



MAYBORN SCHOOL OF JOURNALISM

ADVG 4815 – SWOOP AGENCY – Fall 2025
MW – 9:00 AM to 10:50 AM | Sycamore 234



Larry Powell (he, him, his) Assistant Professor of Practice

Office #: SYMR 252 | **Office Hours:** Tuesdays, 1:30 PM - 3:30 PM by appointment
Cell: (214) 405-1125

TA: Dilip Devanda | Email: dilipdevanda@my.unt.edu
Cell: (940) 843-8667

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.

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. Some course instruction may periodically be delivered via online/Zoom as needed or required.

Campus/COVID Information: <https://www.untsystem.edu/archives/covid-19/information.php>

Course Description

Welcome to ADVG 4815 (SWOOP Practicum), the SWOOP Agency. In this course you will learn the fundamentals of advertising and public relations work environments. You will be assigned to a team and given an individual title that directly relates to your professional responsibilities and the assignments you will be given as part of an agency team.

This course is a Practicum and counts as an internship credit. As a Practicum, there are certain requirements that need to be met, which are mentioned later in the syllabus.

The advertising and public relations businesses are exciting and complex. This class works as a practicum, where each student will produce real projects for real clients to address a business objective or outcome. Students will learn the complex cross-discipline areas of the business and be coached on how best to produce successful results. This class will prepare students to work in a professional atmosphere after graduation by giving them real experience in the business of advertising and public relations.

Your objectives for this session are to:

- Learn best practices for working with clients in any job situation
- Apply fundamentals of advertising and public relations strategy to real projects
- Understand the operations of an agency and where each job fits into the mix
- Demonstrate presentation skills in front of real clients
- Understand and demonstrate the dynamics of working on a team

Learning Objectives and Outcomes

In addition to the objectives listed above, you will also acquire a keen understanding of the skills necessary for your survival and success in the advertising industry and other professional environments. These include:

Ad Agency Structures	Strategic Development	Media Planning	Time Management
Research & Discovery	Account Planning	Measurement/Analytics	Team Dynamics
Insights	Creative Development	Account Management	Diplomacy

Email communication

Communicating with students using the UNT student email account is part of the university's contract with students. Electronic communication with students in this class will be through the students' my.unt accounts rather than personal email accounts.

Class Communication

- Please communicate with me by email if you cannot see me during class or office hours.

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.

Consider the example of young children being instructed to color the sky only in blue and the grass exclusively in green. Creativity cannot grow when it is confined to just one way of doing things. True creativity requires the freedom to generate novel concepts rather than replicating what already exists. Through a more flexible framework of principles, you will cultivate the skills to effectively stretch your creative talent.

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.

Format:

As befitting an upper-level student, the course's format is based predominantly on that of the "seminar." The success of a seminar is dependent upon the *participation of the students*—the presentation of their points of view and reactions and challenges to them. Students will get out of a seminar only what they put into it by way of preparing, attending, and participating in class presentations and discussions. The role of the instructor is primarily to lecture, guide discussions and debates, and evaluate student performance.

Not only does the material need to be read but it must be studied along with the visuals presented in the books. ONLY by absorbing this information will your projects – and your knowledge – be strong enough to produce valuable and effective work.

Textbook Policy

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

Textbooks:

There is no textbook for this class other than your SWOOP Notebook.

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>)
- Optional: Computer Ring Light for Video

Computer Skills & Digital Literacy

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

- Using Adobe Creative Suite (InDesign, Photoshop, Illustrator)
- Using email with attachments
- Downloading and installing software
- Using spreadsheet programs (Adobe Excel)
- Using presentation and graphics programs (PowerPoint, Keynote)

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.

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-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, texting, checking email, 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.

Every session/meeting for this class is Mandatory

- This is a hands-on, skills-based course; therefore, it is important to attend **every** class unless arranged beforehand, and to be on time. Being late may cause a disruption of the timing of projects and understanding of the work done outside of class, especially within a group. It is critical that the work you do for our clients is on time.
- If you have an extraordinary circumstance (COVID-19 issues, visit to the emergency room, auto wreck, death in the family) that will prevent you from attending class, you **must** communicate with the instructor and/or the VP prior to class time or as soon as you are able. Email will be checked 30 minutes prior to class, but not after class has started. Bring a note from a doctor if you are absent due to illness.
- If you're late to class, it will be noted.
- **If you miss class, it is your responsibility to keep up with any changes with regard to your clients.**
- **If you miss more than three classes, you will be put on notice that you may be dropped from SWOOP. If you are dropped, you will not receive credit for your practicum.**

