

Public Relations Campaigns

JOUR 4480/5180 • Fall 2025

Professor Kimberly Keller, APR, M.A.
Classroom WH 316
Class times Thursdays from 3:30-6:20 p.m.

Phone 940-369-5329
Office Sycamore 214

Contact:

Always use the Canvas email system. Email sent to the unt.edu system will not be read. I will do my best to respond to Canvas emails within 24 hours - except on weekends. Please do not email me about assignments within 24 hours of their deadline; I may not be able to respond before the assignment is due.

Office hours:

I'm available to meet with students Tuesdays from 9:30-10:30 a.m. and 2-4 p.m. and Wednesdays from 5-6 p.m. Also available by appointment.

Final:

No exam. However, there is a client presentation in early November and a final presentation (of campaign materials) Dec. 11.

Description:

This course has students working in a team to research, plan, create, execute and evaluate a multimedia public relations campaign for a designated client. Students will use their accumulated knowledge from their major courses.

Prerequisites:

JOUR 1201, JOUR 2310, JOUR 3322 and JOUR 3420

Required Textbooks:

- Wilson, Laurie J., Joseph Ogden and Chris Wilson. *Strategic Communications for PR, Social Media and Marketing*. 8th edition. Dubuque, IA. 2023
- Other readings as assigned.

Course Objectives and Student Learning Outcomes:

The purpose of this course is to provide students with a hands-on opportunity to develop an integrated public relations campaign. You will work as team to put together everything you can learned so far to develop and present a complete plan for a client. By the end of this course, you should be able to:

1. Apply the four-step public relations process to solve problems for a client
2. Analyze public relations issues critically using both primary and secondary research methods to create a thorough situation analysis
3. Identify and reach diverse key publics through research and messaging
4. Set and evaluate measurable, achievable public relations objectives
5. Determine realistic public relations strategies and tactics using traditional and nontraditional media
6. Allocate budgets across a variety of strategies and tactics

7. Develop and test messages to determine if they effectively communicate with key publics
8. Develop a comprehensive plan and make a formal oral presentation to a client
9. Work effectively and efficiently as a team and independent team member
10. Understand the legal, ethical and professional considerations within the public relations field

Course Structure

We will approach this project like a real public relations team would. Your instructor will be your director. You will be assigned to a team of 3-6 students, and you are expected to work together to accomplish your tasks.

Your team will create a public relations campaign by going through the entire four-part public relations process—research, planning, communication and evaluation. You will present your research and plan to a guest reviewer and your professor. You will present your communication tactics and evaluation to your professor.

(Note: Students who miss more than one group meeting or in-class work sessions or do not cooperate with their groups may be removed from their groups and will have to work solo.)

Class time will be used as a combination of lectures, research, meetings and writing time. You will also have to work with your group outside of class. Please bring your laptop to every class.

In addition to individual assignments, every group will submit the following deliverables:

1. **Rough draft of research:** This is the preliminary element of all PR campaigns. Your group will submit an electronic document that shares your research and conclusions.
2. **Plan book:** All teams will turn in a detailed public relations campaign book that contains everything from your full research and plan. An electronic and digital version of the book is required.
3. **Plan presentation:** You will use your book as the basis of a professional 20-minute presentation that sums up your research and plan. A 10-minute Q&A session will follow. Your attendance and participation in the presentation are mandatory.
4. **Tactics and evaluation book:** All tactical teams will turn in a detailed book of their tactics, strategy briefs and tactical evaluation. A digital version of the book is required.
5. **Tactics and evaluation presentation:** You will use your tactical book as the basis of a professional 20-minute presentation that sums up your tactics, strategy briefs, results and evaluation.

Course Policies

Attendance Policy:

You are all juniors, seniors and graduate students in this course, so your next stop will be a professional position somewhere out in the working world. Therefore, our attendance policy will mirror the expectations of a professional employer. In short, you are expected to attend EVERY scheduled class (for the entire duration of the class), just as you would be expected to show up for work every day. Much of what we cover will extend week-to-week, and many class meetings will also have time for group work. This class meets just once a week, so good attendance is very important. Coming to class late or leaving early may constitute an absence for that day.

Remember the following:

1. The more classes you miss, the less education you receive and the worse grades you earn.
2. Regardless of the reason, if you miss a day, you are still responsible for obtaining information about an assignment and class from your classmates and for properly submitting assignments on or before due dates. Plus, you cannot make up points for in-class assignments (for unexcused absences) or extra credit.

