

Course Number: INFO 5310

Course Title: Marketing and Customer Relationships for Information Professionals

Course Section(s): 001 & 005

Dr. Elena Vassilieva

SYLLABUS

Spring 2020

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COURSE INFORMATION

- Course Name: INFO 5310
- Course Title: Marketing and Customer Relationships for Information Professionals
- Course Section(s): 001 & 005
- Credit Hours: 3 Hours
- Class Meeting: Online
- Course Pre-requisites: None.
- Course Format : Online

Instructors Contact Information

- Name: Dr. Elena Vassilieva
- Title: Adjunct Faculty
- Office location & building: #292 Discovery Park, 3940 North Elm, Denton, TX 76203-5017
- Office phone number: (940)565-3445
- UNT Email: Elena.Vassilieva@unt.edu
- By appointment. Students are welcome to make an appointment with the instructor at any time to discuss course related questions and issues. Please send email to the instructors in Canvas to schedule online meeting.

Canvas Accessibility Statement

- Canvas provides a user experience that is easy, simple, and intuitive. Special attention has been paid to making Canvas screen-readable. The Rich Content Editor encourages users to create accessible content pages (i.e. text formatting is accomplished using styles). Canvas is designed to allow limited customization of colors and schemes to be accessible for all users. The National Federation of the Blind the Gold Level Web Certification in 2010 - <https://nfb.org/node/1037>

Find more information by visiting the Canvas Voluntary Product Accessibility Template (VPAT) - <https://www.canvaslms.com/accessibility>

Communicating with Your Instructor

Important course announcements will be posted in the "Announcements" page on Canvas, and students are expected to monitor this area and read the posts. Students are also expected to check their Course E-

mail regularly.

The course uses online communication tools in Canvas: discussions and course email. The course instructor will make every attempt to respond to your emails/questions within *2 business days*. If you have not received a response after that time, please email the course instructor again, as the instructor may not have received your email.

The Canvas discussions area is a public domain that will be seen by all students. If you have questions or concerns that you do not want made public, please direct them to the course faculty in the course E-mail.

The Questions & Answers discussion forum may be used to ask and answer questions that may be of interest to other classmates. Students can expect to receive a response to questions for the instructor in this forum within 24 hours on *working days*. Working days do not include weekends or holidays. Please send personal concerns or questions to the instructor in the course email (the Inbox button in the left-side menu in Canvas).

Students should not wait until the day before assignments are due to request assistance with assignments. Please be aware that the instructor will not be able to respond to “last minute” requests for assignment clarification, and students may encounter unforeseen problems with their internet provider, software, or hardware. Students should consider the communication parameters regarding due dates.

Course Description

INFO 5310 Marketing and customer relationship management and their importance for libraries and information centers. Principles of marketing, public relations, and outreach. Marketing mix, development and implementation of marketing and customer relationship strategy, mission statement. Market segmentation, the role and characteristic of the users of information services, user needs, groups of users. Service concepts, principles, and techniques in meeting users’ information needs. Evaluation of effectiveness in meeting customer service standards, assessment and measurement instruments in user analysis. Emphasis on the marketing and customer services in virtual environment with the use of social media and networking.

INFO 5310, Sections 001, 005, takes the form of an online class. All course materials are available in Canvas learning management system in electronic format. The interaction among the students and instructors in the online learning environment. It promotes intensive study and exchange of ideas. Students will submit all assignments through the tools available on Canvas.

Course Goals: To understand Marketing as a discipline that involves specific skills in application to Information Science (IS) field. To learn best practices in Marketing and Customer Relationship at libraries and information centers. To obtain the basic knowledge of marketing concepts and tools and to

recognize Marketing as an integral and strategic element in management of libraries and information centers.

