testing Services](https://studentaffairs.unt.edu/counseling-and-testing-services) (<https://studentaffairs.unt.edu/counseling-and-testing-services>)
- [UNT Care Team](https://studentaffairs.unt.edu/care) (<https://studentaffairs.unt.edu/care>)
- [UNT Psychiatric Services](https://studentaffairs.unt.edu/student-health-and-wellness-center/services/psychiatry) (<https://studentaffairs.unt.edu/student-health-and-wellness-center/services/psychiatry>)
- [Individual Counseling](https://studentaffairs.unt.edu/counseling-and-testing-services/services/individual-counseling) (<https://studentaffairs.unt.edu/counseling-and-testing-services/services/individual-counseling>)

Additional Student Support Services

- [Registrar](https://registrar.unt.edu/registration) (<https://registrar.unt.edu/registration>)
- [Financial Aid](https://financialaid.unt.edu/) (<https://financialaid.unt.edu/>)
- [Student Legal Services](https://studentaffairs.unt.edu/student-legal-services) (<https://studentaffairs.unt.edu/student-legal-services>)
- [Career Center](https://studentaffairs.unt.edu/career-center) (<https://studentaffairs.unt.edu/career-center>)
- [Multicultural Center](https://edo.unt.edu/multicultural-center) (<https://edo.unt.edu/multicultural-center>)
- [Counseling and Testing Services](https://studentaffairs.unt.edu/counseling-and-testing-services) (<https://studentaffairs.unt.edu/counseling-and-testing-services>)
- [Pride Alliance](https://edo.unt.edu/pridealliance) (<https://edo.unt.edu/pridealliance>)
- [UNT Food Pantry](https://deanofstudents.unt.edu/resources/food-pantry) (<https://deanofstudents.unt.edu/resources/food-pantry>)

Academic Support Services

- [Academic Resource Center](https://clear.unt.edu/canvas/student-resources) (<https://clear.unt.edu/canvas/student-resources>)
- [Academic Success Center](https://success.unt.edu/asc) (<https://success.unt.edu/asc>)
- [UNT Libraries](https://library.unt.edu/) (<https://library.unt.edu/>)
- [Writing Lab](http://writingcenter.unt.edu/) (<http://writingcenter.unt.edu/>)

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

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](#)
- 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](#)
[Canva.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 Honor Code. When you submit work for this class, that is the same as making a statement that you have produced the

work yourself, it 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.

Using AI. We will discuss best practices in using AI for your work in this class in the most appropriate ways. As discussed in the "Honor Code" section, you will submit original work. If AI is detected, you will be subject to the Student Standards of Academic Integrity. To succeed in this class, you will be required to do

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.

Attendance/Participation. This is an in-person class. 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 reviews 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 with 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 another 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 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.

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	% of the Grade
Assignment	Entrepreneur Profile	100	10%
Assignment	Elevator Pitch	100	10%
Assignment	PowerPoint	50	5%
Assignment	Marketing Plan	100	10%
Assignment	Final Business Pitch	350	35%

Journal #1	Who are you?	50	5%
Journal #2	Entrepreneur's Journey	50	5%
Journal #3	Lean Canvas	50	5%
Journal #4	Your business' budget	50	5%
Speaker Journals	Summaries of guest speakers (4) @ 25 points	100	10%
Total points		1000	100%

Grading scale

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

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 August 17 9 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 of the course syllabus and requirements
2. Explore the important role of entrepreneurs
3. Examine some of the key issues affecting media.

READ

- [2026 Reuters Digital News Report](#), pages 1 to 33.
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IN-CLASS - Watch, Learn, & Discuss

- [How do young adults get their news?](#) From Pew Research: How people get news has changed dramatically in the 21st century. And no group shows that shift more clearly than young adults. People under 30 are shaping how information spreads – and giving us a possible glimpse into the future of news.
- [Is This the future of Media?](#) What if the polarizing mess of social media, clickbait headlines and addictive algorithms isn't a breakdown of media but a transition to something better? Substack cofounder Hamish McKenzie explores how independent creators are growing a new media

"garden," where trust beats engagement metrics and audiences matter more than ads. Learn why clicking "subscribe" doesn't just signal support; it gives you power.