If you must miss or missed a class for an excused absence, (i.e. serious illness, participation in an official university function, religious observance, etc.) **you must submit third-party documentation** within a week of your absence. Please see the UNT policy for details. While issues such as lack of sleep, computer glitches, car trouble or work schedules are awful, they are not excused absences. (You cannot receive participation points if you are not here, regardless of the reason.)

You will have one week to make up work for an excused absence once that documentation is received. It is your responsibility to follow-up on this.

Graduate students who miss three or more class meetings will not successfully complete the course.

Academic honesty: Use your own words.

Because this is a professional writing and strategy course, students must convey their thoughts in their own words. Cutting and pasting text from an online or written source – *even if the source is cited* – can be considered copyright infringement or plagiarism in the professional sector. People lose their jobs over it.

All your work is run through TurnItIn software. The system will give you a report within a few minutes regarding how much content is similar to other sources. My basic rule of thumb is to rewrite the document if you have a similarity score of 12 percent or higher.

Make sure what you write is accurate and reliable; fabrication can also lead to unemployment.

Assignments that contain AI-generated, AI-enhanced, fabricated, plagiarized or copyrighted material will earn a ZERO. This includes work products previously produced by other students. ANY assignment or test which demonstrates dishonesty will receive a zero. Recirculating assignments done in classes is academic dishonesty, and those assignments will receive zeros. See the University and MSOJ Academic Integrity policies for more details.

Use of Artificial Intelligence (AI)

I want you to engage deeply with the materials and develop your own critical thinking and writing skills. For this reason, the use of Generative AI (GenAI) tools like Claude, ChatGPT, Gemini, Bard and others is not permitted. While these tools can be helpful in some contexts, they do not align with our goal of fostering the development of your independent thinking.

Using GenAI to complete any part of an assignment, exam, or coursework will be considered a violation of academic integrity, as it prevents the development of your own skills, and will be addressed according to the [Student Academic Integrity policy](#). Additionally, tools like Grammarly (and other grammar checking programs), predictive text, speech-to-text, and translation tools are not allowed as they blur authorship and misrepresent your independent work. All work must be your own.

About Course Material

Materials used in connection with this course are subject to copyright protection. Materials may include, but are not limited to: documents, assignments, slides, images, audio, and video. Course materials are only for the use of students enrolled in this course, for purposes associated with this course, and may not

be shared to third parties without official authorization. Unauthorized retention, duplication, distribution, or modification of copyrighted materials is strictly prohibited by law. For more information, visit the [UNT Policy Office to](#) or [Copyright.gov](#). In addition, sharing such information on websites or in other contexts may be considered a violation of the [UNT Academic Integrity Policy](#)

Deadlines and Late Work:

Deadlines are a critical part of public relations work. Your assignments are due on or before the deadline – even if you are absent. All deadlines are firm.

Preparation and Participation:

I want students to be actively involved in class and to feel comfortable expressing their thoughts and opinions. Please do the homework and be prepared to share your insights/reactions in class and in small groups. Be respectful of others' thoughts, even if you do not agree.

In the event you are unable to attend class, please ask a classmate for an update on what was covered.

Everything is Subject to Change

PR Campaigns often requires a bit pivoting, depending on the needs of the client, what the client can provide and the time we have to do things. I will update all of the assignments as soon as I have the necessary details. Check Canvas for updates.

Electronics Policy

Public relations agencies are digital and well-connected, so it's not uncommon to see laptops and cellphones being used by working groups in conference rooms. What is NOT acceptable is personal email, text messaging, surfing social media or cruising the web on non-topic-related subjects.

Laptops and cellphones are permitted in class – so long as they are being used for the work we're doing. If your instructor sees repeated use of electronics for non-course-related applications, she reserves the right to revoke all electronics privileges for the entire class.

Grades

There are 1,340 points possible in this class for undergrads and 1,465 for grad students. Some are earned for individual work, and some are earned for group work. See Canvas for complete details and deadline information.

Individual grades (545 points)

Reading quizzes: 130 points

There are 14 reading quizzes worth 10 points each. Deadlines are firm. I will drop your lowest score.

Assignments: 145 points

There are four individual assignments. Deadlines are firm. See note above about academic integrity.

