



## **MAYBORN SCHOOL OF JOURNALISM**

### **ADVG 4200 – Advertising Career Advancement – Fall 2025**

TTH – 9:30 AM to 10:50 PM | Sycamore 203

August 18, 2025 – December 12, 2025

Final Week/Final Exams – December 8 - 13

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**Larry Powell (he, him, his)**

**Assistant Professor of Practice**

**Office #:** SYMR 252 | **Office Hours:** M - TH, 1:30 PM - 3:30 PM or by appointment

**Email:** larry.powell@unt.edu | **Mobile:** 214.405.1125

Connect with me through email and/or by attending office hours. During busy times, my inbox becomes rather full, so if you contact me and do not receive a response within one business day, please send a follow-up email. A gentle nudge is always appreciated. Ask questions about assignments, projects, and quizzes early. No questions will be answered two days prior and up to the day these are due.

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### **Course Syllabus and Class Schedule**

(Subject to change due to schedule conflicts, guest speakers, weather & other contingencies)

**Before each class, review the class readings/assignments outlined below for each week.**

Course delivery will be in traditional in-class format.

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### **Course Description**

Welcome to Advertising Career Advance. This course is your guide to mastering the essential skills you need for success in your advertising career. You'll learn how to build a personal brand, create an impactful resume, and effectively navigate your personal job search and entry into the business world.

We'll explore client collaboration, persuasive pitching, and salary negotiation, ensuring you're ready for real-world challenges. Teamwork, leadership, and addressing industry challenges like imposter syndrome and burnout are also on the agenda.

Get insights into mental health awareness and equitable hiring practices, preparing you for the evolving advertising landscape. By the end, you'll have a roadmap to leadership in the industry. Let's get going on this journey to a successful advertising career!

This is a two-part course: 1-hour internship or special project on or off campus; 1.5-hour class meeting and discussion.

### **Learning Objectives and Outcomes**

**By the end of this course, students will be able to do the following:**

1. Define and perform searches using advertising career terminology
2. Compose efficient, effective, and creative resumes, cover letters, and other job application materials
3. Prepare for interview questions and salary negotiations
4. Construct persuasive client pitches and advance feedback skill development (giving and receiving)
5. Navigate career challenges such as burnout, imposter syndrome, team dynamics, feedback

**PRE-REQUISITES:** ADVG 1000, 1100, 2000, and 2100 (Foundational Courses); 12 hours of upper-division advertising tract elective courses.

Ready to take on the world? This course will answer all of the remaining questions you have about putting your ad degree to use. This is a Senior Experience Advertising (SEA) course created to prepare advertising students for the job market and a long-term career in advertising or other creative, client-based professions.

### **Teaching Philosophy**

Teaching, especially within the area of creativity, is a journey of exploration and discovery. My objective is to guide you in embracing the joy of original thinking, transcending the confines of textbooks and static information. While the prevailing notion suggests that creative individuals are born that way, my teaching philosophy is rooted in the belief that innate creativity in many individuals often diminishes in early life due to rigid instruction.

Recognizing the diversity in student learning styles, I am dedicated to integrating different approaches into the learning process. I am impartial in my commitment to acknowledge and motivate all my students. I vary my teaching approach from one class session to the next, intertwining lectures with lively discussions, both individual and group activities, and constructive critiques. My style is to approach every class session with enthusiasm and thorough preparation, facilitating an engaging and interactive learning experience.

I wholeheartedly welcome and encourage your curiosity, contributions, and questions. Your engagement is not only embraced, but also vital to our ongoing learning journey.

### **Class Format**

This upper-level seminar focuses on active student participation. Your success depends on preparing, attending, and engaging in class discussions. I'll guide discussions, lecture, and evaluate your performance.

Reading is a key component. Stay on top of assignments, take good notes, and be ready to write reaction papers and participate. The readings provide valuable insights into career preparation. To excel on assignments and deepen your knowledge, absorb this information along with what you learn from the textbooks and class discussions. This effort is crucial for producing valuable and effective work. Let's make the most out of this seminar together!

