



2022 Summer 5W2 MKTG 3720.001 / Digital Marketing

Syllabus

Version: 1.5 (07-11-2022) — The most updated syllabus version will be on *Canvas*.

Important Notice:

The instructor reserves the right to change any aspect of the course, syllabus, schedule, and evaluation criteria, as and when needed, at his sole discretion. Your enrollment in this course constitutes understanding and acceptance of this and all other policies listed in this document.

Instructor Contact

Name: Dr. Jhinuk Chowdhury
Pronouns: he/him/his

Office Location: BLB 358-L

Office Hours: via Zoom or in person, 12:30 PM – 1:30 PM, Mon – Thurs (and by appointment).
If you prefer a Zoom meeting, please send me a *Canvas Inbox* message to schedule it. I will then send you a reply with the Zoom link.

Office Phone: 940.565.2135

Email: Please contact me only via *Canvas Inbox*. If you must email me using my *unt.edu* account, please see the next section for necessary directions.

Communication Expectations

I will primarily communicate with you via **Announcements** in Canvas.

Please ensure that you have set up Canvas to automatically email/notify you (at your most frequently used email address) whenever I post an announcement. If you need help with this, please read the document "[How do I set my Canvas notification preferences as a student?](https://j.mp/3iEkFt6)" (<https://j.mp/3iEkFt6>)

Did you know that you can also receive Canvas notifications via text messages (SMS)? Please follow [these directions](https://j.mp/3iExhjV) if you wish to set that up. (<https://j.mp/3iExhjV>).

The preceding paragraph contains critical advice. 

It would be best to seek answers to most general questions through the *General Q&A* Forum in the *Discussions* section of Canvas. Either my TA or I will answer it, or one of your classmates will. That way, we can all benefit from the questions asked, and the answers will be available in a place that the whole class can see.

If you have a private question, please contact me via *Canvas Inbox*, and I will endeavor to respond as soon as possible, usually within 48 hours on weekdays.

While my *strong* preference is that you contact me only via *Canvas Inbox*, **if you need to email me directly** for any reason (for instance, if Canvas is down), you can reach me at my UNT email address — jhinuk.chowdhury@unt.edu. If you must email me, please ensure you begin the subject line with "[MKTG 3720]" — including the square brackets. Doing so will ensure the message goes into a designated folder in my Inbox and does not get lost in the deluge. Here is an example of a subject line of an email message:

"[MKTG 3720] – May I set up a time to chat with you over Zoom, please?"

CLEAR has a webpage for students that provides [Online Communication Tips](https://clear.unt.edu/online-communication-tips) (<https://clear.unt.edu/online-communication-tips>) that you might find helpful.

Course Prerequisites or Other Restrictions

MKTG 3650 is a prerequisite for this course.

Course Description

From the course catalog: "Students are expected to garner an appreciation for the role of e-commerce for creating competitive advantage in the global marketplace. Course reviews models and strategies pertinent to Internet marketing, including market segmentation, marketing mix strategies, and customer relationship management."

Course Structure

This course will include face-to-face *and* online classes (via Zoom). Up to 49% of the instruction may be delivered online. If I schedule Zoom video meetings, I will announce the meeting no less than 72 hours in advance. Such Zoom meetings will be recorded and made available for viewing later.

I will open the Canvas modules sequentially, one at a time.

Course Materials

This course does not require buying or renting a traditional paper-based textbook. Instead, I strongly urge you to *subscribe* to a "virtual book" (also known as an *online course*) available on the website at [UNT World Class](https://untworldclass.com) (<https://untworldclass.com>). The relevant online course on that website is [Digital Marketing \[3720\]](https://untworldclass.com/product/internet-marketing/) (<https://untworldclass.com/product/internet-marketing/>).

The retail price of the online course is \$189.95. But, I will give you a discount code that will reduce the cost of the virtual textbook by 90% (and, consequently, bring it down to \$19). However, please note that *the code will be valid only through 11:59 PM, Sunday, July 17, 2022*). I will make the discount code available to you via an announcement on Canvas. Please do not subscribe to this online course if you are not sure that you will continue your enrollment in this course. As an e-commerce purchase, *all sales are final and non-refundable*.

Disclaimer: I — your instructor — am the author of this course. I have used this course to teach students in educational institutions in the US and overseas. Because I am the author, I will not *require* you to subscribe to it. But, I urge you to adopt it because it will be incredibly helpful to you. (See mentions of this online book on *RateMyProfessors.com*.) It would have been perfect if I could make this available to you at no cost. However, the platform costs and intellectual property agreements related to the book's content preclude me from doing so.