Peer evaluations: 150 points

Your peers will evaluate your contributions to the three major group projects. Your score is calculated based on the AVERAGE points submitted by both me and your peers. I reserve the right to disregard peer evaluations that give everyone excellent reviews. The reality is that some people will do more (and better work) than others, and it's not fair that they receive the same marks as a person who did little or whose work quality was poor. Please grade each other objectively. In short, if the team earns a C- for a project, the peer evaluations realistically should reflect that as well. There may a few people who earn high marks, but there should also be people who earn low marks.

- Research draft: 50 points
- Campaign plan and presentation: 50 points
- Tactics and presentation: 50 points

Class participation: 120 points

You can earn up to 10 points for participation each class meeting. These points cannot be made up for any absence, regardless of reason. (You have to be present to get participation point; however, I will drop your lowest two grades.) See Canvas for details.

Group grades

Assignments: 795 points

Deadlines are firm.

- Focus group write-up: 15 points
- Research part 1: 40 points
- Research section: 200 points
- Campaign part 1: 40 points
- Campaign plan and presentation: 250 points
- Tactics and presentation: 250 points

For graduate students

Grad students must complete the assignments listed above AND an individual research paper on a topic that impacts PR campaigns. The paper is worth 125 points. Details available in Canvas.

Grading scale

Your final grade is based on the total number of points you accumulate throughout the course. It is based on the scales below.

- A: 90-100%
- B: 80-89.99%
- C: 70-79.99%
- D: 60-69.99%
- F: 0-59.99%

Other grading information

- **Turn-around time:** I aim to return graded work to you within two weeks of the due date. When this is not possible, I will send an announcement to the class.
- **Grade disputes:** You are required to wait 24 hours before contacting me to dispute an assignment grade. Within that time, I expect that you will review the assignment details and reflect on the quality of the work you turned in. If you would still like to meet, email me to set up a meeting (I cannot discuss grades over email). You should come to our scheduled meeting with specific examples that demonstrate that you earned a higher grade than you received. If you miss your scheduled meeting, you forfeit your right to a grade dispute. If you do not contact me to schedule a meeting within seven days of receiving your grade, you also forfeit your right to a grade dispute.
- **Extra credit opportunities:** There are a few extra credit opportunities in the course, so please take full advantage of them. These may take the form of unannounced in-class activities, and these items cannot be made up in the event of any absence. Because these items are available to help boost your grade, I do not round-up grades at the end of the semester, and I do not respond to requests asking for this consideration.

Course Schedule

This schedule is subject to change. Please check Canvas for details and up-to-date information. You will have some time to work in class, but you and your group should also plan to work outside of class.

Week	Lesson	Major assignment due
Week 1: Aug. 21	Overview of course and persuasion.	
Week 2: Aug. 28	Meet the client. Learn about research methods.	
Week 3: Sept. 4	Applying research lesson. Check out a PR campaign summary.	

Week 4: Sept. 11	Focus groups; in-class group research time	Individual assignment on stakeholders due at start of class. You must bring in at least one person to participate in the focus group. Focus group write-up due at end of class.
Week 5: Sept. 18	In-class group research time	Individual assignment on survey questions due at start of class AND first part of group research due Sept. 20.
Week 6: Sept. 25	In-class group research time	
Week 7: Oct. 2	Goals, key publics and key messages	Complete group research section is due Oct. 4.
Week 8: Oct. 9	Creativity, strategy and tactics	Individual GOST assignment is due Oct. 16.

Week 9: Oct. 16	Measurement and evaluation	Individual GOST assignment due at start of class. Campaign part 1 due Oct. 18.
Week 10: Oct. 23	Social media, calendars and budgets	Graduate student research paper is due.
Week 11: Oct. 30	In-class time to work on your plan	Final campaign plan and presentation materials are due Nov. 1.
Week 12: Nov. 6	All groups present to the client.	
Week 13: Nov. 13	Lesson on implementation	Physical plan booklets are due.
Week 14: Nov. 20	In-class group tactics time	
Week 15: Nov. 27	Thanksgiving Break. No class.	
Week 16: Dec. 4	In-class group tactics time	Bring in rough drafts of tactics for peer editing.
Week 17: Dec. 11	Tactics presentations	All tactics and presentation materials are due by noon. Presentations begin at 3:30.

JOURNALISM REQUIREMENTS & GUIDELINES

JOURNALISM COURSE REGISTRATION

By registering for this course, you are stating that you have taken the required prerequisites according to your catalog year and major/minor status. If the instructor later determines that you haven't taken and passed these requirements, then you may be dropped at any point in the semester. If you have questions about your prerequisites, please see an advisor.