**Required Textbooks:**

**Beshara, T. (2008). *Acing the Interview: How to Ask and Answer the Questions that Will Get You the Job*.**

**ISBN:** 9780814401613

**Authors:** Tony Beshara

**Steel, J. (2006). *Perfect Pitch: The Art of Selling Ideas and Winning New Business*.**

**ISBN:** 9780471789765, 0471789763

**Authors:** Jon Steel

**Required Reading/Resources:**

**AdWeek.com**

**AdAge.com**

**Course Technology & Skills**

Minimum Technology Requirements

- Computer/Laptop with Video Camera
- Reliable internet access
- Speakers
- Microphone
- Plug-ins
- Adobe Creative Cloud (InDesign, Photoshop, Illustrator)
- Microsoft Office Suite
- Apple Keynote or Microsoft PowerPoint
- Canvas Technical Requirements (<https://clear.unt.edu/supportedtechnologies/canvas/requirements>)

**Computer Skills & Digital Literacy**

List of course-specific technical skills learners must have to succeed in the course:

- Using Canvas
- Using email with attachments
- Downloading and installing software
- Using spreadsheet programs
- Using presentation and graphics programs

### **Adobe Access Deal – Student Adobe Access**

UNT has a new 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: the Adobe general educational offer is \$19.99-\$29.99 per month, our offer is only \$53 (\$50 plus a one-time processing fee of \$3). <https://news.cvad.unt.edu/adobe-news>

The email address for students to ask questions or report problems is [adobe@unt.edu](mailto:adobe@unt.edu).

### **Technical Assistance**

Part of working in the online environment involves dealing with the inconveniences and frustration that can arise when technology breaks down or does not perform as expected. Here at UNT we have a Student Help Desk that you can contact for help with Canvas or other technology issues.

**UIT Help Desk:** UIT Student Help Desk site (<http://www.unt.edu/helpdesk/index.htm>)

Email: [helpdesk@unt.edu](mailto:helpdesk@unt.edu)

Phone: 940-565-2324

**In Person:** Sage Hall, Room 130/ Walk-In Availability: 8am-9pm

Telephone Availability:

- Sunday: noon-midnight
- Monday-Thursday: 8am-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>)

**Computers are required for each class meeting.**

### **Software & Apps**

[LinkedIn Learning](#) (formerly Lynda.com) – Accessible for FREE via your UNT EUID

Wordpress.com

### **Success Tips For This Course**

Attendance is required, and students are expected to display the same personal and professional behaviors and attitudes toward this class and its participants that will be expected of them on the job in the real world. Students are (a) expected to arrive in class on time, (b) remain in class until it is dismissed, and (c) be courteously attentive during class (no talking, reading newspapers, working on assignments for other classes, etc.). Failure to adhere to these guidelines can result in a reduction of a student's final grade at the instructor's discretion.

1. **Read the assigned material prior to class meetings. (See “What to Read” Each week in Course Schedule).** The best way to earn a good grade in this course is by reading the material in advance to be prepared during class. Students should consult the readings/assignments schedule in this syllabus and be able to discuss the topics in detail in class. Quizzes will be given periodically during the semester to assess whether students are keeping up with the readings.
2. **Pay attention in class and take good, thorough notes.** Not everything that is discussed during lecture appears in the textbooks and reading. So accurate class notes are critical.
3. **Turn in all assignments on time.** Late assignments will be penalized.
4. **No personal electronics may be used during class** unless expressly stated by the instructor. This includes laptops, phones, and iPads.
5. **Participation in class discussions is a graded** component of this course (see Grading section below). The instructor will record the names of discussion participants during class. Students who do not participate in class discussions will receive no participation points.

### Deadlines

Deadlines are a key component of advertising, journalism, and public relations. Assignments must be readable and formatted as required for the specified medium. All assignments must be uploaded to Canvas. Give yourself plenty of time to submit the assignment. Do not wait until the last five minutes to submit so you can avoid any technical problems. The assignment submission portal will close after the deadline. Ten (10) points will be deducted from your grade for any assignments received by email after the deadline – unless you have contacted me for approval in advance.