Class Protocol

Once in the classroom, silence your cell phone and keep it packed inside your purse or backpack unless you are expecting a call from a client. If that is the case, put it in silent mode. When class instruction is occurring, you may not surf the web or check email; **if you do, you may be asked to leave that class and you'll be counted absent.**

Practicum Requirements

Your grade in this class will be determined by your performance in the class and the quality of the various requirements you hand in at the end of the term. These requirements are:

1. A log of the work you have done over the semester in a chronological order and easily understood. This can be in a notebook or book form. This will be submitted and kept by the instructor.
 2. An essay* with a minimum of 500 words about your reflections and comments on your semester in SWOOP and on your position/role.
 3. All time sheets submitted on time and complete.
 4. (AE's Only) Case studies* of all projects you worked on during the semester
 5. Case studies* of all clients you worked on during the semester
 6. A letter to future SWOOPers that will work in your area or on your clients so they will get advice directly from you about what to expect
 7. These will be submitted electronically to appropriate folder in Canvas.
- Items 1,2,4 & 5 are to be submitted electronically to appropriate folder in Canvas
 - Item 5 is to be submitted electronically AND **printed and placed in the client notebook.**
 - Item 6 is to be submitted electronically AND **printed and placed in the proper role notebook**

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.

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

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) 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

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.

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)) (<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.

Grading

Grading for assignments will be primarily for team effort. Self and Peer evaluations will be graded individually. A final grade for this course is determined at the end of the semester by the Director. Your grade will take into consideration the following:

- Willingness to accept new assignments.
- Ability to work on a team as an active and cooperative team member.
- Punctuality to meetings and class sessions (Monday and Wednesday morning meetings)
- Ability to meet project deadlines.
- General attitude toward team members, the Director, and clients.
- Quality of work produced.
- Ability to learn from personal mistakes and the mistakes of others.
- Behavior that promotes SWOOP and its members.

Final Presentation Policy

Periodic in-class presentations, a mid-semester client presentation, and a final client presentation will be given by your team at designated times during the term. Please check the course calendar early in the semester to avoid any schedule conflicts.

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

As you know, your access point for business and academic services at UNT occurs within the [My.UNT site](http://www.my.unt.edu) (www.my.unt.edu). If you do not regularly check EagleConnect or link it to your favorite e-mail account, please so do, as this is where you learn about job and internship opportunities, MSOJ events, scholarships, and other important information. Visit the [Eagle Connect website](http://eagleconnect.unt.edu/) for more information (<http://eagleconnect.unt.edu/>) including tips on how to forward your email.

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

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) 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 (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](http://www.spot.unt.edu) (www.spot.unt.edu) or email spot@unt.edu. Click this link for more details: <https://vpaa.unt.edu/spot/index.html>

Mayborn School of Journalism (MSOJ) Code of Ethics 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).

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) offers a range of on-campus and off-campus resources to help support survivors, depending on their unique needs. Renee LeClaire McNamara is UNT's Student Advocate, and she can be reached through e-mail at SurvivorAdvocate@unt.edu or by calling the Dean of Students' office at 940-565-2648.

You are not alone. We are here to help.

Mental Health Services

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

1. Student Health and Wellness center

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

<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>

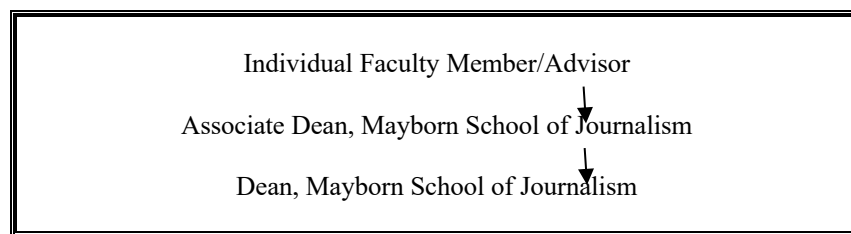
Course Safety Statements

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 or 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 return on the agreed time.

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

2nd late infraction – 3 weeks ban from checking out equipment.

3rd 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 or 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 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.

Fall 2025

2025 Academic Calendar:

<https://catalog.unt.edu/content.php?catoid=35&navoid=3982>

Schedule/Assignments/Due Dates

WEEK 1

Mon Aug 18	DAY 1 • Welcome and introductions. Course goals and expectations. 1. Welcome Back 2. Roll Call 3. Discussion
What to read/watch/listen to for next time?	Advertising Department Titles and Their Responsibilities: https://tinyurl.com/z9bwx3v3
What to do?	Discuss ideas for agency retreat
Wed Aug 20	DAY 2 1. Roll Call 2. Typical Weekly Meeting Details 3. Time Sheets 4. Discuss Agency Retreat