A journalism major enrolled in any restricted 3000 and 4000 level classes must have taken and passed all foundational courses. Students must earn and maintain a 2.5 UNT and/or overall GPA (depending upon catalog year) to be eligible for major-level courses.

RE-TAKING FAILED JOURNALISM CLASSES

Students will not be allowed to automatically take a failed journalism course more than two times. Once you have failed a journalism course twice, you will not be allowed to enroll in that course for one calendar year after the date you received the second failing grade. Once a student has waited one calendar year after failing a course twice, the student may submit a written appeal to the director to be approved to enroll a third time. Students will not be allowed to re-take a failed journalism course more than three times.

TEXTBOOK POLICY

The Mayborn School of Journalism doesn't require students to purchase textbooks from the University Bookstore. Many are available through other bookstores or online.

OFFICE HOURS

See information in the Course Specific section of the syllabus.

ATTENDANCE

See information in the Course Specific section of the syllabus.

FINANCIAL AID SATISFACTORY ACADEMIC PROGRESS (SAP) UNDERGRADUATES

A student must maintain Satisfactory Academic Progress (SAP) to continue to receive financial aid. Students must maintain a minimum 2.0 cumulative GPA in addition to successfully completing a required number of credit hours based on total registered hours per semester. Students cannot exceed attempted credit hours above 150% of their required degree plan. If a student does not maintain the required standards, the student may lose financial aid eligibility.

If at any point you consider dropping this or any other course, please be advised that the decision to do so has the potential to affect your current and future financial aid eligibility.

Please visit [UNT Financial Aid](https://financialaid.unt.edu/satisfactory-academic-progress-requirements) (<https://financialaid.unt.edu/satisfactory-academic-progress-requirements>) for more information about financial aid Satisfactory Academic Progress. It may be wise for you to schedule a meeting with your MSOJ academic advisor or visit the Student Financial Aid and Scholarships office to discuss dropping a course before doing so.

ACADEMIC ADVISING

All first-time-in-college students at UNT are required to schedule an appointment with their Academic Advisor and receive an advising code to register for classes both fall and spring semesters of the first year in college. ALL students should meet with their Academic Advisor at least one time per long semester (Fall & Spring). It is important to update your degree plan on a regular basis to ensure that you are on track for a timely graduation.

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

IMPORTANT DATES FOR FALL 2025

UNT FALL 2025 Semester Calendar

Academic Calendar is subject to change

KEY SEMESTER DATES	Full Semester AUG. 18-DEC. 12	8 week I Session AUG. 18-OCT. 10	8 week II Session OCT. 13-DEC. 12
Schedule of Classes Available on myUNT	Mar. 3	Mar. 3	Mar. 3
Registration Opens for specifics by student group/class: https://registrar.unt.edu/when-can-i-register	Mar. 17	Mar. 17	Mar. 17
Regular Registration Ends	Aug. 14	Aug. 14	Oct. 9
Late Registration—For Students not Registered for the Term Students registering late will incur a late registration fee of \$75.	Aug. 15-Aug. 22	Aug. 15-Aug. 22	Oct. 10-Oct. 17
Last Day to Withdrawal from Entire Term on myUNT Courses do not appear on the transcript. After this date see Dean of Students to withdrawal from the entire term.	Aug. 17	Aug. 17	Oct. 12 If only 8 week II
Classes Begin	Aug. 18	Aug. 18	Oct. 13
Last Day to Add a Class or Swap Sections A swap is switching sections of the same course in the same session.	Aug. 22	Aug. 22	Oct. 17
Last Day to Drop a Class Section Without a W Courses dropped before this date will not appear on official transcript. (Dropping courses may impact financial aid and degree completion. See advisors.)	Aug. 29	Aug. 23	Oct. 18
Drop with a Grade of W Begins Course appears on the transcript with a grade of W and tuition and fees remain. (Dropping courses may impact financial aid and degree completion. See advisors.)	Aug. 30	Aug. 24	Oct. 19
Last day to change to pass/no pass grade option (undergrads)	Sept. 26	Sept. 5	Oct. 31
Midpoint of the Semester	Oct. 10	Sept. 12	Nov. 7
Last day for a student to drop a course or all courses with a grade of W.	Nov. 7	Sept. 26	Nov. 21
First day to request a grade of Incomplete	Nov. 8	Sept. 27	Nov. 22
Pre-Finals Days	Dec. 3-4	N/A	N/A
Last Regular Class Meeting	Dec. 4	Oct. 9	Dec. 11
Reading Day—No Classes	Dec. 5	N/A	N/A
Final Exams	Dec. 6-12	Oct. 10	Dec. 12
Last Day of Session	Dec. 12	Oct. 10	Dec. 12
University Grade Submission Deadline 4 pm	Dec. 15	Oct. 13	Dec. 15
Grades/Academic Standing posted on the Official Transcript	Dec. 17	Dec. 17	Dec. 17
Labor Day - No Classes - University Closed	September 1, 2025		
Thanksgiving Break - No classes	November 24-November 30, 2025		
University Commencement			