Course Technology & Skills

The minimum technology requirements for this course:

- Computer
- Reliable internet access
- Speakers
- Microphone
- Plug-ins
- Microsoft Office Suite
- [Canvas Technical Requirements](https://clear.unt.edu/supported-technologies/canvas/requirements)
(<https://clear.unt.edu/supported-technologies/canvas/requirements>)

Computer Skills & Digital Literacy

The course-specific technical skills learners must have to succeed in the course include:

- Using Canvas
- Using email with attachments

- Downloading and installing software
- Using spreadsheet programs
- Using presentation and graphics programs

Technical Assistance

Online work involves dealing with the inconveniences and frustration when technology breaks down or performs in unexpected ways. Here at UNT, we have a Student Help Desk that you can contact for help with Canvas or other technical issues.

UIT Help Desk: [UIT Student Help Desk site](http://www.unt.edu/helpdesk/) (<http://www.unt.edu/helpdesk/>)

Email: helpdesk@unt.edu

Phone: 940-565-2324

In-Person: Sage Hall, Room 130

Walk-In Availability: 8 AM-9 PM

Telephone Availability:

- Sunday: noon-midnight
- Monday-Thursday: 8 AM -midnight
- Friday: 8am-8pm
- Saturday: 9am-5pm

Laptop Checkout: 8am-7pm

For additional support, visit [Canvas Technical Help](https://community.canvaslms.com/docs/DOC-10554-4212710328)
(<https://community.canvaslms.com/docs/DOC-10554-4212710328>)

Teaching Philosophy

My teaching philosophy involves providing students with resources that help to inspire them and motivate them to continue to learn on their own in the future. Students motivated and inspired to acquire knowledge will come to school with a positive mindset. I work hard to promote student self-motivation by giving them agency to explore areas of interest within the curriculum.

Instructor Responsibilities and Feedback

My responsibilities as an instructor Include the following:

- helping you grow and learn
- providing clear instructions for projects and assessments
- answering questions about assigned materials
- identifying additional resources as necessary
- providing grading rubrics
- reviewing and updating course content

Rules of Engagement

Rules of engagement refer to how students are expected to interact with each other and their instructors. Here are some general guidelines:

- While the freedom to express yourself is a fundamental human right, any communication that utilizes abusive and derogatory language based on race, color, national origin, religion, sex, sexual orientation, gender identity, gender expression, age, disability, genetic information, veteran status, or any other characteristic protected under applicable federal or state law will not be tolerated.
- Treat your instructor and classmates respectfully in any communication, even when their opinion differs from yours.
- Ask for and use the correct name and pronouns for your instructor and classmates.
- Speak from personal experiences. Use "I" statements to share thoughts and feelings. Try not to speak on behalf of groups or other individuals' experiences.
- Use your critical thinking skills to challenge other people's ideas instead of attacking individuals.
- Avoid using all caps while communicating digitally. Most people interpret that as "YELLING!"
- Be cautious when using humor or sarcasm in emails or discussion posts, as tone can be difficult to interpret digitally.
- Avoid using "text-talk" unless explicitly permitted by your instructor.
- Proofread and fact-check your sources.
- Remember that online posts can be permanent, so think before you type.

For more information, see these [Engagement Guidelines](https://clear.unt.edu/online-communication-tips) (https://clear.unt.edu/online-communication-tips).

Course Grading

Your overall semester grade will include evaluations of your performance in the following three areas:

- **Exams** (delivered through Canvas/Respondus LockDown browser) — 65% of the overall grade
- **Assignments** (short quizzes, essays, and discussions) — 35% of the overall grade

The final course grade will be determined using the following formula:

$$\text{OVERALL} = [\text{EXAMS} * 0.65] + \text{ASSIGN} * 0.35]$$

Legend:

EXAMS refer to the average score on all exams, each scaled to 100 points.

ASSIGN refers to the score obtained cumulatively on all assignments, scaled to 100 points.

Letter Grades

The LETTER GRADE assignment, based on the *OVERALL* score, will be as per the following scheme:

90% and above A

80% - 89.99% B

70% - 79.99% C

60% - 69.99% D

Less than 60% F

*There will be **no rounding up** of scaled points;* the grades will be determined precisely by the ranges shown above.

If you withdraw from the class, you are responsible for removing your name from the class rolls. If you stop attending classes and do NOT remove your name from the class rolls, you will receive a failing grade (F) for this course at the end of the semester.