### Writing Requirements

The Associated Press Stylebook is the grammar, punctuation, spelling and usage guide for this class. Work products must “look” finished, be ready for actual use (without mistakes or errors) and demonstrate critical thinking and knowledge of best practices. While this is not a writing course, I will deduct points if I find glaring errors.

### Grading

Numerical grades are quantifiable and will be given on all Assignments.

A final class grade will be determined by your cumulative efforts and class participation. Demonstration of effort will come by showing that you are incorporating the methods, tactics, tools, and processes that you learn in this class. The goal is for you to learn trusted business standards, embrace group and independent discovery, take a critical look at innovative ideas, and use your creativity to incorporate all of what you learn into your own entrepreneurial idea/brand.

**\*Grades WILL NOT be rounded up.**

**Letter to numerical grading standards are as follows:**

|            |            |            |           |            |                 |
|------------|------------|------------|-----------|------------|-----------------|
| A = 94-100 | A- = 90-93 | B = 87-89  | B = 84-86 | B- = 80-83 | C+ = 77-79      |
| C = 74-76  | C- = 70-73 | D+ = 67-69 | D = 64-66 | D- = 60-63 | F = 59 or lower |

## Late Assignments

All late assignments will receive a 10% reduction in the grade for each day it is late.

## Extra Credit

There will be specific assignments where you will be informed of “extra credit” assignments. You cannot make up points for assignments you did not submit.

## Schedule/Assignments

**ASSIGNMENTS:** In this course you will demonstrate your growing knowledge of the world of advertising and brand communications through a series of challenging assignments. These include:

- **Assignment 1 (A-1): Reflections Paper** (100 points): In the first week of class, you’ll be asked to reflect on your career and goals. You will be encouraged to write anonymously – asking any questions you might feel embarrassed to ask, points to share, or topics to cover. This will shape the course content for the semester.
- **Assignment 2 (A-2): Agency Presentations** (100 points): Each of you will be asked to give a presentation on an advertising agency of your choice. This will give everyone in the class more information about lesser-known job opportunities (especially out of state and internationally).
- **Assignment 3 (A-3): Job Application Package** (100 points): After reviews from your peers, friends, professor, and agency professionals, you’ll be asked to find an open job position and prepare the materials required (typically a resume, cover letter and portfolio link). You will submit these final materials for review before you apply to the position (in case there are some tiny remaining suggestions before you click “submit”!).
- **Assignment 4 (A-4): Mock Interview** (100 points): You will be asked to perform a brief interview in front of the class. Yes, this will be nerve-racking, but if you can answer questions in this arena, you’ll definitely be prepared when you’re on the market!
- **Assignment 5 (A-5): Mock Pitch** (100 points): Everyone will be given the same topic and asked to give a 5-minute, persuasive pitch based on guidelines discussed in class.
- **Assignment 6 (A-6): Engagement** (100 points): Wow. That’s a lot of points. Yup. You will only get out of this class what you put in. In some cases, you will be asked to bring a draft of something to class. You won’t be graded on the draft (makes sense), but you bringing a good faith effort draft to class will be included in this large chunk of points. If you bring two sentences as a resume, you’ll receive sizable deductions here.
- **Quiz 1(Q-1):** (100 points each): It’s essential to take thorough notes and document industry terminology to stay current.
- **Quiz 2(Q-2):** (100 points each): This will cover topics and terminology from class and reading through Week 9. Continue to take thorough notes and document industry terminology to stay current and make it part of your vernacular.

- **Quiz 3(Q-3):** (100 points each): This will cover topics and terminology from class and reading from the beginning to the end of the semester. Continue to take thorough notes and document industry terminology to stay current.
- **Class Participation:** (100 points): Class participation involves actively engaging in classroom discussions, sharing thoughts, asking questions, and contributing to the overall learning environment. It goes beyond simply attending lectures; students are encouraged to express their ideas, analyze course content, and collaborate with peers. This interactive approach not only enhances individual understanding but also fosters a dynamic learning community where diverse perspectives enrich the educational experience for everyone involved.

**COURSE CALENDAR:** Please note that this schedule is subject to change. You are responsible for all assignments and deadlines — even if they differ from this schedule. Please see the ASSIGNMENTS section for more details about each assignment.

