

RETL 4850/ MDSE 5850 BRAND DEVELOPMENT
Class for Fall 2019: Monday/Wednesday 3.30 p.m.-4.50 p.m., LIFE A 419

Instructor: Dr. Iva Jestratijevic

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Office Hours: Monday: 1pm-3pm & Wednesday: 1pm-3pm

Course TA: Zhuoqun Chang (Joyce); zhuoquanchang@my.unt.edu

- **Course website:** <https://canvas.unt.edu/>
Syllabus, assignment guidelines, grade rubric for the assignments, cases and announcements will be posted at CANVAS. Check the course CANVAS website periodically.
- **Description:** 3 hours. Understand the concepts of brand, establish a road map to brand creation, and examine the impact of sustainability and new technologies on the future of branding. Advance theoretical foundations, explore contemporary cases and discuss issues related to the creation of equitable and competitive brands.
- **Prerequisite(s):** Major in consumer experience management, digital retailing, home furnishings merchandising, merchandising or retailing. C or higher in DRTL 2090, HFMD 2400; MDSE 2490; or RETL 2550 plus 9 additional hours in the major.
- **Objectives:**

Course objective	Learning Outcome
1. Understand the idea and concept of brand	<ul style="list-style-type: none">• Students will demonstrate knowledge about fundamental concepts of brand and branding• Students will demonstrate knowledge about fundamental principles of branding strategy
2. Develop a road map to branding	<ul style="list-style-type: none">• Students will be able to determine branding goals and objectives• Students will be able to perform an analysis of the market environment using SWOT tools• Students will be able to design a comprehensive branding strategy
3. Analyze diverse categories of fashion and retail brands in Omni channel	<ul style="list-style-type: none">• Students will be able to analyze various brands and branding strategies

	<ul style="list-style-type: none"> Students will be able to explain the brand positioning strategies in Omni channel
4. Project future of brand: Evaluate the challenges and opportunities disruptors such as sustainability and technology, etc. create for brands	<ul style="list-style-type: none"> Students will be able to apply course material to evaluate challenges and opportunities disruptors Students will be able to project how various components of branding interact
5. Create the equitable brand portfolio for a simulated retail organization	<ul style="list-style-type: none"> Students will be able to practice decision-making skills Students will be able to apply course material to create the equitable and competitive brand portfolios for simulated retail organization

- **Text-book:**
Hameide, Kaled. (2014). Fashion Branding Unraveled, Fairchild Books: New York
- **Suggest Readings:**
Hancock, Joseph. (2016). Brand story, Fairchild: New York.
Kendall, Gordon. (2009). Fashion Brand Merchandising, Fairchild: New York.
- **Additional Course Materials:** Course materials will include power point presentations, case studies, articles, media reports, and videos. Any additional readings, announcements, and links to current media will be posted on the course website, to be assigned as needed.

COURSE POLICIES

1. ATTENDANCE

- University attendance regulations are enforced. See the UNT Bulletin for policy information.
- This course is largely based on **in-class activities** such as discussions, case study explorations and interactive presentations.
- **Participation** may include class discussion, panel discussion or in-class assignments (I-clicker will be used for that particular purpose).

- **Students are responsible for attending each class meeting and attendance and participation will influence the final grade.** Please check grade determination rubric for more information.
- For final grades at a breaking point for a given grade range, I reserve the right to consider recorded levels for class attendance and class participation.
- I will track your attendance in class using **I-clicker**. Please install I-clicker application (on your computer/mobile phone) for our class. Occasionally, I will also provide paper-attendance document that you need to sign.

2. GRADE DETERMINATION

Graded components	% of Total (points)	Type of activity
Attendance	10% - 100	Independent
Participation	5% - 50	Individual
Exam 1	20% - 200	Independent
Exam 2	20% - 200	Independent
Brand case study	15% - 150	Group
Brand development- final project	25% - 250	Group
Peer evaluation	5%- 50	Individual

- **Total number of points=1000**
- **Grades will be rounded at the very end of semester**
- The final semester grade will be determined as follows: 100-93%=A, 92.9-90%=A-, 89.9-87%=B+, 86.9-83%=B, 82.9-80%=B-, 79.9-77%=C+, 76.9-73%=C, 72.9-70%=C-, 69.9-67%=D+, 66.9-60%=D, below 60%=E.
- **Graded component details:**

Group activity: Working effectively in teams is incredibly important for professional success. **You will need to form groups of 2 members for your brand case study presentation and 3 or 4 members for the final brand development group projects.** Please provide names of your group members **by the end of our first week**. Write the names on paper and turn it in to me. Please also choose a team leader who will be responsible for submitting the project in CANVAS. On the paper, please note who is designated as the team leader.