- **Course Learning Objectives:**

Upon completion of this course, students will:

- develop understanding of basic marketing, customer service, and customer relationship concepts and principles and application of Marketing Mix in Information Science field
- acquire a basic vocabulary in Marketing and Customer Services
- develop awareness of major issues on marketing and customer relationship discussed in the Information Science literature
- learn principles of market segmentation and customer relationship
- exhibit knowledge on the development of marketing and customer service strategy and service concepts in Information Science (IS) field
- acquire knowledge on application of marketing, customer services, advertising, and public relations programs in Information Science services
- develop understanding of evaluation and assessment instruments of marketing, customer service, and customer relationship
- acquire information about methods of conducting SWOT analysis, creating marketing plan, and performing marketing audit for information organizations
- investigate issues of marketing in virtual environment, use of social media and networking
- develop presentation skills
- learn about ways of marketing your own professional brand, professional networking, and online presence

Materials

There is no required textbook for this course. Course learning materials and required readings are provided in the course content in Canvas. The course Topic Readings based on scholarly and professional literature are available from the UNT Libraries electronic resources – to access an article, follow the link and enter your EUID and password. Look for a Full-text or PDF icon of the article.

To access the UNT Libraries and their e-databases go to www.library.unt.edu and enter your EUID and password to access the resources. The UNT Libraries' Policy Manual is available here - <http://policy.unt.edu/policy-alphabetical/a> and includes chapters on Web accessibility and Electronic and Information resources accessibility Policy - <http://policy.unt.edu/policy-by-number/5>

Citation Style Manual:

American Psychological Association (2020). *Publication manual of the American Psychological Association* (7th ed.). Washington, DC: American Psychological Association.

Teaching Philosophy

To facilitate learning in the course, I use multiple methods of teaching, presentation, and resources in various formats that include text, audio, video, software applications. I believe that an online course is a living dynamic community and that everyone, from the instructor to the students, must contribute in order to maintain a positive and productive learning environment.

In addition, it is expected that each student will show a high amount of self-initiative in evaluating and analyzing the course materials and related to the course topics by conducting research, locating the additional reading material if necessary, for this course. This is part of being an information and knowledge professional. This means that students should be willing to go to the university library (or university library website), the public library, or school libraries, and conduct research online to complete assignments, as needed. It is the student's responsibility to locate appropriate literature and information sources to complete all assignments. Students should be also able to present the results of their research and analysis in an appropriate professional manner using appropriate software.

TECHNICAL SUPPORT AND ASSISTANCE

The UNT University Information Technology provides student IT services and technical support, including Canvas.

- UIT Homepage: <https://it.unt.edu/uit>
- Email: helpdesk@unt.edu
- Phone: 940.565-2324
- In Person: Sage Hall, Room 330

Canvas technical requirements: <https://clear.unt.edu/supported-technologies/canvas/requirements>

The course will use Canvas LMS as an organizational structure, as a mechanism in which to post assignments, and as a place for class discussions. Students MUST have access to the Web and a browser (Explorer, Chrome, Firefox, Safari, etc.).

Minimum Technical Skills Needed

At the graduate level course, students are expected to have the following technology skills to fully participate in learning. Students should be able to use the learning management system – Canvas to access course related materials and resource, keep up with emails regularly, create, modify or submit files according to instructors direction, such as proper file format, be able to download and install software when needed, and utilize the basics of the Microsoft Suite (Word, Excel, Power Point). Students should be able to search and access library electronic resources (e-journals, e-databases, digital collections, etc.).

Success in the Online Course

While the online classroom shares many similarities with the face-to-face classroom, success in online education requires certain skills and expectations that students may not be aware of. Consider providing tips for success based on your own online teaching and learning experiences. You can also include a link to or adapt tips from this webpage for students, [“How to Succeed as an Online Student.”](#)

Student Academic Support Services

- [Code of Student Conduct](#): provides Code of Student Conduct along with other useful links

- [Office of Disability Access](#): exists to prevent discrimination based on disability and to help students reach a higher level of independence
- [Counseling and Testing Services](#): provides counseling services to the UNT community, as well as testing services; such as admissions testing, computer-based testing, career testing, and other tests
- [UNT Libraries](#)
- [UNT Learning Center](#): provides a variety of services, including tutoring, to enhance the student academic experience
- [UNT Writing Center](#): offers free writing tutoring to all UNT students, undergraduate and graduate, including online tutoring
- [Succeed at UNT](#): information regarding how to be a successful student at UNT

COURSE MODULES

INFO5310 is organized into eight biweekly Learning Modules.

