Spring 2017
JOUR 5280: Media Management

Neil Foote, M.S.J., M.B.A.
102E GAB
Phone: (214) 448.3765
cornelius.foote@unt.edu
Office Hours: Virtual Office Hours: Tuesday / Thursday, 2:30 p.m. – 4:30 p.m.; In-person: by appointment.

Required Texts:
- You will be required to purchase and download a “Course Pack” made through the Harvard Business Publishing for Education: http://cb.hbsp.harvard.edu/cbmp/access/58763769
- Throughout each class, you also will be provided links to articles and essays from numerous publications.

Course Description and Objectives:
Everyday 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. You also will learn a great deal about entrepreneurial journalism and thinking like an entrepreneur. One of the goals of the course is to arm you with analytical tools to help you understand 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 on how media has changed, what’s going on now and how we can change it for the future. Throughout the course, you will have a chance to meet and discuss current issues and trends with media executives.

Course Goals:
- 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.

Course structure: This course is web-only. A learning module has been set up for each section of the class. Each module will run from Monday at 12:00 a.m. to Sunday at 11:59 p.m. of a given week—including any holidays. It is the student’s responsibility to follow and adhere to this schedule. Each module contains a lecture, readings, and discussion topics. Throughout the semester, there will be times when guest speakers will be participating. You may participate in these sessions in real-time or you may
review a recorded session that will be made available to you within 24-hours of the class. Final grades will be developed from a mixture of your discussions, your assignments your mid-term paper and your final project. See the grade breakdown later in this syllabus. It is the student’s responsibility to follow and adhere to this schedule.

**Course Requirements:**

There are no pre-requisites for this class.

**Deadlines:** The assignments in this class will all be turned in via Blackboard. If you experience technical difficulties, your first line of defense will be to contact the UNT Helpdesk at helpdesk@unt.edu or (940) 565-2324. If they cannot resolve your issue, please contact your instructor regarding these issues. Please plan accordingly to negotiate these potential interruptions, as it is your responsibility to turn in assignments by the deadlines.

**Technology Requirements:** You must have a working computer with a keyboard and consistent high-speed Internet access during the course of the semester. This is a writing intensive course, so having a keyboard on which to write your stories is necessary. Further, Microsoft Word is the preferred software program for class assignments, although any program that uses .doc or .rtf formats should be appropriate. Please verify if you have questions.

**Assignments:** All assignments should be typed, double-spaced, with 12-point font, follow AP style and must use proper grammar, spelling and punctuation. Please attach assignments and do not copy and paste them into Blackboard, as they will use their formatting.

1. **Future of 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:
   a. 40% - Supporting your insights with references from the readings (in-text citation acceptable)
   b. 25% - Clarity of your writing
   c. 20% - Proper use of grammar, spelling and punctuation
   d. 15% - How well your thoughts and paper are organized

2. **Case Studies (Three @ 100 points each, totaling 300 points):** You will be assigned a question related to the case. Your answer will be graded based on the following rubric:
   a. 40% - Supporting your insights with references from the readings, class notes, and watching the assigned video (link provided in assignment)
   b. 25% - Clarity of your writing
   c. 20% - Proper use of grammar, spelling and punctuation
   d. 15% - How well your thoughts and paper are organized

3. **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.

4. **Midterm Company Analysis (150 points):** Your assignment is to analyze a media
outlet in Texas (newspaper, magazine, TV station, radio station, website,
advertising, social media or PR agency). The intent of this project is to get you all
to better understand how digital disruption has affected media companies, and
how these companies are adapting to this new world. You may draw from our
readings, class lectures and presentations or relevant industry publications or
materials. Choose a company that you will also expand your research on for
your final project. Your 750-1,000-word paper should be typed, double-spaced
and posted on Blackboard.
   a. 30% - Research on the company using primary and secondary sources.
   b. 25% - Supporting your research with references from the readings, class
      notes, and watching the assigned video (link provided in assignment)
   c. 20% - Clarity of your writing
   d. 15%- Proper use of grammar, spelling and punctuation
   e. 10% - How well your thoughts and paper are organized.

5. **Guest Speaker Journals (5 @ 20 points each, totaling 100 points):** Throughout the
class we will have guest speakers. You must participate in real-time, if your
schedule permits, or you must look at the recorded presentation. You will write a
300 – 500 word 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. Sunday.

6. **Final Project (200 points):** You will expand upon your midterm analysis, drawing
from the additional class readings, class notes and discussions. You will be
required to interview 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 write this final paper as if you were
presenting to the company’s executives.
   a. 30% - Interviews with the company executives
   b. 25% - Supporting your research with references from the readings, class
      notes, and watching the assigned video (link provided in assignment)
   c. 20% - Clarity of your writing
   d. 15%- Proper use of grammar, spelling and punctuation
   e. 10% - How well your thoughts and paper are organized.