Individual contribution to group activity: It is expected that all group members will contribute equally to all the group assignments and receive the same grade for the group assignment. In the case of significant conflict, it is the responsibility of the group members to let me know early on, so that expectations can be managed. If at least three group members believe a particular member is not contributing in a satisfactory manner to the group assignments, please draft a joint memo and explain the nature of the insufficient member contribution (providing details about the issue). In such a case, students can expect

individual grades for the group assignment to be adjusted downwards according to the individual contribution.

Individual-independent activity: Strictly non-collaborative, original individual work.

2.1. Attendance (10%=100points)

(25 in class lectures X 4 points each = 100points)

I will track your attendance in class using **I-clicker**. Please install I-clicker application (on your computer/mobile phone) for our class. Occasionally, I will also provide paper-attendance document that you need to sign. You will receive one free class where even if you miss class that will not be counted against your attendance grade- any classes missed after that will lower your attendance grade (unless you can provide strong evidence that you missed a class for an excused reason such as a job interview, illness requiring doctor visits, etc.).

2.2. Participation (5%=50points)

Classes where participation will be tracked include case study presentation activities. Cases will be presented within the last 30 minutes of class (Week 4- Week 10).

An extremely important part of the class will involve your contribution to these case discussions. There are several reasons why class participation is weighted at 5% in this class. First, those who prepare the most outside of class and participate most actively in class will be likely to learn the most from the class. Second, these students will also contribute greatly to the learning of other students in the class by encouraging thorough discussion of important case-related branding concepts and issues. Participation will be tracked during class (during dates designated for brand case presentations). Once this period has closed, there will be no adjustments to participation scores.

Please do note: I-clicker participation will be counted as an extra credit assignment.

2.3. Exams x 2 (20%=200pts. each/total 400pts.)

Exam 1: September 30th.

Exam 2: October 28th.

These two exams will be administered by using CANVAS. Exams will be divided purposefully between items to assess the student's familiarity with the branding terminology, reading materials and brand cases presented in the class.

2.4. Brand case study (15%=150 pts. total)

Due date: on the day when you are presenting your case (e.g. groups that present on the first day/Sept. 16th should submit on that day; students that present on the last day/October 23rd should submit on that day, etc.)

Cases will be presented within the last 30 minutes of class (Week 4- Week 10).

Assigned brand case studies will be researched, presented and discussed in class (total number of cases is 18). **Two students as a team should present their summary of the selected case and additional extended research related to the particular case.** Be prepared to present a 10-15 minute presentation in class on the designated dates. There is no make-up chance if you miss a class.

Grade Rubric for the presenters:

- Introduction of team members
- Overview of key case details (focus on facts provided by professor in case modules)
- Brand overview (identity, main concept, mission, vision)
- Brand SWOT analysis
- Target market and main competitor/s
- Social media analysis (if applicable)
- Case-specific challenges/opportunities/failures (focus on facts provided by professor in case modules)
- Critical success factors identified
- Key lessons learned (why this case study is important?)

***Power point presentation should be submitted via CANVAS by group leader**

***Every late turn will be deducted (10%) per day of the submission.**

(Please pay attention to all case studies presented and discussed in class because they may appear in your first and second exam)

2.5. Final Project - Brand Development (25%= 250 pts. total)

Due date: Dec. 7th 11.59 pm. (team leader should submit one project per group)

You will need to form groups of 3 or 4 members for the final project.

Please provide names of your group members by the end of our first week. Write the names on paper and turn it in to me. Please also choose a team leader who will be responsible for submitting the project in CANVAS. On the paper, please note who is designated as the team leader. **This project includes a power point presentation that should address each of the below mentioned segments. Additionally, the entire project will be presented in class by ALL group members on a designated date. Part 1 and Part 2 of the group project you will develop as a group in class and I will facilitate that part of the learning process (check course calendar for more details). Part 3 you will do together as a team without any help.**

Grade Rubric for the presenters:

- Introduction of team members
- Part 1:
Create Brand Name & Visual Identity
Decide the Brand Concept (Identity, Mission & Vision)
Define Brand Values

- Part 2:
Determine Brand position
Target customers
Conduct S.W.O.T analysis
Suggest brand differentiation tools
- Part 3:
Define Ethical branding guideline
Project future of the brand
Discuss main challenges and opportunities
- Key lessons learned (what makes this brand special)
- *Power point presentation should be submitted via CANVAS by group leader
- *Every late turn-in will be deducted (10%) late date.