Last Modified: December 20, 2024

ACCREDITATION

The Mayborn, which is one of over 100 journalism programs across the world that are accredited, was reaccredited in 2023. Accreditation is important to you because it means your degree is more valuable than one that comes from an unaccredited school.

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

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

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

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

ADOBE ACCESS

UNT has a contract with Adobe. The following link contains all the information that students will need to purchase a subscription, and opt-out of an existing agreement that is at a higher price: <https://cvad.unt.edu/cvad-it-services/it-services-adobe-cloud-access.html>

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

JOURNALISM EQUIPMENT CHECK OUT

The following items can be checked out for up to 72 hours: Canon mirrorless camera, batteries, lighting gear, mirrorless tripods, individual lenses and accessories.

- To check out a Canon mirrorless camera and the items above for MORE than 72 hours, the professor for the course will need to approve the request.

The following items can be checked out for up to 24 hours: Panasonic video camera, batteries, SDXC and tripods.

- To check out a Canon mirrorless camera and the items above for MORE than 72 hours, the professor for the course will need to approve the request.

Send extended reservations approval from the professor to the following general email: mayborn-equipment@unt.edu.

Location and contact information

Chilton Hall, Room 155 (410 S. Avenue C)

Phone number is 940-565-3580

Email is mayborn-equipment@unt.edu

Supervisor is Ladaniel Maxwell at [ladaniel.maxwell @unt.edu](mailto:ladaniel.maxwell@unt.edu)

Operating hours

- Monday and Wednesday: 9 a.m. to 9 p.m.
- Tuesday and Thursday: 9 a.m.–9 p.m.
- Friday: 9 a.m.-6 p.m.
- Saturday and Sunday: Noon to 6:00 p.m.

Anyone who plans to check out equipment during the semester must complete the checkout agreement form. This form should be completed prior to checking out equipment and only needs to be done once per semester. Here's the form:

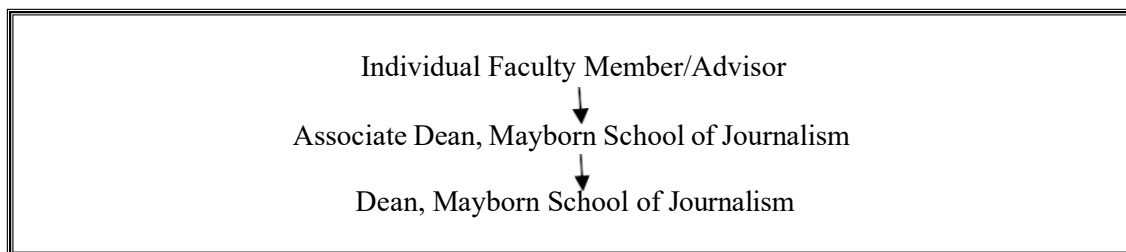
<https://forms.office.com/r/q9fakNFTM8> [Links to an external site.](#)

Late returns/abuse of checkout policy

For every hour the student is late; a ban will be placed on the student's account accumulating the same amount of time. A ban restricts the student from checking out any equipment within the Journalism Equipment Room. For example, if the student returns equipment 2 hours late, a 2-hour ban will be placed on the student's account. If the student returns equipment 72 hours late, a 72-hour ban will be placed on the student's account. If you are going to be late or unable to return equipment that you checked out on time, please email mayborn-equipment@unt.edu or ladaniel.maxwell@unt.edu

ACADEMIC ORGANIZATIONAL STRUCTURE

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



OFFICE OF DISABILITY ACCESS

The University of North Texas and the Mayborn School of Journalism make reasonable academic accommodation for students with disabilities. Students seeking accommodation must first register with the Office of Disability Access (ODA) to verify their eligibility. If a disability is verified, the ODA will provide you with an accommodation letter to be delivered to faculty to begin a private discussion regarding your specific needs in a course. You may request accommodations at any time. However, ODA notices of accommodation should be provided as early as possible in the semester to avoid any delay in implementation. Note that students must obtain a new letter of accommodation for every semester and must meet with each faculty member prior to implementation in each class.