Course Evaluation

Student Perceptions of Teaching (SPOT) is the student evaluation system for UNT. It allows students to confidentially provide constructive feedback to their instructor and department to improve the quality of student experiences in the course.

Course Policies

Classroom Behavior

Each course participant is responsible for classroom behavior conducive to the teaching-learning process. Each course participant should be fully aware of the policies and guidelines for academic honesty and classroom behavior stated in the University of North Texas Student Guidebook and UNT's website.

The [Student Code of Conduct](https://policy.unt.edu/policy/07-012) (<https://policy.unt.edu/policy/07-012>) and an abbreviated list of other rules, regulations, and policies are available from the Dean of Students. Anyone compromising the integrity of the learning process will receive a failing grade in this course and be referred to the Dean of Student Affairs for disciplinary action.

Cellular telephones, laptop computers, and other devices: In class, you cannot have a device that makes any kind of sound/noise audible to others in the classroom. If you have a particular need, you must obtain express written consent from the instructor to use such a device in class. If it is construed to be a nuisance, the instructor reserves the right to have you removed from the classroom.

During class sessions, do not engage in activities such as browsing websites, reading personal email messages, using the phone to send/receive text messages, sleeping, and reading material

not relevant to the class. Such practices disrupt the instructor's and other students' concentration and detract from a proper learning environment. Please be considerate of others by refraining from excessive talking when the instructor is speaking. Even a small amount of unnecessary conversation can inhibit the hearing/participation of other students and are detrimental to the learning environment. I will expect you to pay close attention to the class proceedings.

Face Coverings

UNT encourages everyone to wear a face-covering — a snugly fitting face mask [N95 or KN95 that meets the National Institute of Occupational Safety and Health (NIOSH) requirements] covering both the mouth and the nose — when indoors, regardless of vaccination status, to protect yourself and others from COVID infection, as recommended by current CDC guidelines. Face-covering guidelines could change based on community health conditions.

Attendance Policy

I will expect you to follow the course proceedings as published in the *Modules* section of Canvas. Your presence in the live meetings (in-class and via Zoom) and your continued participation in discussions, quizzes, and exams will constitute attendance.

Attendance is necessary. Lectures, videos, and class discussions will contain vital information needed to do well on the exams. Tardiness: If you arrive late, please enter quietly and sit down. Do not walk in front of speakers or disrupt the class in any other way. If you reach the classroom after the instructor or the teaching assistant has collected attendance, you will NOT receive attendance credit for that day. No exceptions! If you need to leave early, it would be courteous of you to inform your instructor in advance. Visit the [University of North Texas' Attendance Policy](https://policy.unt.edu/policy/06-039) (<https://policy.unt.edu/policy/06-039>) to learn more.

COVID-19 Impact on Attendance

While attendance is expected, as outlined above, all of us need to be mindful of the health and safety of everyone in our community, especially given concerns about COVID-19. Please contact me if you cannot continue participation in class because you are ill or unable to attend class due to a related issue regarding COVID-19. You must communicate with me *before* being absent so that I may decide about accommodating your request to be excused from class.

If you are experiencing any [symptoms of COVID-19](https://www.cdc.gov/coronavirus/2019-ncov/symptoms-testing/symptoms.html) (<https://www.cdc.gov/coronavirus/2019-ncov/symptoms-testing/symptoms.html>), please seek medical attention from the Student Health and Wellness Center (940-565-2333 or askSHWC@unt.edu) or your health care provider BEFORE coming to campus. UNT also requires you to contact the UNT COVID Hotline at 844-366-5892 or COVID@unt.edu for guidance on actions to take due to symptoms, pending or positive test results, or potential exposure.

Class Materials for Remote Instruction

At your earliest convenience, you should read this valuable information on [how to succeed in a remote learning environment](https://online.unt.edu/learn) (<https://online.unt.edu/learn>).

Class Participation

I encourage you to participate enthusiastically in the *Discussions* section of Canvas. The peers you meet in class — physically and remotely — are a subset of students with similar ideas and interests. There is much to be learned from each other's perspectives. You should not waste that opportunity.

Late Work

UNT instructors have the prerogative to accept or not to accept late work. Please see the **policy for late submissions** under the *Examination Policy* and the *Assignment Policy* sections below.

Examination Policy

Exams will cover recorded class lectures, lessons, handouts, readings, class exercises, videos, discussions, and guest lectures (if there are any) that we cover in the course till the day of the exam.

I will deliver the exams via *Canvas* and *LockDown browser*. [At this time, I do not intend to use the *LockDown Monitor* (webcam). However, departmental stipulations might require me to revise this policy in the future. I will let you know if this changes.]