**ASSIGNMENT**

<table>
<thead>
<tr>
<th>Assignment</th>
<th>Points</th>
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<tbody>
<tr>
<td>Future of Media Essay</td>
<td>50</td>
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<tr>
<td>Case Studies (3 @ 100 points each)</td>
<td>300</td>
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<td>- CASE Study #1- Chasing the</td>
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<td>Community Newspaper Rainbow: The</td>
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<td>Whiteville News Reporter and the</td>
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<td>Digital Age</td>
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<td>- RelishMix – Building Social Media</td>
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Grading Scale:
A = 90-100
B = 80-89.99
C = 70-79.99
D = 60-69.99
Below 60 = F

Journalism students must earn a C or better for this course to count toward their degree program.

Makeup: Make-up assignments and exams are not permitted. However, under an extreme circumstance, if you have an excused absence AND the professor was notified in advance, an exception may be made.

Miscellaneous:
Discussion board policies: We will be covering a wide variety of topics that will be tied to the class notes and readings. Everyone deserves a safe environment in which to participate in class discussions. Therefore, be respectful in all of your discussion posts and student interaction.
  • Use attention-getting subject lines in all posts. DO NOT title each post with “Module 1, Module 2” etc. Instead, label the subject in a way that accurately describes its content.
  • Responses should include a clear thesis statement and correct grammar within each post and cite any material (in lecture or readings) as appropriate.
  • Proper grammar and word usage is expected.
  • No derogatory language will be tolerated.
  • ONLY thoughtful posts that adhere to these policies (including due dates and times) will receive full credit.

Discussion Post Due Dates: To receive credit, all posts and replies will be due on Sunday nights by 11:59 p.m., which correspond to the end of the module. Any posts received after that time will not receive credit.

Disability Accommodation: The University of North Texas makes reasonable academic accommodation for students with disabilities. Students seeking accommodation must first register with the Office of Disability Accommodation (ODA) to verify their eligibility. If a disability is verified, the ODA will provide you with an accommodation letter to be
delivered to faculty to begin a private discussion regarding your specific needs in a course.

You may request accommodations at any time, however, ODA notices of accommodation should be provided as early as possible in the semester to avoid any delay in implementation. Note that students must obtain a new letter of accommodation for every semester and must meet with each faculty member prior to implementation in each class. Students are strongly encouraged to deliver letters of accommodation during faculty office hours or by appointment. Faculty members have the authority to ask students to discuss such letters during their designated office hours to protect the privacy of the student.

For additional information see the Office of Disability Accommodation website at http://www.unt.edu/oda. You may also contact them by phone at 940.565.4323.

**Instructor Contacts and Assignment Returns:** I will respond to email queries at cornelius.foote@unt.edu within 24 hours (or the following business day). Assignments will generally be returned within a week of submission, unless otherwise specified. All email correspondence with the instructor should follow a business professional format, including complete sentences.

**Attendance:** This is an online class, so no attendance grade is available. However, I am able to see your level of participation through Blackboard logins. Please be mindful that a lack of participation in all portions of the class will have a negative impact on your grade.

**Accessibility Statements of Key Technology in Course:** Below are the accessibility policies of the major technology used in the course.

You Tube: [https://support.google.com/youtube/answer/189278?hl=en](https://support.google.com/youtube/answer/189278?hl=en)

Blackboard: [http://www.blackboard.com/Platforms/Learn/Resources/Accessibility.aspx](http://www.blackboard.com/Platforms/Learn/Resources/Accessibility.aspx)

MS Office: [https://www.microsoft.com/enable/microsoft/mission.aspx](https://www.microsoft.com/enable/microsoft/mission.aspx)

[SUBJECT to Change. Any changes will be posted on Blackboard Learn and/or Emailed to you directly.]