ASSESSMENT & GRADING

Assignments and Assessments

Discussion Posts, Reading Assignments, Case Study, Midterm, Term Project. Detailed instructions for each of the course assignments are available in the Assignments folder in the Course Content in Canvas. *See the Course Calendar for assignment due dates.* Course Calendar is available in the Syllabus tab of the course in Canvas.

Grading

Method of grading: Points. See the possible points and the weight for each assignment in the table below:

Grading Table

| Assignment | Percentage of Final Grade%% |
|--|-----------------------------|
| Discussion posts - Eight posts @ 5 points each | 40% |
| Reading assignments - Seven assignments @ 3 points each | 21% |
| Midterm Paper | 9% |
| Case Study | 15% |
| Term Project | 15% |
| Total | 100% |

Total Points Possible for Semester/Grading Scale = 100

| |
|------------|
| 100-90 = A |
| 89-80 = B |
| 79-70 = C |
| 69-60 = D |
| 59-50 = F |

COURSE EVALUATION

Student Perceptions of Teaching (SPOT) is the student evaluation system for UNT, implemented in summer 2015, to comply with the [State of Texas House Bill 2504](#). Each semester student will receive an email from UNT to their student UNT email to response to the anonymous survey. For more information, visit Office of the Provost, SPOT page: <https://vpaa.unt.edu/spot>

COURSE POLICIES**Assignment Policy**

Official due dates for each assignment are indicated in the Course Calendar that is available in the Syllabus tab in the course in Canvas and in this syllabus. Detailed instructions for each assignment are available in the Assignment Instructions section of the Modules tab in Canvas. Assignments that are submitted to the assignment dropboxes should be saved as MS Word files. Assignment dropboxes are located in the Assignments tab of the course menu in Canvas. Discussion assignments are submitted to message box of the corresponding discussion forums. Quizzes are submitted in the Quizzes tab of the course menu in Canvas.

Canvas LMS enables faculty to track whether and when students visit various areas of the course site, times and durations of visits, number and category of items read, and number of posts. This information may be reviewed in determining the grade for the course.

No extra credit will be provided in the course.

The University is committed to providing a reliable online course system to all users. However, in the event of any unexpected server outage or any unusual technical difficulty which prevents students from completing a time sensitive assessment activity, the instructor will extend the time windows and provide an appropriate accommodation based on the situation. Students should immediately report any problems to the instructor and contact the UNT Student Help Desk: helpdesk@unt.edu or 940.565.2324. The instructor and the UNT Student Help Desk will work with the student to resolve any issues at the earliest possible time.

Instructor Responsibilities and Feedback

- The instructor's responsibilities in the course: helping students learn and improve their research and analytical skills; providing clear instructions for projects and assessments, answering questions about assignments (by email and in the Questions & Answers discussion forum), identifying additional resources as necessary, providing grading rubrics, reviewing and updating course content.
- The instructor tries to respond to course messages and email in a very timely manner. Students can expect to receive a response to email and to questions for the instructor in Questions &

Answers discussion forum within 24 hours on *working days*. Working days do not include weekends or holidays. Except on the weekends, it is likely that you receive a respond to your messages and emails within a few hours. In addition, I try to check at least once a day for any UNT email or course messages.

- Assignment feedback will be provided in Canvas together with the assignment grade. To access your assignment grade and instructor's comments, go to the Grades tab in Canvas. Feedback on assignments usually occur within the week after you submitted them. Typically, that is the time frame for posting grades as well.