You will be required to take the exams in the classroom on DELL laptops (Windows OS), provided by the Ryan College of Business, and NOT on your personal computer.

If you cannot take the test in the classroom for any reason (including illness and isolation) and have been approved by the instructor to take it online instead, you will have a different set of test parameters than the one administered in class. Those parameters include a reduced time limit and no backtracking opportunities in tests with multiple-choice questions. You may be given a different test than the one administered in class. Also, you will be required to take the test during a different time slot than the one set up for the students in the classroom.

Missed Exams: The consequence of a missed test is a score of zero for that exam.

You *may* be allowed to make up a missed exam only if you have a documented [university-excused absence](https://policy.unt.edu/policy/06-039) (<https://policy.unt.edu/policy/06-039>). If you know you will miss an exam in advance, you **MUST** contact your instructor *before* the scheduled exam. *In extremely rare cases*, a student might be permitted to take a make-up exam. The administration of such make-up exams is solely at the instructor's discretion. Make-up exams may not contain the same questions as the regular exam; they may have a completely different format. Your instructor will schedule a make-up exam within three days of the original exam date. No more than one alternative time slot will be offered (depending on what is convenient for the instructor and the

teaching assistant). There will be no additional opportunities if the student does not take the exam within this alternative time slot. Finally, without a documented university-excused absence or a waiver from the Office of the Dean of Students, there will be a minimum of 15% deduction in points for taking an exam at a different time.

Assignment Policy

Assignments may include Quizzes, Short Essays, and Discussion items and will be spread throughout the semester. Please endeavor to complete and submit each task well before the deadline.

Please note:

- Under no circumstances will an assignment be considered for a grade if you do not submit it through Canvas (or whatever medium I designate in the detailed description of the assignment). ***Attempted submissions via an email message, an attachment to an email message, a Canvas Inbox message, or a hard copy will NOT be entertained at all.***
- You may be able to submit some (but not all) assignments after the original deadline. However, for submissions after the expiration of the deadline (where it is allowed), Canvas will automatically deduct 10% of the grade for each day you are late. This policy is immutable. Please note that all assignments will close at 11:59 PM, May 1, 2022. There will be no opportunities for late submission after that deadline.
- Please be advised that written (essay-format) submissions of all kinds are liable to be scanned by (or submitted via) *Turnitin* or other plagiarism detection utilities.

The University is committed to providing a reliable online course system for all users. However, if an unexpected server outage or any unusual technical difficulty 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 and obtain a ticket number. The instructor and the UNT Student Help Desk will work with the student to resolve any issues at the earliest possible time.

Extra Help

PLEASE DO NOT WAIT UNTIL THE LAST MINUTE. If you have trouble with this class, please contact me as early as possible. If you think you have not done as well as you expected *in your first exam*, please discuss this with me ASAP. It will become prohibitively more difficult to turn around your performance as the semester progresses.

Extra Credit

There is none.

Syllabus Change Policy

While I strongly desire to adhere to the syllabus, changing the contents and timelines published in it may be necessary because of exigent circumstances. In such cases, I reserve the right to make any change I deem fit. Whenever I make a change, I will communicate them to you via announcements on Canvas.

UNT Policies

Academic Integrity Policy

The G. Brint Ryan College of Business takes academic honesty seriously. Ethics and integrity are important business values, essential to building trust and adhering to both professional and legal standards. Academic dishonesty destroys trust, damages the reputation and the value of the degree, and is unacceptable.

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.

Some specific examples of academic integrity violations include cheating, plagiarism, or inappropriate assistance on examinations, homework, research papers, and case analyses. Your work must be entirely your own. When working on assignments, you should not discuss your work with others unless approved by the course professor. Group assignments should only be discussed with members assigned to your group, and all group members may be held accountable for known academic integrity violations in a group assignment.

Another example of academic dishonesty is improper attribution. You must quote or footnote all outside sources used when preparing your assignments. Copying or using material from any source prepared by or previously submitted by others, at UNT or other institutions, or downloaded from the Internet, is plagiarism. Unless directed otherwise in an assignment, large-scale “cutting and pasting” from other sources, even if properly footnoted, is also considered plagiarism. You should synthesize this material in your own words and provide a footnote.

Your professor will specify what materials, if any, may be used on the tests and exams. Using materials other than those permitted, talking with other individuals during the exam, individuals exchanging information about an exam when one has taken the exam, and the other has not, or copying or using material from another individual’s exam is academic dishonesty and will result in an academic referral or penalty. The use of online assistance, group chat, cell phones, smartwatches, and similar tools during exams is not allowed for any reason unless specifically permitted. No portion of an exam may be copied or photographed without permission.