<table>
<thead>
<tr>
<th>DATE</th>
<th>TOPIC/ASSIGNMENTS</th>
<th>READINGS</th>
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| Week 1 Jan. 17 - 20 | Module 1: Introduction and Class Requirements  
**Assignment:** Discussion Post 1;  
Future of Media Essay Due 11:59 p.m., Jan. 22 | Course Syllabus, Assignments and Discussion Pages  
Journalism, Media and Technology Trends and Predictions 2017 by Nic Newman  
Reuters Institute for the Study of Journalism  
Predictions for Journalism 2017  
(NOTE: This a collection of essays. Read several and make sure you refer to them in your essay due for the class.)  
Watch the following video:  
Media Entrepreneurship: A conversation between Eric Hippeau, a venture capitalist, and Ben Smith, executive editor, Buzzfeed: https://www.youtube.com/watch?v=oVRXk-6wRR4 |
| Week 2 Jan. 23 - 27 | Module 2: Disruptive Innovation: What is disruptive innovation? How does it affect traditional media companies? How have traditional media companies responded? Discussion of media company analysis project.  
**Assignment:** Discussion Post 2, Due 11:59 p.m. Jan. 29 | “Disruptive Innovation: An Introduction, Innosight  
“The Imperative of Disruptive Innovation,” Innosight Disruptive Innovation Primer  
"Be the Disruptor," by Clayton Christiansen and David Skok, Nieman Reports, Fall 2012  
| Week 3 Jan. 30 – Feb. 3 | Module 3: Management & Leadership Styles  
**Assignment:** Discussion Post 3; | 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?  
Read Chapter 4 – Don’t Wait; Innovate, “Entrepreneurial Journalism,” Mark Briggs |
| Week 4 | Module 4: Defining Innovative Leadership: | 5 qualities of innovative leaders, by Tom Rosentiel  
*Pegasus News Business Plan - Annotated* in Mark Briggs' *Entrepreneurial Journalism*  
*10 Traits* of Innovative Leaders, by Jake Zenger and Joseph Folkman  
5 Skill Every Leader Needs to Succeed in a Digital World, By Evgeny Kaganer; Javier Zamora; Sandra Sieber (Harvard Course Pack) |
| --- | --- | --- |
| Feb. 6 - 10 | *Assignment:* Discussion Post #4  
Post a brief description of the company you plan to write about for your Midterm Company Analysis. See instructions on Blackboard | |
How to Write a Great Business Plan (Harvard Business School *Course Pack*)  
Why the Lean Start Up Changes Everything? By Steven G. Blank (Harvard Business School Course Pack)  
CASE STUDY #1: *Chasing the Community Newspaper Rainbow*: The Whiteville News Reporter and the Digital Age |
| Feb. 13 - 17 | *Assignment:* Read Case Study #1 – Chasing the Community Newspaper Rainbow: The Whiteville News Reporter and the Digital Age. Answer related questions and post on discussion board. | |
As Telegraph joins paywall bandwagon, here’s five leading approaches to gated access and user revenues, By Jasper Jackson  
[https://www.themediabriefing.com/article/paywall-approaches-gated-access](https://www.themediabriefing.com/article/paywall-approaches-gated-access)  
Paying for Digital News - American Press Institute Report  
Digital Advertising and Sustainable Business Models  
7 Big Trends That Are Shaping Digital Advertising, by Lauren Johnson  
<p>| Feb. 20 – Feb. 24 | <em>ASSIGNMENTS:</em> Discussion Post #5 due. | |</p>
<table>
<thead>
<tr>
<th>Week 7</th>
<th>Module 7: Strategic Planning &amp; Market Analysis</th>
<th>Chapter 8, &quot;Go to Market,&quot; Entrepreneurial Journalism, by Mark Briggs</th>
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<tbody>
<tr>
<td>Feb. 27 – March 3</td>
<td>Discussion Post #6</td>
<td>Building a Marketing Plan: Chapter 3: Analyzing The Target Market, Part 1: Marketing Research, By Ho Yin Wong; Kylie Radel; Roshnee Ramsaran-Fowdar (link to Harvard Course pack)</td>
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<td>4 ways to start researching the market for your new journalism venture, by Jeremy Kaplan, Poynter.org</td>
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<tr>
<td>March 6 – March 10</td>
<td>ASSIGNMENT: Midterm Company Analysis is due on Blackboard.</td>
<td>Increasing the ROI of Social Media Marketing, V Kumar; Rohan Mirchandani (Harvard Coursepack).</td>
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<tr>
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<td>INCREASING THE ROI OF SOCIAL MEDIA MARKETING V Kumar; Rohan Mirchandani (Harvard Coursepack)</td>
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**How to Conduct** a Social Media Competitive Analysis, by Ashley Stuart

**SPRING BREAK – MARCH 13 – 20**

| Week 9  | Module 9: Audience Engagement & Metrics | How audience engagement editors are guiding online discussions, By Jake Murtha, *Columbia Journalism Review*
|---------|----------------------------------------|------------------------------------------------------------------|
|          |                                         | The Rise of the Engagement Editor and What It Means, by Elia Powers, MediaShift.org
|          |                                         | Nine audience engagement insights from ProPublica’s Amanda Zamora, published by [link](http://blog.winmo.com/agency-new-business/5-data-driven-facts-that-should-have-a-profound-impact-on-your-digital-advertising-strategy-in-2016/)
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<tr>
<th>Week 10</th>
<th>Module 10: Budgeting &amp; Financial Forecasting</th>
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<tr>
<td>March 27 – March 31</td>
<td><strong>ASSIGNMENT:</strong> Discussion Post #7 due.</td>
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World Association of Newspapers and News Publishers