Late Work and Missed Work

If you have an emergency, please contact the course instructor to obtain permission for a deadline extension. Otherwise late submissions will not be accepted. Consideration will be given on a case by case basis.

Students are asked to contact instructors if they expect to submit work late or intend to withdraw from the course. Students participating in discussions are expected to exhibit positive interaction skills that demonstrate mutual respect for the ideas and approaches of others.

Course Incomplete Grade

The UNT Registrar office website(<http://registrar.unt.edu/grades/incompletes>) explains UNT policy regarding a grade of Incomplete. In addition, the UNT Registration Guide on UNT Registrar Office's website (<http://registrar.unt.edu/registration/fall-registration-guide>) lists specific deadlines regarding the grade of Incomplete. A grade of Incomplete will be given only for a justifiable reason and only if the student is passing the course as of the date when a grade of Incomplete is requested. The student is responsible for contacting the instructor to request a grade of Incomplete and discuss requirements for completing the course. If a grade of Incomplete (I) is not removed within the period agreed to by instructor and student, the student may be assigned a grade of Fail (F). Please note that a student who simply stops attending class may receive a final course grade of F (Fail).

Attendance Policy

See the Course Calendar for semester schedule details. Attendance of the course website in Canvas and active participation in class are encouraged.

Class Participation

Students are expected to be engaged with the course throughout the semester. The course instructor will be available by appointment, and online via the learning management system. A student who is falling behind or intends to withdraw from the course is expected to inform the course instructor as soon as possible. In the course online discussions and assignments, students are expected to demonstrate professional behavior. This means interacting in a supportive and tactful manner based on mutual respect for each other's ideas and approaches. Student behavior that interferes with an instructor's ability to conduct a class or other students' opportunity to learn is unacceptable and disruptive and will not be tolerated in any instructional forum at UNT. Students engaging in

unacceptable behavior will be directed to leave the classroom and the instructor may refer the student to the Dean of Students to consider whether the student's conduct violated the Code of Student Conduct. The university's expectations for student conduct apply to all instructional forums, including university and electronic classroom, labs, discussion groups, field trips, etc. The Code of Student Conduct can be found at <https://deanofstudents.unt.edu/conduct>.

Students' Responsibility for Their Learning

This course is taught completely online. Students are encouraged to follow netiquette or appropriate online behavior. Please review the netiquette guidelines available from the following websites:

- <https://www.howardcc.edu/programs-courses/academics/onlinelearning/faq/netiquette.html>
- <https://tilt.colostate.edu/teachingResources/tips/tip.cfm?tipid=128>

In addition, it is expected that each student will show a high amount of self-initiative in locating the additional reading material if necessary, for this course. This is part of being a librarian and information scientist. This means that students should be willing to go to the university library (or university library website), the public library, or school libraries, and conduct research online to complete assignments, as needed. It is the student's responsibility to locate appropriate literature to complete all assignments.

Although this course may seem self-paced because of the lack of scheduled face-to-face class meetings, there are, in fact, timelines that must be followed.

For a 3-credit-hour course offered in a long semester (Fall or Spring), students should plan to spend approximately 9 hours a week (or 3 hours per week for each credit hour) for 16 weeks on readings, assignments, online activities, learning software, etc. By maintaining this level of effort throughout the semester, students are likely to be successful in the course. In addition, this effort will help students develop full comprehension of the subject matter. All students are expected to submit their assignments by the due date. This prevents students from getting too far behind in the course. Please see the Schedule of Activities for assignment due dates.

Syllabus Change Policy

In case there are changes to the course syllabus, assignments due dates, and other course information, students will be notified by the course announcements or email in Canvas.

UNT POLICIES

Academic Integrity Policy

Academic Integrity Standards and Consequences. According to UNT Policy 06.003, Student Academic Integrity, academic dishonesty occurs when students engage in behaviors including, but not limited to cheating, fabrication, facilitating academic dishonesty, forgery, plagiarism, and sabotage. A finding of academic dishonesty may result in a range of academic penalties or sanctions ranging from admonition to expulsion from the University.