	5. End Meeting
What to read/watch/listen to for next time?	Ad Agency Structure, Titles and Their Responsibilities: https://www.youtube.com/watch?v=COz-EFeJopo
What to do?	Discuss ideas for agency retreat

WEEK 2

Mon Aug 25	DAY 1: Agency Life 1. Discuss SWOOP Agency Retreat. Begin Planning Retreat. Doodle Pool Sent During Class. 2. Additional Positions that Need to Be filled. 3. Client Roster and Brief Details 4. ASSIGNMENT: Conduct Preliminary Research on Client • Break up into groups. • 30 minutes. Report on each at next meeting -PowerPoint Presentation with 5 bullets per client -Each team give five-minute presentation 5. End Meeting
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Wed Aug 27	DAY 2: Fall Client Agency Briefing. Be on time! SWOOP Employee Manual Account Teams Decide Retreat & Orientation Day/Time Confirmation Retreat Pre-Planning/What to do Assignment 1: Agency Brand Audit Assignment (2 Weeks) DUE/PRESENT IN CLASS: Wed, Sep 10
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WEEK 3

Mon Sept 1	Day 1 LABOR DAY, NO CLASS
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Wed Sept 3	Day 2 • Doug Campbell, Journalism Reference Librarian (MRI/Simmons) • Stephanie Padgett (Research and Media Planning), Channel Marketing Manager, Capital One
What to read/watch/listen	As required by account and new or ongoing projects and assignments.

to for next time?	
What to do?	Ongoing Client Account Needs as required

WEEK 4

Mon Sept 8	Day 1 • PRESENT AGENCY BRAND AUDIT (BOTH TEAMS) • Meet in Teams/20 Minutes • Complete Timesheets • Account Clients Report and Update - Conference Reports - Assignments, Creative, Etc.
Wed Sept 10	Day 2 Assignment 3: Agency Open House Campaign (2 Weeks) DUE/PRESENT IN CLASS: Wed, Sep 24 Open House in Week 9 Assignment 5: BEGIN Branding and Awareness Social Media Campaign": "This Is How We YMAC" • Meet in Teams/20 Minutes • Complete Timesheets • Account Clients Report and Update - Conference Reports - Assignments, Creative, Etc.
What to read/watch/listen to for next time?	As required by account and new or ongoing projects and assignments.
What to do?	Ongoing Client Account Needs as required

WEEK 5

Mon Sept 15	Day 1 • Account Teams and President Comments and Updates • Meet in Teams/20 Minutes • Complete Timesheets • Account Clients Report and Update - Conference Reports - Assignments, Creative, Etc.
Wed Sept 17	Day 2

	• Account Teams and President Comments and Updates • Meet in Teams/20 Minutes • Complete Timesheets • Account Clients Report and Update - Conference Reports - Assignments, Creative, Etc.
What to read/watch/listen to for next time?	As required by account and new or ongoing projects and assignments.
What to do?	Client Account Needs as required

WEEK 6

Mon Sept 22	Day 1 • Director Comments and Updates • Meet in Teams/20 Minutes • Complete Timesheets • Account Clients Report and Update - Conference Reports - Assignments, Creative, Etc.
Wed Sept 24	Day 2 AGENCY OPEN HOUSE CAMPAIGN PRESENTATION (BOTH TEAMS) • Meet in Teams/20 Minutes • Complete Timesheets • Account Clients Report and Update - Conference Reports - Assignments, Creative, Etc.
What to read/watch/listen to for next time?	As required by account and new or ongoing projects and assignments.
What to do?	TBA

WEEK 7

Mon Sept 29	Day 1 • Director Comments and Updates • Meet in Teams/20 Minutes • Complete Timesheets • Account Clients Report and Update - Conference Reports - Assignments, Creative, Etc. Day 2
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Wed Oct 1	• President/Vice President Comments and • Meet in Teams/20 Minutes • Complete Timesheets • Account Clients Report and Update - Conference Reports - Assignments, Creative, Etc.
What to read/watch/listen to for next time?	As required by account and new or ongoing projects and assignments.
What to do?	Ongoing Client Account Needs as required

WEEK 8

Mon Oct 6	Day 1 • Mid-Semester Check In: CLIENT Integrated Marketing Communication Plan (MCP): Situation Analysis, Goals & Objectives
Wed Oct 8	Day 2 • REVISED AGENCY OPEN HOUSE CAMPAIGN PRESENTATION (BOTH TEAMS) • Theme, Date, Timeline, Venue completed
What to read/watch/listen to for next time?	What to read/watch/listen to for next time?
What to do?	Ongoing Client Account Needs as required