2.6. Peer evaluation (5%=50points)

Due date for all peer evaluation: Dec. 7th 11.59 pm. (every student has to submit their own peer evaluations)

Individual performance in the final group project will be reviewed and evaluated by the teammates regarding group participation, leadership and contribution to the success of the team. It is expected that all group members will contribute equally to all the group assignments and shall receive the same grade for the group assignment. In case of significant conflict, it is the responsibility of the group members to let me know early on, so that expectations can be managed. If at least three group members believe a particular member is not contributing in a satisfactory manner to the group assignments, please draft a joint memo and explain the nature of the insufficient member contribution (providing details about the issue). In such a case, individual grades for the group assignment will be adjusted downwards according to the individual contribution.

3. Tentative Course Calendar

Week	Date	Course Topics	Related Assignment/Due Dates
1	Aug. 26	Introduction: What is Brand?	Media examples /market studies examined in the class Video materials examined in the class
	Aug. 28	A Brief History of Branding (Key terminology)	
2	Sept. 2	Labor-day – No class	Media examples/market studies examined in the class Video materials examined in the class
	Sept .4	The Brand Concept: Vision & Mission	

3	Sept. 9 Sept.11	Brand identity & personality Brand Launch: Positioning strategies	Media examples/market studies examined in the class Video materials examined in the class
4	Sept. 16 Sept. 18	Positioning and Market analysis (S.W.O.T.) Levels & Categories of Brands	Sept .16 & Sept. 18 Case presentations: <ol style="list-style-type: none"> 1. Naming a new brand is tricky: Kim Kardashian West -Kimono 2. The Shed at Dulwich: How Fake restaurant became London’s Hottest reservation 3. Celinununu: (Celine Dion + Nununu) Vision behind gender neutral kids clothing brand
5	Sept. 23 Sept. 25	Luxury brands Premium brands	Sept .23 & Sept. 25 Case presentations: <ol style="list-style-type: none"> 1. Hermes: Strategy insights behind iconic luxury brand (special focus on brands and sourcing claims) 2. Premium Toothpaste: French brand “Buly-1803”, Lenny Kravitz brand “Smile twice” and Lush dental dynamite (3 brands comparison) 3. Magnolia: Branding uniqueness- lessons learned from Magnolia
6	Sept. 30 Oct. 2	Exam 1 – online (no class) Mass market brands	October 2 nd : Case presentations: <ol style="list-style-type: none"> 1. Levi’s: Rebuilding the American heritage 2. Aerie-Inclusivity is what fashion branding needs 3. H&M: Fast Fashion and Disposable Clothing Revolution
7	Oct. 7 Oct. 9	Retail Brands/Private Label /I-brand Watch online lecture/or assigned material	October 7. Case presentations: <ol style="list-style-type: none"> 1. Zappos: Customer Service for Brand success 2. Rent-the-runway: Brand differentiation through clothing subscription & runway rentals 3. Stich Fix: E-commerce and Capsule Wardrobe Essentials
8	Oct. 14 Oct. 16	Brand equity, technology and innovation (Brand Trust & Online reviews) Emotional branding/storytelling	Oct. 14 & Oct. 16. Case presentations: <ol style="list-style-type: none"> 1. Google glasses: Branding Wearable Technology 2. Goodwill: Second-hand products and Branding through Storytelling