## Schedule/Assignments

### Assignments, Quizzes, & Class Participation

| Week | Topic(s)                                                                                                                                                                                                                                                                                                                                          | In Class | After Class        |
|------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|--------------------|
| 1    | Introductions and delineation of expectations for the course, diversity and inclusion in the industry; filing internship paperwork; fine-tuning what you want to do and where.                                                                                                                                                                    |          |                    |
| 2    | Internship and special project agreements and etiquette; an overview of currently open positions and how to find them; keyword searches, preparing resumes in response; and evaluating companies' commitment to your values.                                                                                                                      | TBA      | Reflections Paper  |
| 3    | <b>Reflections Paper due.</b> The floor is open! Anonymous questions answered, a list of topics the class wants to cover; <b>Agency Presentations</b> will begin this week and carry on each week throughout the semester; personal branding; representation and your authentic self.<br><b>Resumes, Cover Letters, Job Application Materials</b> | TBA      | Draft Resume       |
| 4    | Resume lecture; trade and review; give and receive peer feedback; come back together to discuss questions; representation and your authentic self                                                                                                                                                                                                 | TBA      | Draft Cover Letter |

|    |                                                                                                                                                                                  |     |                                      |
|----|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----|--------------------------------------|
|    |                                                                                                                                                                                  |     |                                      |
| 5  | Cover letter lecture; discussion; real-time search and build a cover letter in response; communicating what you care about                                                       | TBA | Working Portfolio                    |
| 6  | Other materials (namely – your portfolio!) and commonly asked questions; design and layout; social media profile management; do I need...business cards?                         | TBA | Final Resume and Remaining Questions |
| 7  | <b>Guest speaker: Agency resume reviewers Interviews and Pitching</b>                                                                                                            | TBA | Respond to Resume Feedback           |
| 8  | <b>Job Application Package Due;</b> You've submitted your materials, now what? The waiting game; imposter syndrome; mental health; finding resilience in rejection (it happens!) | TBA | Review Behsara Book Content          |
| 9  | The basics of interviewing; Beshara book discussion; types of questions and suggestions for strategic answers; interview preparation                                             | TBA | Prepare for Mock Interview           |
| 10 | <b>Mock Interviews;</b> fish bowl style; guests to attend                                                                                                                        | TBA |                                      |
| 11 | You've landed the job; now what? Salary negotiation, celebrating your worth; finding data to support decisions                                                                   | TBA | Review Steel Book Content            |
| 12 | The basics of client-based pitching and working in business settings lecture; Steel book discussion; topics, use of visuals, building decks                                      | TBA | Prepare for Mock Pitches             |
| 13 | <b>Mock Pitches;</b> evaluation conducted by peers, professor, guests                                                                                                            | TBA |                                      |
| 14 | Working in teams; collaboration and interpersonal communication                                                                                                                  | TBA |                                      |
| 15 | Working with clients; negotiation and navigating client needs; setting boundaries                                                                                                | TBA |                                      |



|    |                                 |  |  |
|----|---------------------------------|--|--|
|    |                                 |  |  |
| 16 | <b>FINALS WEEK (DEC 8 – 13)</b> |  |  |
|    |                                 |  |  |

| <b>Assignments</b>                                                                      | <b>Points</b> |
|-----------------------------------------------------------------------------------------|---------------|
| Assignment 1 (A-1): Reflections Paper                                                   | 100           |
| Assignment 2 (A-2):                                                                     | 100           |
| Assignment 3 (A-3):                                                                     | 100           |
| Assignment 4 (A-1): Reflections Paper                                                   | 100           |
| Assignment 5 (A-2):                                                                     | 100           |
| Assignment 6 (A-3):                                                                     | 100           |
|                                                                                         |               |
| <b>Quizzes</b>                                                                          | <b>Points</b> |
| Quiz 1 (Q-1):                                                                           | 100           |
| Quiz 2 (Q-2):                                                                           | 100           |
| Quiz 3 (Q-3):                                                                           | 100           |
|                                                                                         |               |
| <b>Class Participation</b>                                                              | <b>Points</b> |
| Engaging in classroom discussions, sharing thoughts, asking questions, and contributing | 100           |
|                                                                                         |               |
| <b>Maximum Total Points</b>                                                             | <b>1,000</b>  |

**Letter to point value standards are as follows:**

A = 900-1000    B = 800-899    C = 700-799    D = 600-699    F = 599 or lower

Extra Credit is not customary in this course but may be offered on occasion.