Students are strongly encouraged to deliver letters of accommodation during faculty office hours or by appointment. Faculty members have the authority to ask students to discuss such letters during their designated office hours to protect the privacy of the student.

For additional information see the website for the [Office of Disability Access \(http://www.unt.edu/oda\)](http://www.unt.edu/oda). You may

also contact them by phone at 940.565.4323.

COURSE SAFETY STATEMENTS

Students in the Mayborn School of Journalism are urged to use proper safety procedures and guidelines. While working in laboratory sessions, students are expected and required to identify and use property safety guidelines in all activities requiring lifting, climbing, walking on slippery surfaces, using equipment and tools, handling chemical solutions and hot and cold products. Students should be aware that the University of North Texas is not liable for injuries incurred while students are participating in class activities. All students are encouraged to secure adequate insurance coverage in the event of accidental injury. Students who do not have insurance coverage should consider obtaining Student Health Insurance for this insurance program. Brochures for this insurance are available in the UNT Health and Wellness Center on campus. Students who are injured during class activities may seek medical attention at the UNT Health and Wellness Center at rates that are reduced compared to other medical facilities. If you have an insurance plan other than Student Health Insurance at UNT, please be sure that your plan covers treatment at this facility. If you choose not to go to the UNT Health and Wellness Center, you may be transported to an emergency room at a local hospital. You are responsible for expenses incurred there.

ACADEMIC DISHONESTY

Academic dishonesty includes, but is not limited to, the use of any unauthorized assistance in taking quizzes, tests, or exams; dependence upon the aid of sources beyond those authorized by the instructor, the acquisition of tests or other material belonging to a faculty member, dual submission of a paper or project, resubmission of a paper or project to a different class without express permission from the instructors, or any other act designed to give a student an unfair advantage. Plagiarism includes the paraphrase or direct quotation of published or unpublished works *without* full and clear acknowledgment of the author/source. Academic dishonesty will bring about disciplinary action which may include expulsion from the university. This is explained in the UNT Student Handbook.

See more information in the Course Specific section of the syllabus.

MSOJ ACADEMIC INTEGRITY POLICY

The codes of ethics from the Society of Professional Journalists, American Advertising Federation and Public Relations Society of America address truth and honesty. The Mayborn School of Journalism embraces these tenets and believes that academic dishonesty of any kind – including plagiarism and fabrication – is incongruent with all areas of journalism. The school's policy aligns with UNT Policy 06.003 and requires reporting any act of academic dishonesty to the Office for Academic Integrity for investigation. If the student has a previous confirmed offense (whether the first offense was in the journalism school or another university department) and the student is found to have committed another offense, the department will request the additional sanction of removing the student from the Mayborn School of Journalism. The student may appeal to the Office for Academic Integrity, which ensures due process and allows the student to remain in class pending the appeal.

FINAL EXAM POLICY

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

See more information in the Course Specific section of the syllabus.

ACCESS TO INFORMATION

As you know, your access point for business and academic services at UNT occurs within the [My.UNT site](https://my.unt.edu) (www.my.unt.edu). If you do not regularly check EagleConnect or link it to your favorite e-mail account, please so do, as this is where you learn about job and internship opportunities, MSOJ events, scholarships, and

other important information. Visit the [Eagle Connect website](http://eagleconnect.unt.edu/) for more information (<http://eagleconnect.unt.edu/>) including tips on how to forward your email.

COURSES IN A BOX

Any MSOJ equivalent course from another university must receive prior approval from the MSOJ academic advisor to ensure that all MSOJ degree plan requirements are met. For example, courses that are taken online or from a program that offers course material via CD, booklet, or other manner of correspondence must have prior advisor approval.

