



MAYBORN SCHOOL OF JOURNALISM

ADVG 4800 – PROFESSIONAL INTERNSHIP – Fall 2025

August 18, 2025 – December 12, 2025

Final Week/Final Exams – December 6 – 12

This class does not meet in person. All meetings are individual and scheduled by the student via Zoom.

Larry Powell (he, him, his)

Assistant Professor of Practice

Office Hours: 1:30 – 3:30 pm M-TH by appointment

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

Connect with me through email or text (preferably) to schedule Zoom appointments. **You will be responsible for scheduling your Zoom check-in calls. Send a meeting link to my email and also text to my phone.** 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.

Course Syllabus and Class Schedule

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

Review syllabus thoroughly and follow schedule for assignments outlined below for each week.

Campus/COVID Information: <https://tinyurl.com/krruywvy>

Course Description: This course is designed to facilitate your professional development during your internship experience. You will engage in regular communication with the instructor and fellow students to ensure a successful internship. Through check-in meetings and weekly updates, you will reflect on your internship progress, discuss challenges, and receive guidance to maximize your learning experience.

Course Objectives:



- Develop essential skills for success in the advertising/strategic communications industry.
- Apply classroom knowledge to real-world advertising projects.
- Establish a professional network within the advertising/strategic communications industry
- Reflect on your internship experiences to enhance your learning
- Receive timely feedback and guidance from the instructor

Benefits of a Professional Internship

The merits of professional internships extend beyond the individual student, benefiting both the intern and the host organization. Internships foster a powerful connection between theoretical knowledge and practical application, reinforcing classroom teachings and equipping students with an array of invaluable skills. These acquired skills encompass not only the specific technical competencies relevant to their field but also the broader, universal abilities such as adept time management, effective communication, collaboration, adept problem-solving, and, perhaps most crucially, an insatiable thirst for learning and growth.

For employers, hosting interns represents a strategic investment in cultivating a pool of future talent. It is an opportunity to forge meaningful relationships with emerging professionals and mold them into potential assets for the organization. By providing a platform for interns to thrive and learn, employers can strategically position themselves to groom and eventually hire these interns as full-time employees, armed with the precise skills and understanding required to excel in their roles. As a result, professional internships emerge as a symbiotic partnership, enriching students with indispensable experiences and skills while enabling organizations to nurture their future workforce.

Course Structure:

16 weeks (1 semester)

- **Weekly email check-ins via Assignments/email sent through Canvas portal**
- **Bi-monthly (Every two weeks) 15-minute Zoom status meetings with the instructor**

Grading:



- Weekly Assignment/Questions Check-Ins (Canvas): 70% of Final Grade
- Bi-Monthly (Every two weeks) Status Meetings (Zoom or In-Person): 25% of Final Grade
- Final Internship Report (Written Submission): 5% of Final Grade

Assignments/Recommended Milestones and Bi-monthly Check-In Questions:

Weeks 1–2

- **Tasks:**
Confirm the details of your internship with UNT Academic Advising and the organization you will be working for.

Weeks 2–3 (Keep as is)

- **Tasks:**
 - Schedule your bi-monthly Zoom status meeting with the instructor.
 - Begin your internship and familiarize yourself with the organization.
 - Discuss your internship goals with your supervisor.
 - Begin working on your first project(s).
- **Check-In Questions:**
 1. What organization are you interning with, and what is its primary focus?
 2. What are your initial impressions of the internship environment?
 3. What specific tasks or projects have you been assigned?
 4. Have you discussed your internship goals with your supervisor? If so, what were their insights?
 5. Describe the progress on your current project. What challenges have you encountered?

Weeks 4–5

- **Tasks:**
 - Schedule your bi-monthly Zoom status meeting with the instructor.



- Evaluate your progress in meeting your internship goals. Seek feedback from colleagues and supervisors.

Check-In Questions:

6. Describe any networking opportunities or connections you have established during your internship.
7. Reflect on your internship experience to date. What have been the most valuable lessons?

Weeks 6–7

- **Tasks:**

- Schedule your bi-monthly Zoom status meeting with the instructor.
- **Review and update your internship goals. Identify any additional projects or tasks to complete.**

- **Check-In Questions:**

8. Have you revised or updated your internship goals? If so, what are they now?
9. Are there any additional projects or tasks you've been assigned? 10. Discuss your career aspirations with your supervisor.