### **Classroom Policies**

Research has shown that students who attend class are more likely to be successful. You should attend every class unless you have a University excused absence such as active military service, a religious holy day, or an official University function as stated in the <https://policy.unt.edu/policy/06-039>. If you cannot attend a class due to an emergency, please let me know. Your safety and well-being are important to me.

**Attendance** is mandatory for every class. No more than one missed class with an excused absences such as illness, personal business or other excusable reasons will be allowed. All absences require documentation an approval of the instructor in advance. Documentation becomes the property of the instructor, so make a copy for your own records.

**Missed classes.** Students who miss class are still required to turn in all due assignments and be prepared for the next class meeting. It is the responsibility of each student to contact someone from the class to secure lecture/announcements and to verify assignments. The instructor isn't responsible for updating students who miss class who do not provide an excused absence.

**Tardiness** (arriving late to class) or leaving early without the instructor's permission counts as an absence at the discretion of the instructor. Two tardies will count as an unexcused absence.

**Excused Absences for University Extracurricular Activities.** Students participating in an officially sanctioned, scheduled University extracurricular activity will be given the opportunity to make up class assignments or other graded assignments that they missed as a result of their participation. However, it is the responsibility of the student to plan in advance with the instructor prior to any scheduled examination or assignment to arrange for making up the work.

**Religious Observance.** Students wishing to observe religious occasions that require missing class should notify the instructor in writing at the beginning of the semester, and should discuss with the instructor in advance, acceptable ways of making up any work missed because of the absence.

### **In case of COVID**

Students are expected to attend class meetings regularly and to abide by the attendance policy established for the course. It is important that you communicate with the professor and the instructional team prior to being absent, so you, the professor, and the instructional team can discuss and mitigate the impact of the absence on your attainment of course learning goals. Please inform the professor and instructional team if you are unable to attend class meetings because you are ill, in mindfulness of the health and safety of everyone in our community. If you are experiencing any symptoms of COVID (<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](mailto:askSHWC@unt.edu)) or your health care provider PRIOR to coming to campus. UNT also requires you to contact the UNT COVID Team at [COVID@unt.edu](mailto:COVID@unt.edu) for guidance on actions to take due to symptoms, pending or positive test results, or potential exposure.

**Academic dishonesty will not be tolerated.** This includes cheating, plagiarism, fabrication, unauthorized possession of examinations, changing of grades, records, etc. or helping another student commit an act of academic dishonesty. For example, plagiarism is the paraphrasing 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. When you submit work for this class, that is the same as making a statement that you have produced the work yourself, in its entirety. Plagiarism, fabrication, copyright infringement, and similar uses of other people's work are unacceptable. Plagiarism, in a nutshell, is using other people's written words or published ideas as your own. Some people consider the use of 7-10 words in a row, copied from another source, as plagiarism. Be sure to include citations when using other people's writing, because plagiarism is a serious offense in any discipline, especially in journalism. It is a firing offense in the professional world. . The procedures for disciplinary action will be in accordance with the rules and regulations of the University governing disciplinary action. See details at <https://policy.unt.edu/policy/06-003>.

### **Students Needing Academic Accommodations**

The University of North Texas makes reasonable academic accommodation for students with disabilities. Students seeking reasonable 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 a reasonable accommodation letter to be delivered to faculty to begin a private discussion regarding your specific needs in a course. You may request reasonable accommodations at any time; however, ODA notices of reasonable 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 reasonable 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 reasonable 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, refer to the Office of Disability Access website (<http://www.unt.edu/oda>). You may also contact ODA by phone at (940) 565-4323. Begin the registration process at: <https://studentaffairs.unt.edu/office-disability-access>.