			3. Net-a-porter: Digital Branding Strategy
9	Oct. 21 Oct. 23	Redesigning a brand/Rebranding Branding failures & Challenges (Sustainability, CSR, Ethics)	Oct. 21 & Oct. 23 Case presentations: <ol style="list-style-type: none"> 1. Victoria Secret: The real problems behind Dramatic Fall of the VS brand 2. Abercrombie & Fitch: Focus on Discrimination & AF Rebranding Trial 3. Reformation: Sustainable revolution and direct-to-consumer branding approach
10	Oct. 28 Oct. 30	Exam 2- online (no class) Future of branding – group discussion	 Discussion in the class
11	Nov. 4 Nov. 6	In class activity for Final Project (Part 1) In class activity for Final Project (Part 1)	Create Brand Name & Visual Identity Decide the Brand Concept (Identity, Mission & Vision). Define Brand Values
12	Nov. 11 Nov. 13	In class activity for Final Project (Part 2) In class activity for Final Project (Part 2)	Determine Brand position Target customers Conduct S.W.O.T analysis Suggest brand differentiation tools
13	Nov. 18 Nov. 20	Final project presentations Brand Development Final project presentations Brand Development	Due date for all projects: Dec. 7th 11.59 pm. (team leader should submit one project per group) Due date for all peer evaluation: Dec. 7th 11.59 pm. (every student has to submit their own peer evaluations)
14	Nov. 25 Nov. 27	Final project presentations Brand Development Final project presentations Brand Development	Due date for all projects: Dec. 7th 11.59 pm. (team leader should submit one project per group) Due date for all peer evaluation: Dec. 7th 11.59 pm. (every student has to submit their own peer evaluations)
15	Dec. 2 Dec. 4	Final project presentations Brand Development Pre-finals days no class	Due date for all projects: Dec. 7th 11.59 pm. (team leader should submit one project per group) Due date for all peer evaluation: Dec. 7th 11.59 pm. (every student has to submit their own peer evaluations)

Other assignments may be added as deemed necessary to meet the course objectives.

4. Response Times

I am providing the following list to give you an idea of my intended availability throughout the course.

Grading and feedback: You can generally expect feedback within **7 days**. For larger assignments please allow two weeks.

E-mail: I will reply to e-mails within **24 hours on school days (Monday-Friday)**. Please do not send messages through canvas.

5. Students' Steps to I-Clicker experiences

Install the I-Clicker Reef app on any device. Laptop users will connect to I-Clicker via the web application.

- Log into Canvas.
- Click either the left menu I-Clicker Sync link or the special Assignment link in your course - whichever one your instructor has chosen to use.
- You will be taken to the I-Clicker web portal.
- If you already have an iClicker account, log in through the portal. *DO NOT CREATE A NEW ACCOUNT!*
- If you *do not have and have never had* an iClicker account, create an account (Sign up link is below the sign in button). [Watch this really short video \(Links to an external site.\)](#) to help you set up your account quickly and easily.
- Once you have created your account, sign in to I-Clicker to complete your connection to Canvas.
- Each course using I-Clicker will have a unique link that must be clicked one time each semester to connect your I-Clicker information to Canvas. Your instructor may be using I-Clicker for grades, participation, and attendance.

Curriculum Management

Have you met with your advisor?

- **ALL** students are expected to meet with their Academic Advisor **each semester** to update your degree plan and to stay on track for a timely graduation.

Do you want to graduate on time?

- Advisors help you sequence courses correctly for an “on time” graduation. Ultimately, it is a student’s responsibility to ensure they have met all prerequisites before enrolling in a class.
- A prerequisite is a course or other preparation that must be successfully completed (a grade of C or better) before enrollment in another course. All prerequisites are included in catalog course descriptions.
- Students that lack prerequisites for a course are not allowed to remain in the course.
- Once classes begin, students often have few, if any, options for adding a different course, which can be an issue for financial aid.

Are You Considering Transferring a Course to Meet UNT Degree Requirements?

Any transfer course(s) from another institution must receive *prior approval* from your CMHT Academic Advisor to ensure that the course(s) will be applicable to your degree plan at UNT.

Advising Contact Information (Chilton Hall 385 – 940.565.4635)

Could you be dropped?

- Students will be dropped for nonpayment for enrolled courses, parking fees, schedule change fees, etc. Please check your account daily through the 12th class day to ensure you have not been dropped for non-payment of any amount. It is the student's responsibility to make all payments on time.
- ***Students cannot be reinstated for any reason after the 12th class day regardless of situation.***

Are you thinking about dropping a course?

- **A decision to drop a course may affect your current and future financial aid eligibility.** Talk to your academic advisor or Student Financial Aid if you are thinking about dropping a course.
- Speak with the course instructor to discuss any possible options to be successful in the course before dropping.
- Meeting deadlines for dropping a course are the student's responsibility.
- **After the 12th class day, students cannot drop a course online** through your my.UNT Student Portal. Please see the instructions for dropping a class here:
<https://registrar.unt.edu/registration/dropping-class>

Are you receiving financial aid?