IMPORTANT NOTICE FOR F-1 STUDENTS TAKING DISTANCE EDUCATION COURSES

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

If such an on-campus activity is required, it is the student's responsibility to do the following:

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

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

EMERGENCY NOTIFICATION & PROCEDURES

UNT uses a system called Eagle Alert to quickly notify you with critical information in an event of emergency (i.e., severe weather, campus closing, and health and public safety emergencies like chemical spills, fires, or violence). In the event of a university closure, please refer to Canvas for contingency plans for covering course materials. If Canvas is not accessible during the emergency, contact me via email or phone for more information. Students should confirm that their Eagle Alert contact information is correct via the myUNT portal.

STUDENT PERCEPTIONS OF TEACHING (SPOT)

Student feedback is important and an essential part of participation in this course. The student evaluation of instruction is a requirement for all organized classes at UNT. The short SPOT survey will be made available to provide you with an opportunity to evaluate how this course is taught. You will receive an email from "UNT SPOT Course Evaluations via *IASystem* Notification" (no-reply@iasystem.org) with the survey link. Please look for the email in your UNT email inbox. Simply click on the link and complete your survey. Once you complete the survey you will receive a confirmation email that the survey has been submitted.

For additional information, please visit the [SPOT website](http://www.spot.unt.edu) (www.spot.unt.edu) or email spot@unt.edu.

Term	Survey Administration Dates
Regular Academic Session	Nov. 11- Dec. 4
8W1	Sept. 30-Oct. 9
8W2	Dec. 2-11

ACCEPTABLE STUDENT BEHAVIOR

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

CLASSROOM POLICIES

The Mayborn School of Journalism requires that students respect and maintain all university property. Students will be held accountable through disciplinary action for any intentional damages they cause in classrooms. (e.g., writing on tables). Disruptive behavior is not tolerated (e.g., arriving late, leaving early, sleeping, talking on the phone, texting or game playing, making inappropriate comments, ringing cellular phones/beepers, dressing inappropriately).

SEXUAL DISCRIMINATION, HARRASSMENT, & ASSAULT

UNT is committed to providing an environment free of all forms of discrimination and sexual harassment, including sexual assault, domestic violence, dating violence, and stalking. If you (or someone you know) has experienced or experiences any of these acts of aggression, please know that you are not alone. The federal Title IX law makes it clear that violence and harassment based on sex and gender are Civil Rights offenses. UNT has staff members trained to support you in navigating campus life, accessing health and counseling services, providing academic and housing accommodations, helping with legal protective orders, and more.

[UNT's Dean of Students' website](http://deanofstudents.unt.edu/resources_0) (http://deanofstudents.unt.edu/resources_0) offers a range of on-campus and off-campus resources to help support survivors, depending on their unique needs. Renee LeClaire McNamara is UNT's Student Advocate and she can be reached through e-mail at SurvivorAdvocate@unt.edu or by calling the Dean of Students' office at 940-565-2648. You are not alone. We are here to help.

MENTAL HEALTH SERVICES

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

1. [Student Health and Wellness Center](https://studentaffairs.unt.edu/student-health-and-wellness-center#programs)

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

1800 Chestnut St. (Chestnut Hall)

940-565-2333

M-Th, 8 a.m. to 5 p.m.

2. [Counseling and Testing Services](https://studentaffairs.unt.edu/counseling-and-testing-services) – Free to UNT Students

(<https://studentaffairs.unt.edu/counseling-and-testing-services>)

801 N. Texas Blvd., Suite 140 (Gateway Center)

940-565-2741

M-F, 8 a.m. to 5 p.m.

3. [UNT CARE Team](https://studentaffairs.unt.edu/care) – Free to UNT Students

(<https://studentaffairs.unt.edu/care>)

Dean of Students, University Union

940-565-2648

careteam@unt.edu

4. [Psychiatric Services](#)

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

940-565-2333

5. [Individual Counseling](#) – Free to UNT Students

(<https://studentaffairs.unt.edu/counseling-and-testing-services/services/individual-counseling>)

940-369-8773

If at any time you are feeling alone or in jeopardy of self-harm, reach out to any of the following:

- National Suicide Hotline 800-273-8255
- Denton County MHMR Crisis Line 800-762-0157
- Denton County Friends of the Family Crisis Line (family or intimate partner violence) 940-382-7273
- UNT Mental Health Emergency Contacts
 - During office hours, M-F, 8 a.m. to 5 p.m.: Call 940-565-2741
 - After hours: Call 940-565-2741
 - Crisis Line: Text CONNECT to 741741
 - [Live chat](http://www.suicidepreventionlifeline.org): (<http://www.suicidepreventionlifeline.org>)