ASSIGNMENT DUE: 11:59 p.m., August 20

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

Week 2 – August 24 - 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

Journal #2 - ASSIGNMENT DUE, 11:59 p.m., Sept. 10 - 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 3 – August 31st

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

In-class exercise on creating new business ideas.

Week 4 - September 14

The Lean Canvas – Defining your market.

Mapping out your business idea. Learning how to use "Lean Canvas". Discuss requirements for Elevator Pitch.

READ:

"[What is a 'Lean Canvas'?](#)", by Ash Maurya.

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

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

Journal #3 - Complete Lean Canvas Form and post on Canvas.
Submit Your Team Agreement Form

Week 5 September 21 – Your First Elevator Pitch

In-class presentations pitching your business. Dress appropriately.

ASSIGNMENT DUE TODAY

- **Elevator Pitch Due** – You must record up to a 5-minute elevator pitch. 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.
- Here are the requirements for your PowerPoint;
 - Min. 5 slides – no more than 15.
 - 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 is it?
 - 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 6 September 28 – 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

Week 7 – October 5 - 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

Week 8 – October 12 - Financing Your Business

Every business needs funding. We'll talk about how you raise money for your business.

READ:

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

TODAY’S Discussion

How to fund your business.

ASSIGNMENT due 11:59 p.m. Thursday, Oct. 15

Marketing Plan

- Write 1000 – 1,500 words 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 9 - October 19 Budgeting 101 for Journalists

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

Week 10 October 26 – Me Inc. – Creating Your Brand, Searching for a Job, Career Strategies & Your Personal Elevator Pitch

Getting ready for the “All Majors Career Fair,” Tuesday, Oct. 27 in UNION 314.

Week 11 November 2 –

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 – November 9 - Future Trends

Let’s look into the future. How is – and will – AI transform media? What other trends do we need to learn more about?

WATCH/LISTEN

[AI in Newsrooms](#): Responsible Innovation and the Future of Journalism

[The Future of Journalism](#): Trust, Truth, and Technology in a Changing Media Landscape

Week 13 November 16

Fine-tuning your business plan and presentations.

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

Week 14- November 23 Thanksgiving

Week 15 November 30 – Your

Business Pitch

Submit your business plan!

JOURNALISM REQUIREMENTS & GUIDELINES **JOURNALISM COURSE REGISTRATION**

- 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.
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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.

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 the 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 in 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.

UNT FALL 2026 Semester Calendar

Academic Calendar is subject to change

KEY SEMESTER DATES	Full Semester AUG. 17-DEC. 11	8 week I Session AUG. 17-OCT. 9	8 week II Session OCT. 12-DEC. 11
Schedule of Classes Available on myUNT	Mar. 9	Mar. 9	Mar. 9
Registration Opens for specifics by student group/class: https://registrar.unt.edu/when-can-i-register	Mar. 16	Mar. 16	Mar. 16
Prerequisite Drop Students not meeting course prerequisites will be dropped from their courses.	July 29	July 29	Oct. 12
Regular Registration Ends	Aug. 13	Aug. 13	Oct. 8
Late Registration Period—For Students not Registered for the Term Students registering late will incur a late registration fee of \$75.	Aug. 14-21	Aug. 14-21	Oct. 9-16
Last Day to Withdrawal from Entire Term on myUNT Courses do not appear on the transcript. After this date see Dean of Students to withdrawal from the entire term.	Aug. 16	Aug. 16	Oct. 11 If only 8 week II
Classes Begin	Aug. 17	Aug. 17	Oct. 12
Last Day to Add a Class or Swap Sections A swap is switching sections of the same course in the same session.	Aug. 21	Aug. 21	Oct. 16
Last Day to Drop a Class Section Without a W (Census) Courses dropped before this date will not appear on official transcript. (Dropping courses may impact financial aid and degree completion. See advisors.)	Aug. 28	Aug. 22	Oct. 17
Drop with a Grade of W Begins Courses appear on the transcript with a grade of W and tuition and fees remain. (Dropping courses may impact financial aid and degree completion. See advisors.)	Aug. 29	Aug. 23	Oct. 18
Last day to change to pass/no pass grade option (undergrads)	Sept. 25	Sept. 4	Oct. 30
Midpoint of the Semester	Oct. 9	Sept. 11	Nov. 6
Last day for a student to drop a course or all courses with a grade of W.	Nov. 6	Sept. 25	Nov. 20
First day to request a grade of Incomplete	Nov. 7	Sept. 26	Nov. 21
Pre-Finals Days	Dec. 2-3	N/A	N/A
Last Regular Class Meeting	Dec. 3	Oct. 8	Dec. 10
Reading Day—No Classes	Dec. 4	N/A	N/A
Final Exams	Dec. 7-11	Oct. 9	Dec. 11
Last Day of Session	Dec. 11	Oct. 9	Dec. 11
University Grade Submission Deadline 4 pm	Dec. 14	Oct. 12	Dec. 14
Grades/Academic Standing posted on the Official Transcript	Dec. 16	Dec. 16	Dec. 16