- A student must maintain Satisfactory Academic Progress (SAP) to continue receiving financial aid by maintaining a minimum 2.0 cumulative GPA and 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. Visit <https://financialaid.unt.edu/sap> for more information about financial aid Satisfactory Academic Progress.

What if You Are In Distress?

The University has a number of resources that can be useful if you find yourself in need of help. Faculty and advisors can help direct you to resources; please note that any reports of sexual harassment, sexual assault, dating violence, or stalking must be reported to the UNT Dean of Students, per Texas law. Some resources you might consult are:

UNT Police	940-565-3000
Dean of Students	940-565-2648 or 940-565-2039
Counseling and Testing	940-565-2741
Student Health and Wellness Center	940-565-2333
Office of Disability Access	940-565-2333

Housing and Residence Life	940-565-2610
Substance Use and Resource Education Center	940-565-3177
Veterans Center	940-369-8021
Denton County Friends of the Family	940-387-5131
National Suicide Hotline	1-800-273-TALK

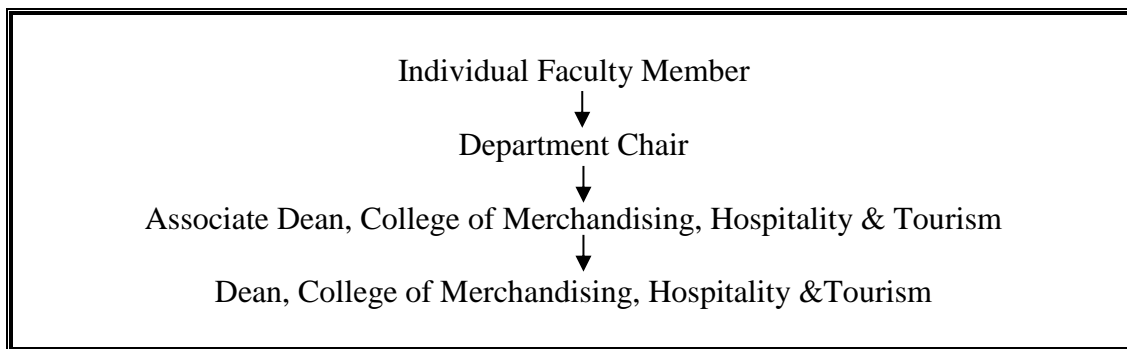
Dates and Deadlines

August 26	First day of class
August 30	Last day for change of schedule other than a drop. (Last day to add a class.)
September 2	Labor Day – No classes; University is closed
September 9	Census date –Students cannot be added to a course for any reason after this date.
September 10	Beginning this date, students must follow university procedures to drop a class. See https://registrar.unt.edu/registration/dropping-class
November 4	Last day for a student to drop a course and receive a W.
November 28-29	Thanksgiving Break
December 4-5	Pre-final days
December 5	Last class day
December 6	Reading day (no classes)
December 7-13	Final exams (Exams begin on Saturday)
December 13-14	Graduation ceremonies

Grade and Class Concerns

Do you know who to contact for a course-related issue?

Understanding the academic organizational structure is important when resolving class-related or advising issues. When you need problems resolved, please follow the steps outlined below:



Do you require special accommodations?

The University of North Texas and the College of Merchandising, Hospitality and Tourism 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. 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.

Are you aware of safety regulations?

Students are urged to use proper safety procedures and guidelines. In lab 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.

Do you know the penalties of 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.

Depending on the nature of the violation, I will assign one of the following penalties:

- Redoing an assignment
- Reduction in course grade

Do you meet ALL expectations for being enrolled in a course?

- CMHT students are expected to meet all prerequisites for the courses in which they are registered.
- Students are expected to be respectful of other students, guests, and faculty. 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 may be referred to the Dean of Students for possible violation of the Code of Student Conduct.
- UNT'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 www.deanofstudents.unt.edu.

The College of Merchandising, Hospitality and Tourism requires that students respect and maintain all university property. Students are 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).

Feedback and Communications

What is SPOT?

The Student Perceptions of Teaching (SPOT) is a requirement for all organized classes at UNT. This short survey at the end of the semester gives students the opportunity to comment on the course. Student feedback is important and is essential as we strive for excellence.

Do you know the date/time of the final exam in this course?