### **Inclusion**

Every student in this class should have the right to learn and engage within an environment of respect and courtesy from others. We will discuss our classroom's habits of engagement and I also encourage you to review UNT's student code of conduct so that we can all start with the same baseline civility understanding (Code of Student Conduct) (<https://studentaffairs.unt.edu/dean-of-students/conduct>).

No late work will be accepted after **one week past the due date**. If any element of a project is omitted, the project will be considered as late until the missing element is submitted. This includes group grades. Every member of a group will be held accountable for a late element so double check that every element is in the packet submitted.

- All late work is to be submitted electronically through Canvas. if you encounter difficulties meeting a deadline on any project, you need to communicate with your instructor *before* the project is due.
- If you are an advertising major, I urge you to join the UNT AdClub. You will benefit from speakers.

Note that while a rubric is created for assignments and projects as a way to quantify grades, much of the evaluation is done subjectively, based on the instructor's years of experience as marketing, advertising, and creative professional.

**Extra Credit is not customary in this course but may be offered for special circumstances.**

## **Accreditation**

The Mayborn, which is one of only 117 journalism programs across the world that are accredited, is renewing its credentials this year. Accreditation is important to you because it means your degree is more valuable than one that comes from an unaccredited school.

As a Mayborn student, you are part of this important process. You might be asked to do a noncredit assignment in a class, you might be asked to participate in a survey or focus group, and you might be asked to visit with an outside team of professionals and educators who will be evaluating the school in the fall. Student participation in the process is essential.

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.

## **Access to Information**

As you know, your access point for business and academic services at UNT occurs within the [My.UNT site](http://my.unt.edu) ([www.my.unt.edu](http://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.

## Quick Links

[HelpDesk Home Page](#)[Frequently Asked Questions](#)[Services and Information](#) ▶[EagleConnect Email](#)[Software Downloads](#) ▶[Qualtrics Surveys](#)[LinkedIn Learning](#)[Duo Multi-Factor Authentication \(MFA\)](#)

## EagleConnect Email

EagleConnect is the official UNT email for students.

Current student EagleConnect email features include the following:

- 1000 GB of storage shared with mailbox and [OneDrive](#)
- Free [Microsoft Office Web Apps](#) and [Office 365 Desktop Apps](#)
- Shared address book and calendar information
- [Microsoft Teams](#) - Meet, chat, call, and collaborate in just one place

[SIGN IN TO EAGLECONNECT >](#)
[Frequently Asked Questions](#)

### Support Hours

#### Current Hours:

Monday–Thursday: 8 a.m.- 9 p.m.  
Friday: 8 a.m.- 5 p.m.  
Saturday-Sunday: 11 a.m.- 3 p.m.

#### Walk-in Hours:

Monday–Friday: 8 a.m.- 5 p.m.

### Contact Information

**Call:** [940-565-2324](tel:940-565-2324)

**Email:** [helpdesk@unt.edu](mailto:helpdesk@unt.edu)

**Walk-in:** Sage Hall, Room 330

[LIVE CHAT >](#)

### Download the Outlook Mobile App

### 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](mailto:international@unt.edu)) to get clarification before the one-week deadline.**

## **EMERGENCY NOTIFICATION & PROCEDURES**

UNT uses a system called Eagle Alert to quickly notify you with critical information in an event of emergency (i.e., severe weather, campus closing, and health and public safety emergencies like chemical spills, fires, or violence). The system sends voice messages (and text messages upon permission) to the phones of all active faculty staff, and students. Please make certain to update your phone numbers at [MyUNT.edu](http://MyUNT.edu) ([www.my.unt.edu](http://www.my.unt.edu)). Some helpful emergency preparedness actions include: 1) ensuring you know the evacuation routes and severe weather shelter areas, determining how you will contact family and friends if phones are temporarily unavailable, and identifying where you will go if you need to evacuate the Denton area suddenly. In the event of a university closure, your instructor will communicate with you through Blackboard regarding assignments, exams, field trips, and other items that may be impacted by the closure.