WEEK 9

Mon Oct 13	Day 1 • Director Comments and Updates • Meet in Teams/20 Minutes • Complete Timesheets • Account Clients Report and Update - Conference Reports - Assignments, Creative, Etc.
Wed Oct 15	Day 2 • SWOOP Agency Open House • Meet in Teams/20 Minutes • Complete Timesheets • Account Clients Report and Update - Conference Reports

	- Assignments, Creative, Etc.
What to read/watch/listen to for next time?	What to read/watch/listen to for next time?
What to do?	Ongoing Client Account Needs as required

WEEK 10

Mon Oct 20	Day 1 • Director Comments and Updates • Meet in Teams/20 Minutes • Complete Timesheets • Account Clients Report and Update - Conference Reports - Assignments, Creative, Etc.
Wed Oct 22	Day 2 • Account Manager/Teams Comments and • Meet in Teams/20 Minutes • Complete Timesheets • Account Clients Report and Update - Conference Reports - Assignments, Creative, Etc.
What to read/watch/listen to for next time?	What to read/watch/listen to for next time?
What to do?	Ongoing Client Account Needs as required

WEEK 11

Mon Oct 27	Day 1 • Director Comments and Updates • Meet in Teams/20 Minutes • Complete Timesheets • Account Clients Report and Update - Conference Reports - Assignments, Creative, Etc.
Wed Oct 29	Day 2 • President/Vice President Comments and • Meet in Teams/20 Minutes • Complete Timesheets

	• Account Clients Report and Update - Conference Reports - Assignments, Creative, Etc.
What to read/watch/listen to for next time?	What to read/watch/listen to for next time?
What to do?	Ongoing Client Account Needs as required

WEEK 12

Mon Nov 3	Day 1 • Director Comments and Updates • Meet in Teams/20 Minutes • Complete Timesheets • Account Clients Report and Update - Conference Reports - Assignments, Creative, Etc.
Wed Nov 5	Day 2 • President/Vice President Comments and • Meet in Teams/20 Minutes • Complete Timesheets • Account Clients Report and Update - Conference Reports - Assignments, Creative, Etc.
What to read/watch/listen to for next time?	What to read/watch/listen to for next time?
What to do?	Ongoing Client Account Needs as required

WEEK 13

Mon Nov 10	Day 1 • Director Comments and Updates • Meet in Teams/20 Minutes • Complete Timesheets • Account Clients Report and Update - Conference Reports - Assignments, Creative, Etc.
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What to read/watch/listen to for next time?	
What to do?	Ongoing Client Account Needs as required

WEEK 16

LAST REHEARSAL for FINAL CLIENT PRESENTATION	Day 1 • Director and Team Comments and Updates • Meet in Teams/20 Minutes • Complete Timesheets • Account Clients Report and Update - Conference Reports • Ongoing Client Projects Day 2 • Final Client Presentations • Meet in Teams/20 Minutes • Complete Timesheets • Account Clients Report and Update - Conference Reports • Ongoing Client Projects
What to read/watch/listen to for next time?	
What to do?	SWOOP IN! SWOOP OUT! Incoming SWOOPers Outgoing SWOOPERS Planning

FINALS WEEK (Dec 12–18)

	NO CLASS – SWOOP IN! SWOOP OUT
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Participation, Assignments, Evaluation, Etc.

ACTIVITY	POINTS
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Attendance	100
Class Participation	100
Agency Assignments	Points
Assignment 1 (A-1): Agency Brand Audit Research and Presentation	100
Assignment 2 (A-2): Agency Branding & Self Promotion Campaign	100
Assignment 3 (A-3): Agency Open House Campaign	100
Client Assignments	Points
Client 1: Integrated Advertising and Marketing Communications Plan	100
Client 2: Integrated Promotion Plan	100
Peer & Self Evaluations	Points
Mid-Semester Peer & Self Evaluation	100
Final Peer & Self Evaluation	100
Extra Credit	Points
Extra Credit (TBD)	100
Maximum Total Points	1,000

Syllabus Agreement and Class Contract Form

Fall 2025

By signing this form, I agree that I have read and understood the policies and requirements laid out in this syllabus and will adhere to them for ADVG 4815 for the duration of the semester.

SWOOP Agency

I agree to follow the policies in this syllabus:

Name Printed: _____ EUID #: _____

Signature: _____

E – mail: _____@unt.edu.

Labor Day: No class on Monday, September 1, 2025
Graduate Advising Contacts – Mayborn School of Journalism

For questions regarding graduate programs:

- Kara Greene, Student & Program Coordinator
 - Phone: 940-565-4564
 - Email: Kara.Greene@unt.edu

- Dr. Koji Fuse, Director of Graduate Studies & Graduate Academic Advisor
 - Phone: 940-369-8083
 - Email: Koji.Fuse@unt.edu

- General Information:
 - Email: MaybornGraduateInstitute@unt.edu