Labor Day - No Classes - University Closed

September 7, 2026

Thanksgiving Break - No classes

November 23-29, 2026

University Commencement

Accreditation

The Mayborn, which is one of over 100 journalism programs across the world that are accredited, is renewing its credentials this year. Accreditation is important to you because it means your degree is more valuable than one that comes from an unaccredited school.

Accreditation has profound benefits. Accredited programs may offer scholarships, internships, competitive prizes, and other activities unavailable in non-accredited programs.

Accreditation also provides an assurance of quality and rigorous standards to students, parents, and the public. Students in an accredited program can expect to find a challenging curriculum, appropriate resources and facilities, and a competent faculty.

Accreditation is our promise to our students that you will receive the best education possible in journalism and mass communication. With today's technology, anyone can present information to a mass audience. But not all are trained in the creation of ethical messages that reach and serve diverse audiences that our standards uphold. What you learn in an accredited program makes you more marketable and your degree more valuable!

The Mayborn School's accreditation is determined by the Accrediting Council on Education in Journalism and Mass Communications (ACEJMC) through an extensive evaluation process. Accreditation by the ACEJMC council means we embrace the value of a broad, multidisciplinary curriculum that nurtures critical thinking, analytic reasoning and problem-solving skills that are the essential foundation for all mass communication education.

Adobe Access

UNT has a contract with Adobe. The following link contains all the information that students will need to purchase a subscription, and opt-out of an existing agreement that is at a higher price:

<https://cvad.unt.edu/cvad-it-services/it-services-adobe-cloud-access.html>

The email address for students to ask questions or report problems is adobe@unt.edu.

JOURNALISM EQUIPMENT CHECK OUT

Checkout length for the **Canon Mirrorless Camera, Batteries, Lighting Gear, Mirrorless Tripods, Individual Lenses, and Accessories** can be checked out for up to 72 hours.

To check out a **Canon Mirrorless Camera and items listed above** longer than 72 hours, the Professor for the course will need to approve the request.

Checkout length for the **Panasonic Video Camera, Batteries, SDXC, and Tripods** can be checked out up to 24 hours.

To checkout a **Panasonic Video Camera and items listed above** longer than 72 hours, the Professor for the course will need to approve the request.

Please send extended reservations approval from the Professor to the following email: mayborn-equipment@unt.edu

Journalism Equipment Room - Location and Contact Information

Hours: Mon-Thurs 8:30am to 9:30pm. Friday's 9:00am to 6pm. Saturday and Sunday 10:00am to 6:00pm

Location: RTFP Building room 180i

How to get there. Take a look at this video: <https://youtu.be/eRElijxzVac>

Equipment room phone number is **940-565-3580**.

Equipment room email is mayborn-equipment@unt.edu.

Equipment room supervisor can be reached at ladaniel.maxwell@unt.edu

Journalism Equipment Room - Operating Hours

Monday/Wednesday: 9 a.m. – 9:00 p.m.

Tuesday/Thursday: 9 a.m. – 9:00 p.m.

Friday: 9 a.m. - 6 p.m.

Sat-Sun: 12 p.m. - 6 p.m.

Journalism Equipment Room - Agreement Form

Anyone who plans to check out equipment during the semester must complete the checkout agreement form found below:

[Journalism Web Checkout Agreement Form](#)

This form must be completed prior to checking out equipment and only needs to be done once per semester.