## **Student Perceptions of Teaching (SPOT)**

Student feedback is important and an essential part of participation in this course. The student evaluation of instruction is a requirement for all organized classes at UNT. The short SPOT survey will be made available 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](mailto: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](http://www.spot.unt.edu)) or email [spot@unt.edu](mailto:spot@unt.edu). Spots survey dates: <https://vpaa.unt.edu/spot/index.html>

## **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](http://www.deanofstudents.unt.edu)).

## **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.

There is not a final exam for SWOOP. Student will present a final client presentation instead. Check the course schedule in Canvas for presentation times.

## Sexual Discrimination, Harassment, & 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](mailto: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

1800 Chestnut St. (Chestnut Hall)

940-565-2333

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

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

### 2. Counseling and Testing Services\*

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

940-565-2741

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

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

### 3. UNT CARE Team\*

Dean of Students, University Union

940-565-2648

[careteam@unt.edu](mailto:careteam@unt.edu)

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

#### **4. Psychiatric Services**

940-565-2333

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

#### **5. Individual Counseling\***

940-369-8773

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

\*Services are free to UNT students

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 partner violence) 940-382-7273
- UNT Mental Health Emergency Contacts
  - During office hours, M-F, 8 a.m. to 5 p.m. 940-565-2741
  - After hours 940-565-2741
  - Crisis Line Text CONNECT to 741741
  - Live chat <http://www.suicidepreventionlifeline.org>

#### **Course Safety Statements**

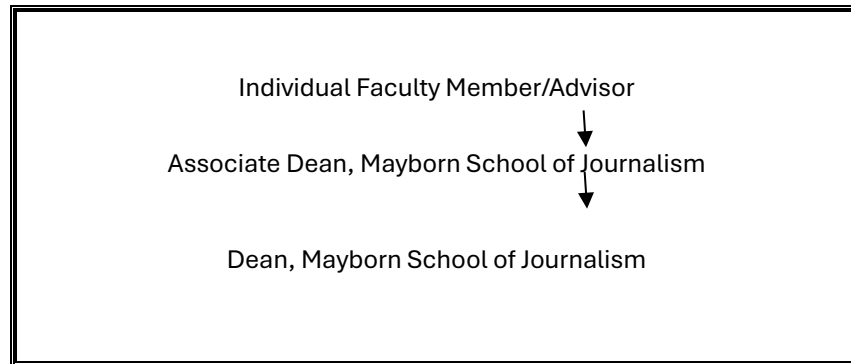
Students in the Mayborn School of Journalism are urged to use proper safety procedures and guidelines. While working in laboratory sessions, students are expected and required to identify and use property safety guidelines in all activities requiring lifting, climbing, walking on slippery surfaces, using 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 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 Accommodations**

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

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

For additional information see the website for the [Office of Disability Accommodation](http://www.unt.edu/oda) (<http://www.unt.edu/oda>). You may also contact them by phone at 940.565.4323

### **Enrollment Guidelines**

For journalism majors, not minors: This is a pre-major class. Enrollment in this class means that you are in pre-major status, not major status. (ADVG 2320 is considered a pre-major course for students under any catalog year prior to 2009.) When you have completed this course and others in your pre-major, then you must apply to become a major and therefore have access to upper-level journalism courses. If you

have questions about what counts in your pre-major, please see an advisor.

#### Journalism Course Registration

- Registration will begin on the dates noted in the schedule of classes each semester. The system is a live, first come/first serve program.
- 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 the GSP test and 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 of graduate studies and graduate academic advisor ("the director" in the following) to be approved to enroll a third time. Students will not be allowed to re-take a failed journalism course more than three times.

#### 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 2.67 cumulative GPA first term of enrollment and a 3.0 for all subsequent semesters. SAP will be measured according to graduate student classification, whether or not a bachelor's degree has been earned. The maximum timeframe cannot exceed the published length of the program measured by the number of years at UNT. For more information, visit the [UNT Financial Aid web page](https://financialaid.unt.edu/sap). (<https://financialaid.unt.edu/sap>)

#### 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.

**Powell's Rule:** In this course, keeping things honest is key. If you're caught cheating—whether it's on an exam, copying someone else's work, or turning in the same assignment for different classes without permission—there will be consequences. These could range from getting a zero on the assignment to failing the course, and in some cases, it could even lead to more serious actions as per the UNT guidelines, like suspension or expulsion.