CASE Study #2: Hoot Suite: Monetizing the Social Media Dashboard (Download from Harvard Course Pack)

| Understanding financial statements, by Chris Roush, for the Harvard University Shorenstein Center on Media, Politics and Public Policy |
| How to Write the Financial Section of a Business Plan, by Elizabeth Wasserman, for INC.com |
| Budgeting for Managers, by Sid Kemp. Read chapters 1, 2, 5 and 12 |

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<tr>
<th>Week 11</th>
<th>Module 11: Digital Disruption and Broadcasting</th>
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<tr>
<td>April 3 – April 7</td>
<td><strong>ASSIGNMENT:</strong> Case Study #3 – Comcast Corporation. Post answers to Discussion board on Blackboard.</td>
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</tbody>
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The coming disruption of television news, by Rass Kleis Neilsun, NiemanLabs


How Netflix Flipped the Script on Television’s Disruption, By Michale Wolff, Nieman Reports

Disrupting TV Business Model in Fox’s Blood, by Jon Lafayette, Broadcasting & Cable

<table>
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<tr>
<th>Week 12</th>
<th>Module 12: Mobile Strategies</th>
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<tr>
<td>April 10 - 14</td>
<td><strong>ASSIGNMENT:</strong> Discussion Post #8 due. Post your thoughts.</td>
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</table>

Revolutionizing the Newsroom: How Online and Mobile Technologies Have Changed Broadcast Journalism, By Nicole Chadwick, Elon University

Change the Space, Change the Practice?, by Melissa Wall, Journalism Practice

10 Questions to Help You Craft a Mobile Strategy (Before It’s Too Late), by Regina Combs, Poynter Institute


RJI Mobile Research Project - [Research Reports](https://www.poynter.org/research/mobile-research-reports/) 1, 3, 7, 8 and 9

Cross-device targeting key in 2015, by Lorna White

<table>
<thead>
<tr>
<th>Week 13</th>
<th>Module 13: Emerging Technologies</th>
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<tbody>
<tr>
<td>April 17 - 21</td>
<td><strong>The next stage</strong> in the battle for our attention: Our wrists, by Jack Riley, Nieman Labs</td>
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<td>Week 14</td>
<td>Module 14 – Diversity, Talent and Development</td>
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<td>WATCH These Videos:</td>
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<tr>
<td></td>
<td>&gt;&gt; Amy Webb, Webmedia Group - Engagement trends, opportunities and insights</td>
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<td>&gt;&gt; RJI Futures Lab update #123: Trends and ideas from the ONA15 conference in Los Angeles</td>
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<tr>
<td>Week 15</td>
<td>Module 15: Final Projects &amp; Wrap-Up</td>
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<tr>
<td>May 1 – 5</td>
<td>No readings.</td>
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JOURNALISM REQUIREMENTS & GUIDELINES

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 12 months. Once you have waited 12 months after failing a course twice, you may make an appeal to the professor teaching the course to be allowed to enroll a third time.

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.

ACADEMIC ADVISING
Students should meet with their Academic Advisor at least one time per long semester (Fall & Spring). It is important to update your degree plan on a regular basis to ensure that you are on track for a timely graduation.

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

IMPORTANT SPRING 2017 DATES

SPRING 2017

<table>
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<tr>
<th>Date</th>
<th>Event</th>
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<tr>
<td>January 16, 2017</td>
<td>MLK Day (university closed)</td>
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<tr>
<td>January 13–20, 2017</td>
<td>Student-requested schedule changes may be made during add/drop.</td>
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<tr>
<td>January 17, 2017</td>
<td>First class day</td>
</tr>
<tr>
<td>January 20, 2017</td>
<td>Last day for change of schedule other than a drop. (Last day to add a class.)</td>
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<tr>
<td>January 31 – April 4, 2017</td>
<td>Student may drop a course with written consent of instructor.</td>
</tr>
<tr>
<td>February 24, 2017</td>
<td>Last day for change in pass/no pass status.</td>
</tr>
<tr>
<td>February 24, 2017</td>
<td>Last day to drop a course or withdraw from the university with a grade of W for courses a student is not passing. After this date a grade of WF may be recorded.</td>
</tr>
<tr>
<td>February 25 – April 21, 2017</td>
<td>Instructors may drop students with a grade of WF for nonattendance.</td>
</tr>
<tr>
<td>March 13-19, 2017</td>
<td>Spring break (no classes)</td>
</tr>
<tr>
<td>April 17, 2017</td>
<td>Beginning this date a student who qualifies may request a grade of I, incomplete. (See &quot;Grading system&quot; in the Academics section of this catalog.)</td>
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<tr>
<td>April 21, 2017</td>
<td>Last day to withdraw from the semester. Process must be completed by 5 p.m. in the Dean of Students Office.</td>
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<tr>
<td>May 3–4, 2017</td>
<td>Pre-finals days</td>
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ACADEMIC ORGANIZATIONAL STRUCTURE