Journalism Equipment Room - Late Returns/Abuse of Checkout Policy

For every hour the student is late; a ban will be placed on the student's account accumulating the same amount of time.

A **ban** restricts the student from checking out any equipment within the Journalism Equipment Room.

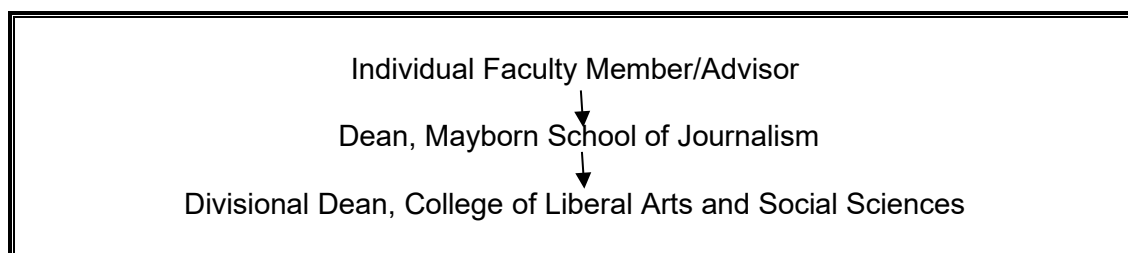
For example, if the student returns equipment 2 hours late, a 2-hour ban will be placed on the student's account.

If the student returns equipment 72 hours late, a 72-hour ban will be placed on the student's account.

If you are going to be late or unable to return equipment that you checked out on time, please email mayborn-equipment@unt.edu or ladaniel.maxwell@unt.edu

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 ACCESS

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 Access (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 Access](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.

Any violation will be subjected to review resulting in a drop of a course grade, immediate removal from the class or suspension from UNT.

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

There is no final exam in this class. You will be expected to attend and present your final business idea on the last day of class.

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 do so, 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.

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). In the event of a university closure, please refer to Canvas for contingency plans for covering course materials. If Canvas is not accessible during the emergency, contact me via email or phone for more information. Students should confirm that their Eagle Alert contact information is correct via the myUNT portal.

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](http://www.spot.unt.edu) (www.spot.unt.edu) or email spot@unt.edu. Spots survey dates:

Term	Survey Administration Dates
8W1	September 29-October 8
8W2	December 1-December 10
Reg Fall Term	November 17-December 3

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)

(<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](https://studentaffairs.unt.edu/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](https://studentaffairs.unt.edu/care) – 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)

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

940-565-2333

5. [Individual Counseling](https://studentaffairs.unt.edu/counseling-and-testing-services/services/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, UNT Mayborn School of Journalism

Since 1969, the UNT Department of Journalism (Mayborn School of Journalism effective September 1, 2009) has been accredited by the Accrediting Council on Education in Journalism and Mass Communication. This national accreditation also extends to the Mayborn Graduate Institute of Journalism, the only accredited professional master's program in Texas. About one-fourth of all journalism and mass communication programs in the United States are accredited by ACEJMC. National accreditation enhances your education here, because it certifies that the department and graduate institute adhere to many standards established by the council. Among these standards are student learning outcomes, covered by journalism courses in all sequences.

This course, JOUR 3270 will help to meet the student learning outcomes that have been checked by your professor, Cornelius "Neil" Foote.

Each graduate must:

- ☐ Understand and apply the principles and laws of freedom of speech and press for the country in which the institution that invites ACEJMC is located, as well as receive instruction in and Understand the range of systems of freedom of expression around the world, including the right to dissent, to monitor and criticize power, and to assemble and petition for redress of grievances
- ☐ 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
- ☐ Demonstrate an ability to present clear and concise ideas via written and oral presentation
- ☐ Conduct research and evaluate information by methods appropriate to the communications professions in which they work

- ☐ Write correctly and clearly in forms and styles appropriate for the communications professions, audiences and purposes they serve
- ☐ Critically evaluate their own work and that of others for accuracy and fairness, clarity, appropriate style and grammatical correctness
- ☐ Apply basic numerical and statistical concepts
- ☐ Apply tools and technologies appropriate for the communications professions in which they work