I want you to succeed, so make sure the work you submit is genuinely yours and that you give credit where it's due. We're all here to learn and grow, and maintaining academic integrity is a big part of that. Let's keep things fair and respectful for everyone.

### **Article Intelligence (AI) Academic Integrity Policy**

Academic Dishonesty Alert: Unauthorized use of AI programs beyond explicit assignments constitutes academic dishonesty and violates integrity. Violators will receive a grade of "0" and be subject to disciplinary action from UNT Integrity Council.

**Original Thinking Emphasis:** AI is not a substitute for original thinking. Your work in this class should start with personal research, followed by insights and strategic planning. If you use AI, it should support this process. First, develop your own strategy, concepts, ideas, and creative direction. Then, you can use AI to enhance your original thinking.

Guided AI Application: Generative AI tools may be occasionally used for assignments to teach effective technology utilization, especially for agency and client projects. Similar to using programs like GPS, AI serves as a tool to help users reach a destination, but the user must always determine and verify the final destination.

Seeking Guidance; Students uncertain about AI tool usage may directly consult the instructor or seek advice from the University Policy Office.

Maintaining Academic Integrity With AI:

- Prioritize personal research and strategic planning.
- Use AI tools under guided circumstances.
- Unauthorized AI usage will result in "0" grade and reporting to the UNT Integrity Council.

### **Journalism Equipment Check Out**

Checkouts are for 24 hours from the time of checkout, unless specified differently from your assigned Professor.

If the student needs equipment for 48 hours or longer, please send an email with an Approval from your Professor to:

[mayborn-equipment@unt.edu](mailto:mayborn-equipment@unt.edu) or [ladaniel.maxwell@unt.edu](mailto:ladaniel.maxwell@unt.edu).

For your convenience, the Fall hours for the equipment room are as follows:

9:00 a.m.–9:00 p.m. - Monday through Thursday

9:00 a.m.–6:00 p.m. - Friday

12:00 p.m. to 6:00 p.m. - Saturday and Sunday.

The violations listed below will occur if due equipment is not returned on the agreed time.

1<sup>st</sup> late infraction – 1 week ban from checking out equipment.

2<sup>nd</sup> late infraction – 3 weeks ban from checking out equipment.

3<sup>rd</sup> infraction – Semester long ban from any and all equipment checkout.

If you are going to be late or unable to return equipment that you checked out on time, please email [mayborn-equipment@unt.edu](mailto:mayborn-equipment@unt.edu) or [ladaniel.maxwell@unt.edu](mailto:ladaniel.maxwell@unt.edu) Active communication brings leniency in many cases.

Equipment room phone number is 940-565-3580.

Equipment room is located in CHIL 155.

Statement of Student Learning Outcomes, UNT Journalism

Since 1969, the UNT Department of Journalism (Mayborn School of Journalism effective September 1, 2009) has been accredited by the Accrediting Council on Education in Journalism and Mass Communication. This national accreditation also extends to the Mayborn Graduate Institute of Journalism, the only accredited professional master's program in Texas. About one-fourth of all journalism and mass communication programs in the United States are accredited by ACEJMC. National accreditation enhances your education here, because it certifies that the department and graduate institute adhere to many standards established by the council.

**Each graduate must:**

- Demonstrate an understanding of gender, race, ethnicity, sexual orientation and, as appropriate, other forms of diversity in domestic society in relation to mass communications.
- Demonstrate an understanding of the diversity of peoples and cultures and of the significance of images in mass communications in a global society.
- Understand concepts and apply theories in the use and presentation of images and information.
- Demonstrate and understanding of professional ethical principles and work ethically in pursuit of truth, accuracy, fairness, and diversity.
- Think critically, creatively, and independently.
- Conduct research and evaluate information by methods appropriate to the communications professions in which they work.
- Write correctly and clearly in forms and styles appropriate for the communications professions, audiences, and purposes they serve.
- Critically evaluate their own work and that of others for accuracy and fairness, clarity, appropriate style, and grammatical correctness.

# Fall 2025

## Academic Calendar

### Important Dates:

## UNT FALL 2025 Semester Calendar

Academic Calendar is subject to change

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