Weeks 8–9

- **Tasks:**

- Schedule your bi-monthly Zoom status meeting with the instructor.
- **Continue working on assigned projects and tasks.**

- **Check-In Questions:**

11. What challenges have you encountered in your internship? How have you addressed or overcome them? 12. Describe the team you are working with. How do you collaborate with colleagues and supervisors?

Weeks 10–11

- **Tasks:**

- Schedule your bi-monthly Zoom status meeting with the instructor.
- **Evaluate your progress in projects.**

- **Check-In Questions:**

13. Describe the team you are working with. How do you collaborate with colleagues



and supervisors?

14. What kind of feedback have you received so far? How are you using it to improve your performance?

Weeks 12–13

- **Tasks:**

- Schedule your bi-monthly Zoom status meeting with the instructor.
- **Seek additional feedback from supervisor(s) and incorporate it.**

- **Check-In Questions:**

15. What projects have you worked on? Highlight any significant achievements or contributions you have made.

16. Reflect on your overall internship experience. How has this experience influenced your career goals and future plans?

Weeks 14–15

- **Tasks:**

- Schedule your bi-monthly Zoom status meeting with the instructor.
- **Finalize your projects and submit your final internship report.**

- **Check-In Questions:**

17. What projects have you worked on? Highlight any significant achievements or contributions you have made.

18. Reflect on your overall internship experience. How has this experience influenced your career goals and future plans?

19. Describe the content and key takeaways from your final internship report. 20.

Describe contacts you have added to your permanent professional network. 21. What are your reflections on your entire internship experience?

Week 16 (Finals Week)

- **Tasks:**

- Schedule your bi-monthly Zoom status meeting with the instructor
- Complete any final assignments or evaluations. Wrap up.

Time Sheet Submissions:



- In addition to the monthly status meetings and bi-monthly email check-ins, you are required to submit a copy of your time sheet or a report that shows the number of hours you worked in a bi-monthly or monthly period. These time sheets should accurately reflect the time you have dedicated to your internship.

Final Internship Report

- Maximum of five type written double spaced pages
- Include your Name, Course Number, Instructor, Term
- Due by the end of Week 15.
- The report should summarize your internship experience, including achievements, challenges, and lessons learned. Include any relevant materials or examples of your work. This should be in the form of a high-quality PowerPoint presentation that includes relevant items/information such as research, insights, strategy, planning, creative, media, and data and analytics.

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 – Spread the word! Discounts on Adobe Software for Students. The site is now live and ready for students to use.

Web store: <http://www.unt.edu/adobe>. (only students will see the special offer), UNT now has a new contract with Adobe that will substantially benefit our students. This is the announcement on the CVAD website: <https://news.cvad.unt.edu/adobe>. It contains all of



the information that a student would 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 \$55.55 total). Areas that would like to customize an announcement for their own use should find all of the information they need on this announcement. The email address for students to ask questions or report problems is unatadobe@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

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-](https://community.canvaslms.com/docs/DOC-10554-4212710328)

10554-4212710328)

COMPUTING: VALUABLE RESOURCES

Laptop Rental (UNT Libraries): <https://library.unt.edu/>



Computer Help: <https://tinyurl.com/373jzntw>

Software Downloads: <https://tinyurl.com/2p85jadp>

Student Computer Labs: <https://tinyurl.com/5w25fw3n>

Mayborn Journalism Mac Lab: <https://tinyurl.com/mvmdzud9>

MyLab Virtual Computer Connection: <https://tinyurl.com/3644npcf>

Deadlines

Deadlines is 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 in 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 may be times when specific assignments are announced, such as attending events, where you may be informed that you can receive “extra credit.”

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) (<https://www.cdc.gov/coronavirus/2019-ncov/symptoms-testing/symptoms.html>) please seek medical attention from the Student Health and Wellness Center (940-565-2333 or askSHWC@unt.edu) or your health care provider PRIOR to coming to campus. UNT also requires you to contact the UNT COVID Team at 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](http://www.unt.edu/oda) 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)) (<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 handed in. 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 handed in.