Final exams or other appropriate end of semester evaluations are 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 calendar early in the semester to avoid any schedule conflicts.*

In this course final semester evaluation includes final project preparation, presentation and submission.

Do you know what you may be missing?

Your access point for ALL business and academic services at UNT occurs within the <https://my.unt.edu> site, and EagleConnect is the official method of communication for UNT. If you do not regularly check EagleConnect or forward it to your favorite e-mail account, please do so to learn about job and internship opportunities, CMHT events, scholarships, and other important information. The website that explains EagleConnect and how to forward your email is: <https://it.unt.edu/eagleconnect>.

Do you know what to do in an emergency or UNT closure?

- 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 <https://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, **I will communicate with you through email and Canvas (group message)** regarding assignments, exams, field trips, and other items that may be impacted by the closure.

Career Resources

Resume Help

For one-on-one help with your resume or other job-search skills, Ms. Janice Lader will have office hours in Chilton 388 on Tuesday and Wednesday afternoons from 2:00 to 4:00. Additional appointments are available in the Career Center if your schedule does not allow you to meet with her during these times.

Career Center

The Career Center is currently located in Chestnut Hall (just across the street from Chilton), and will be moving to Sage Hall sometime this year. They provide *free* help with resumes, interview skills, business cards, professional portraits, etc. They also host several recruiters throughout the year and host job fairs.

Internship / Career Industry Contact Opportunities

- In the fall semester, watch for information about the **Executive in Residence (EIR) Lecture**. This is an opportunity to hear about innovative industry and network with CMHT Board members and speakers.
- Also in fall, look for the **MDR Career Expo**, which provides opportunities to talk with recruiters and maybe interview on the spot! There may also be an opportunity to have lunch with recruiters.
- In the spring semester, watch for information about the **Consumer Experience Symposium**. The format will be similar to the EIR in that it affords you an opportunity to hear directly from industry and network with Board members and speakers.
- Spring semester also brings the **HTM Career Expo**, where our industry recruiters come to campus to visit with you!
- **CMHT Student organizations** bring industry opportunities to campus in their monthly or bi-monthly meetings. Join them and participate!
- We sometimes have an **Industry Partner of the Day** set up in the hallway near the advising offices. These may be publicized in your classes and are posted on the bulletin board in that Chilton hallway.

Online Job Board and Social Media Sites

- <https://cmht.unt.edu/jobs>
- Facebook CMHT Careers Group - <https://www.facebook.com/groups/CMHTCareers/>
- LinkedIn - <https://www.linkedin.com/in/unt-cmht-2023b8173/>
- Twitter - @UNTCMHT
- Facebook Social Site - @UNTCMHT and @UNTHTM
- Instagram - @untcmht

IT Resources

CMHT-IT Services Student Laptop Checkout Information

The CMHT-IT Services desk located on the 3rd floor of Chilton Hall outside room **386** will have Dell laptops available for checkout for all UNT students. These laptops and the CMHT-IT Services desk will be available during the following hours:

Monday: 7:30AM – 9:30PM
Tuesday: 7:30AM – 9:30PM
Wednesday: 7:30AM – 9:30PM
Thursday: 7:30AM – 9:30PM
Friday: 7:30AM – 5:00PM

These Dell laptops can be checked out at any point during the above hours and must be returned on the same business day to the CMHT-IT Services personnel. These laptops must remain on campus and will **not** save your data. So be sure to use a USB or email yourself to save your work!

For more information, please stop by the CMHT-IT Services desk or visit us at:
<https://itservices.cmht.unt.edu/> or give us a call at (940) 565-4227.

CMHT Student Computer Lab

Located on the 3rd floor of Chilton Hall, technology classroom **388** will be open for students as a computer lab Monday - Friday between the hours of 8:00AM – 11:00AM and from 2:00 PM to 5:00PM.

In this computer lab, please take advantage of the space for your study time, group projects, tutoring or printing needs.

CMHT Virtual Lab

UNT Students currently enrolled in a CMHT course have access to the CMHT Virtual Lab provided by VMware Horizon View virtual desktop system. This is useful if your course requires specific software and you need access to the software on your personal machine. You can find more information and installation steps here: <https://itservices.cmht.unt.edu/labs>. The CMHT-IT Services desk can assist you with installing the VMware client on your personal machine. Please see above hours of operation for our IT services desk.

Additional Information

Are You An F-1 Visa Holder?

- 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 must be approved in advance by the instructor and 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.