The Department of Information Science has zero tolerance for academic dishonesty. The instructors may choose to submit any student work to *Turnitin* for verification of originality. **Students caught cheating or plagiarizing will receive a "0" for that particular assignment or exam. Additionally, the incident will be reported to the Dean of Students, who may impose further penalty.**

The UNT Students Standards of Academic Integrity (2009) are available at the Provost's office website: <http://vpaa.unt.edu/academic-integrity.htm> .

The University Policy Office (<http://policy.unt.edu/policy/06-003>)

Student Standards of Academic Integrity

(http://policy.unt.edu/sites/default/files/06.003_AcademicIntegrity_2009_0.pdf) define six categories of academic dishonesty: cheating, plagiarism, forgery, fabrication, facilitating academic dishonesty, and sabotage.

According to the UNT catalog, the term "**cheating**" includes, but is not limited to: a. use of any unauthorized assistance in taking quizzes, tests, or examinations; b. dependence upon the aid of sources beyond those authorized by the instructor in writing papers, preparing reports, solving problems, or carrying out other assignments; c. the acquisition, without permission, of tests or other academic material belonging to a faculty or staff member of the university; d. dual submission of a paper or project, or resubmission of a paper or project to a different class without express permission from the instructor(s); or e. any other act designed to give a student an unfair advantage.

The term "**plagiarism**" is defined as follows: "Use of another's thoughts or words without proper attribution in any academic exercise, regardless of the student's intent, including but not limited to: (1) the knowing or negligent use by paraphrase or direct quotation of the published or unpublished work of another person without full and clear acknowledgement or citation; (2) the knowing or negligent unacknowledged use of materials prepared by another person or by an agency engaged in selling term papers or other academic materials."

Enrollment in any INFO course is considered implicit acceptance of all LIS and UNT student policies. **It is the responsibility of the student to understand and adhere to these policies.**

ADA Policy

UNT 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 a student with an accommodation letter to be delivered to faculty to begin a private discussion regarding one's specific course needs. Students 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. For additional information see the ODA website at disability.unt.edu.

Emergency Notification & Procedures

UNT uses a system called Eagle Alert to quickly notify students with critical information in the event of an 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 Blackboard for contingency plans for covering course materials.

Retention of Student Records

Student records pertaining to this course are maintained in a secure location by the instructor of record. All records such as exams, answer sheets (with keys), and written papers submitted during the duration of the course are kept for at least one calendar year after course completion. Course work completed via the Blackboard online system, including grading information and comments, is also stored in a safe electronic environment for one year. Students have the right to view their individual record; however, information about student's records will not be divulged to other individuals without proper written consent. Students are encouraged to review the Public Information Policy and the Family Educational Rights and Privacy Act (FERPA) laws and the University's policy. See UNT Policy 10.10, Records Management and Retention for additional information.

Acceptable Student Behavior

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

Access to Information - Eagle Connect

Students' access point for business and academic services at UNT is located at: my.unt.edu. All official communication from the University will be delivered to a student's Eagle Connect account. For more information, please visit the website that explains Eagle Connect and how to forward e-mail: eagleconnect.unt.edu/

Student Evaluation Administration Dates

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 survey will be made available during weeks 13, 14 and 15 [insert administration dates] of the long semesters to provide students with an opportunity to evaluate how this course is taught. Students will receive an email from "UNT SPOT Course Evaluations via IASystem Notification" (no-reply@iasystem.org) with the survey link. Students should look for the email in their UNT email inbox. Simply click on the link and complete the survey. Once students complete the survey, they will receive a confirmation email that the survey has been submitted. For additional information, please visit the SPOT website at <http://spot.unt.edu/> or email spot@unt.edu.