Students are expected to conduct themselves in a manner consistent with the University's status as an institution of higher education. A student is responsible for responding to an academic dishonesty report issued by an instructor or other University official. If a student fails to respond after a proper

attempt at notification has been made, the University may take appropriate academic actions in the absence of the student.

ADA Policy

UNT makes reasonable academic accommodations 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 the 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 accommodations for every semester and must meet with each faculty member before implementation in each class. For additional information, see the [ODA website](https://disability.unt.edu/) (<https://disability.unt.edu/>).

Prohibition of Discrimination, Harassment, and Retaliation (Policy 16.004)

The University of North Texas (UNT) prohibits discrimination and harassment because of race, color, national origin, religion, sex, sexual orientation, gender identity, gender expression, age, disability, genetic information, veteran status, or any other characteristic protected under applicable federal or state law in its application and admission processes; educational programs and activities; employment policies, procedures, and processes; and university facilities. The University takes active measures to prevent such conduct and investigates and takes remedial action when appropriate.

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 Canvas 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 Canvas 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 records; however, information about students' 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 classrooms, labs, discussion groups, field trips, etc. Visit UNT's [Code of Student Conduct](https://deanofstudents.unt.edu/conduct) (<https://deanofstudents.unt.edu/conduct>) to learn more.

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](https://it.unt.edu/eagleconnect) (<https://it.unt.edu/eagleconnect>) and how to forward email.

Student Evaluation Administration Dates

Student feedback is an important and 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](http://spot.unt.edu/) (<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, 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.

Important Notice for F-1 Students taking Distance Education Courses

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](http://www.ecfr.gov/) (<http://www.ecfr.gov/>). The specific portion concerning distance education courses is located in 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 online or through distance education and does not require the student's physical attendance for classes, examination or other purposes integral to the completion of the class. An online or distance education course is a course that is offered principally using television, audio, or computer transmission, including open broadcast, closed circuit, cable, microwave, satellite, audio conferencing, or computer conferencing. If the F-1 student's course of study is in a language study program, no online 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 experiences 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 their 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](https://policy.unt.edu/policy/07-002) (<https://policy.unt.edu/policy/07-002>).

Use of Student Work

A student owns the copyright for all work (e.g., software, photographs, reports, presentations, and email postings) he or she 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.
- The 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 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 presentations, he or she 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 reusing some or all of the recordings for future class offerings must notify students on the course syllabus if students' images may appear on the 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 in the 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.

Class Recordings & Student Likenesses

Synchronous (live) sessions in this course may be recorded for students enrolled in this class section to refer to throughout the semester. Class recordings are the intellectual property of the University or the instructor and are reserved for use only by students in this class and only for educational purposes. Students may not post or otherwise share the recordings outside the class, or outside the Canvas Learning Management System, in any form. Failing to follow this restriction is a violation of the UNT Code of Student Conduct and could lead to disciplinary action.

Student Support Services

Mental Health

UNT provides mental health resources to students to help ensure there are numerous outlets to turn to that wholeheartedly care for and are there for students in need, regardless of the nature of an issue or its severity. Listed below are several resources on campus that can support your academic success and mental well-being:

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

Chosen Names

A chosen name is a name that a person goes by that may or may not match their legal name. If you have a chosen name that is different from your legal name and would like that to be used in class, please let the instructor know. Below is a list of resources for updating your chosen name at UNT.

- [UNT Records](#)
- [UNT ID Card](#)
- [UNT Email Address](#)
- [Legal Name](#)

**UNT EUIDs cannot be changed at this time. The collaborating offices are working on a process to make this option accessible to UNT community members.*

Pronouns

Pronouns (she/her, they/them, he/him, etc.) are a public way for people to address you, much like your name, and can be shared with a name when making an introduction, both virtually and in person. Just as we ask and don't assume someone's name, we should also ask and not assume someone's pronouns.

You can [add your pronouns to your Canvas account](#) so that they follow your name when posting to discussion boards, submitting assignments, etc.

Below is a list of additional resources regarding pronouns and their usage:

- [What are pronouns, and why are they important?](#)
- [How do I use pronouns?](#)
- [How do I share my pronouns?](#)
- [How do I ask for another person's pronouns?](#)
- [How do I correct myself or others when the wrong pronoun is used?](#)

Additional Student Support Services

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

Academic Support Services

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