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

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<table>
<thead>
<tr>
<th>Individual Faculty Member/Advisor</th>
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<tbody>
<tr>
<td>Director, Mayborn Graduate Institute</td>
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<tr>
<td>Dean, Mayborn School of Journalism</td>
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OFFICE OF DISABILITY ACCOMMODATIONS

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

COURSE SAFETY STATEMENTS
Students in the Mayborn School of Journalism are urged to use proper safety procedures and guidelines. While working in laboratory sessions, students are expected and required to identify and use property safety guidelines in all activities requiring lifting, climbing, walking on slippery surfaces, using equipment and tools, handling chemical solutions and hot and cold products. Students should be aware that the University of North Texas is not liable for injuries incurred while students are participating in class activities. All students are encouraged to secure adequate insurance coverage in the event of accidental injury. Students who do not have insurance coverage should consider obtaining Student Health Insurance for this insurance program. Brochures for this insurance are available in the UNT Health and Wellness Center on campus. Students who are injured during class activities may seek medial 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. *If you have been found to plagiarize you are likely to be dropped from the class with a “WF” grade.*

**MSOJ ACADEMIC INTEGRITY POLICY**

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

**CLASSROOM POLICIES**

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 Center for Student
Rights and Responsibilities 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 classrooms, labs, discussion groups, field trips, etc. The Code of Student Conduct can be found at http://www.unt.edu/csrr/student_conduct/index.html.

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).

STUDENT EVALUATION OF TEACHING EFFECTIVENESS (SETE)
The Student Evaluation of Teaching Effectiveness (SETE) is a requirement for all organized classes at UNT. This short survey will be made available at the end of the semester to provide students a chance to comment on how this class is taught. Student feedback is important and an essential part of participation in this course.

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

ACCESS TO INFORMATION
As you know, your access point for business and academic services at UNT occurs within the my.unt.edu site www.my.unt.edu. 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. The website that explains Eagle Connect and how to forward your email: http://eagleconnect.unt.edu/

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

If such an on-campus activity is required, it is the student’s responsibility to do the following:
(1) Submit a written request to the instructor for an on-campus experiential component within one week of the start of the course.
(2) Ensure that the activity on campus takes place and the instructor documents it in writing with a notice sent to the International Advising Office. The UNT International Advising Office has a form available that you may use for this purpose.

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

EMERGENCY NOTIFICATION & PROCEDURES
UNT uses a system called Eagle Alert to quickly notify you with critical information in an event of emergency (i.e., severe weather, campus closing, and health and public safety emergencies like chemical spills, fires, or violence). The system sends voice messages (and text messages upon permission) to the phones of all active faculty staff, and students. Please make certain to update your phone numbers at 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 April 18th – May 1st to provide you with an opportunity to evaluate how this course is taught. For the spring 2016 semester you will receive an email on April 18th (12:01 a.m.) 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 at www.spot.unt.edu or email spot@unt.edu.

Statement of Student Learning Outcomes, UNT 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 5280, will help to meet the student learning outcomes below:

Each graduate must (see italicized statements):

This course also addresses eight of the ACEJMC core competencies (#1, 2, 3, 4, 5, 6, 7, 8, 9):

1. Understand and apply First Amendment principles and the law appropriate to professional practice.
2. Demonstrate an understanding of the history and role of professionals and institutions in shaping communications.
3. Demonstrate an understanding of the diversity of groups in a global society in relationship to communications.
4. Think critically, creatively and independently.
5. Conduct research and evaluate information by methods appropriate to the communications professions in which they work.
6. Write correctly and clearly in forms and styles appropriate for the communications professions, audiences and purposes they serve.
7. Critically evaluate their own work and that of others for accuracy and fairness, clarity, appropriate style and grammatical correctness.
8. Apply basic numerical and statistical concepts.
9. Apply tools and technologies appropriate for the communications professions in which they work.