- All late work is to be handed in as a hard copy. 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. Feedback will primarily be given verbally and typically in person. The may be sent via email in some instances. Careful consideration is given to each element of the evaluation. Feedback and grades are provided to accurately communicate your progress to you and help your professional growth. You are free to discuss evaluations with me during office hours.

If you want to know your grade during the semester, you may refer to the grades you have



been given up to that date. Calculate your grade using the grade weights on this syllabus. The grade you have earned at any time during the semester is your grade only up to that date and will not reflect your final grade.

If you wish to review your grade with me during the semester, you may visit me during office hours. It is a good idea to set an appointment in advance so I will have all materials needed. This may be done a maximum of two times during the session. **Grades are not negotiable.**

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

Your access point for business and academic services at UNT occurs within the [My.UNT site \(www.my.unt.edu\)](http://www.my.unt.edu). If you do not regularly check EagleConnect or link it to your favorite e-mail account, please do. 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 lectures 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). 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 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) 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 \(www.spot.unt.edu\)](http://www.spot.unt.edu) or email spot@unt.edu.

Spots survey dates:

Term	Survey Administration Dates
<u>8W1</u>	February 24 - March 6
<u>8W2</u>	March 17 - May 9
<u>Reg</u> <u>Academic Session</u>	April 28 - May 8

Mayborn School of Journalism 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.

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).

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 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:

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>

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>

UNT CARE Team*

Dean of Students, University Union

940-565-2648

careteam@unt.edu

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

Psychiatric Services

940-565-2333



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

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 these steps:

Individual Faculty Member/Advisor

Associate Dean, Mayborn School of Journalism

Dean, Mayborn School of Journalism

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. (JOUR 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

Federal and state regulations governing student financial assistance require that an institution develop standards to measure academic progress toward a degree. Students applying for financial aid will be monitored for Satisfactory Academic Progress (SAP) whether or not financial aid was applied for or received during any academic period in which the student was previously enrolled. You will not be eligible for financial assistance if you do not meet the academic progress requirements. Financial Aid and Scholarships monitors SAP at the end of each term. You must be meeting the minimum standards for SAP by the end of any given enrollment period at UNT to maintain 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 <https://financialaid.unt.edu/sap> 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](#)
Students must meet with the director 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.



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.

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.

Students found to plagiarize work in this class will be subject to failure of the class and further discipline by the University of North Texas at the discretion of the instructor.

Penalties for academic dishonesty may range from failure of the individual project to failure of the class.

Equipment Check Out

Anyone who plans to check out equipment during the semester must complete the checkout agreement form found here: <http://bit.ly/MaybornEQR>. This should be done *prior* to checking out equipment, and only needs to be done once per semester. Please email the Mayborn Equipment Room at mayborn-equipment@unt.edu to schedule your gear pickup. Hours of operation:

9:00 a.m.–10:00 p.m. - Monday through Thursday

9:00 a.m.–5:00 p.m. - Friday

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

All equipment must be picked up and returned at a scheduled time within these hours.



We are here to help! Contact us via email or phone with any questions or concerns.

- La Daniel Maxwell, Journalism Equipment Room Supervisor maxwell@unt.edu
- Mayborn Equipment Room Staff – mayborn-equipment@unt.edu or 940-565 3580

Violations for late returns are as follows:

First late infraction – 1 week ban from checking out equipment.

Second late infraction – 3 weeks ban from checking out equipment.

Third late infraction – Semester long ban from any and all equipment checkouts.

If you are going to be late returning equipment please email mayborn-equipment@unt.edu. Active communication brings leniency in many cases.

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. As a further learning outcome, you may, at any time in the Spring 2022 Semester up to the final exam day, come by my office and say, "I have read Alan Watts' The Book" and I will award you with what is in my desk drawer. Once the award is claimed, no other student may claim this. This is a test to see who has read the syllabus thoroughly. Among these standards are student learning outcomes, covered by journalism courses in all sequences. established by the council. Among these standards are student learning outcomes, covered by journalism courses in all sequences. This course, JOUR 3055 in Spring 2022 will help to meet the student learning outcomes that have been checked by your instructor.

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 an 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.
- Apply tools and technologies appropriate for the communications professions in which they work.

Spring 2025 Academic Calendar: <https://registrar.unt.edu/registration/spring-academic-calendar.html>

Important Dates: <https://studentaccounting.unt.edu/important-dates.html>