Sexual Assault Prevention

UNT is committed to providing a safe learning environment free of all forms of sexual misconduct, including sexual harassment sexual assault, domestic violence, dating violence, and stalking. Federal laws (Title IX and the Violence Against Women Act) and UNT policies prohibit discrimination on the basis of sex, and therefore prohibit sexual misconduct. If you or someone you know is experiencing sexual harassment, relationship violence, stalking, and/or sexual assault, there are campus resources available to provide support and assistance. UNT's Survivor Advocates can assist a student who has been impacted by violence by filing protective orders, completing crime victim's compensation applications, contacting professors for absences related to an assault, working with housing to facilitate a room change where appropriate, and connecting students to other resources available both on and off

campus. The Survivor Advocates can be reached at SurvivorAdvocate@unt.edu or by calling the Dean of Students Office at 940-565- 2648. Additionally, alleged sexual misconduct can be non-confidentially reported to the Title IX Coordinator at oeo@unt.edu or at (940) 565 2759.

Use of Student Work

A student owns the copyright for all work (e.g. software, photographs, reports, presentations, and email postings) the student creates within a class and the University is not entitled to use any student work without the student's permission unless all of the following criteria are met:

- The work is used only once.
- The work is not used in its entirety.
- Use of the work does not affect any potential profits from the work.
- The student is not identified.
- The work is identified as student work.

If the use of the work does not meet all of the above criteria, then the University office or department using the work must obtain the student's written permission.

Transmission and Recording of Student Images in Electronically Delivered Courses

1. No permission is needed from a student for his or her image or voice to be transmitted live via videoconference or streaming media, but all students should be informed when courses are to be conducted using either method of delivery.
2. In the event an instructor records student presentation, the instructor must obtain permission from the student using a signed release in order to use the recording for future classes in accordance with the Use of Student-Created Work guidelines above.
3. Instructors who video-record their class lectures with the intention of re-using some or all of recordings for future class offerings must notify students on the course syllabus if students' images may appear on video. Instructors are also advised to provide accommodation for students who do not wish to appear in class recordings.

Example: This course employs lecture capture technology to record class sessions. Students may occasionally appear on video. The lecture recordings will be available to you for study purposes and may also be reused in future course offerings.

No notification is needed if only audio and slide capture is used or if the video only records the instructor's image. However, the instructor is encouraged to let students know the recordings will be available to them for study purposes.

Important Notice for F-1 Students taking Distance Education Courses

[The following is not a required face to face syllabus component, but an important element for online course syllabi.]

Federal Regulation

To read detailed Immigration and Customs Enforcement regulations for F-1 students taking online courses, please go to the Electronic Code of Federal Regulations website at <http://www.ecfr.gov/>. The

specific portion concerning distance education courses is located at Title 8 CFR 214.2 Paragraph (f) (6) (i) (G).

The paragraph reads:

(G) For F-1 students enrolled in classes for credit or classroom hours, no more than the equivalent of one class or three credits per session, term, semester, trimester, or quarter may be counted toward the full course of study requirement if the class is taken on-line or through distance education and does not require the student's physical attendance for classes, examination or other purposes integral to completion of the class. An on-line or distance education course is a course that is offered principally through the use of television, audio, or computer transmission including open broadcast, closed circuit, cable, microwave, or satellite, audio conferencing, or computer conferencing. If the F-1 student's course of study is in a language study program, no on-line or distance education classes may be considered to count toward a student's full course of study requirement.

University of North Texas Compliance

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 an 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 Student and Scholar Services Office. ISSS 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, s/he should contact the UNT International Student and Scholar Services Office (telephone 940-565-2195 or email internationaladvising@unt.edu) to get clarification before the one-week deadline.

Student Verification

UNT takes measures to protect the integrity of educational credentials awarded to students enrolled in distance education courses by verifying student identity, protecting student privacy, and notifying students of any special meeting times/locations or additional charges associated with student identity verification in distance education courses.

See UNT Policy 07-002 Student Identity Verification, Privacy, and Notification and Distance Education Courses.