

# ADVG 3500: Advertising Media Buying and Planning



## Advertising Media Buying and Planning

**Short title:** Ad Buying and Planning

<b>Professor:</b> Marta Mensa [she/her/ella]	<b>Email:</b> <a href="mailto:Marta.Mensa@unt.edu">Marta.Mensa@unt.edu</a>
<b>Office:</b> 248	<b>Office Hours:</b> Tuesday and Thursday from 11:30AM to 12:30PM / 2:30PM to 3:30PM
<b>Semester:</b> Fall	<b>Classroom:</b> Sage 230
<b>Class Times:</b> 1:00 PM - 2:20 PM	<b>Modality:</b> Face-To-Face*

\*This is a face-to-face course, which means attendance is mandatory. Please do not request a link to attend the class remotely. See the attendance section for more information.

**Teaching Assistant:** Ravali Rangaraju.

**Email Address:** [RavaliRangaraju@my.unt.edu](mailto:RavaliRangaraju@my.unt.edu)

**COURSE DESCRIPTION:** The course will begin with an understanding of the role of a media planner and buyer in advertising. We will then explore both traditional and digital media, focusing on how they are classified, with the goal of identifying which media best meet the client's needs. Finally, the course will conclude with a discussion on metrics and how to determine the appropriate media to purchase based on the client's budget, as well as strategies for maximizing this budget.

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

1. Learn and understand key media planning and buying terms and accurately define media terminology.
2. Identify and categorize paid, owned, and earned media, whether traditional or digital.
3. Gain proficiency in locating, interpreting, and critically analyzing MRI data to support research and evidence-based decision-making.
4. Identify the most effective media channels for each brand and apply strategic media planning tactics to effectively reach and engage the target audience.
5. Accurately calculate and interpret key media metrics—including reach, frequency, CPM (Cost Per Thousand), CPC (Cost Per Click), and GRP (Gross Rating Points)—to inform data-driven decisions.
6. Develop media buying strategies that align with the client's objectives while optimizing performance within the constraints of the allocated budget.

**PRE-REQUISITES:** ADVG Foundational Courses

**This is an elective course in advertising designed for those interested in media buying and planning.**

**REQUIRED TEXTS:**

It is not required to buy a textbook. However, I suggest reading these books:

Katz, H. (2022). *The media handbook: A complete guide to advertising media selection, planning, research, and buying*. Routledge.

Kotler, P., Kartajaya, H., & Setiawan, I. (2023). *Marketing 6.0: the future is immersive*. John Wiley & Sons.

**GRADES:** In this course, you can earn up to 1,000 points. For more information about how many points each assignment is worth, please see the next section, ASSIGNMENTS. Please note that I determine your final grade. Do not contact me asking to change your grade unless you believe there is an error in the posted grade. Final course grades will be awarded as follows:

Total Points	Letter Grade Received
900 – 1,000	A
800 – 899	B
700 – 799	C
600 – 699	D
500– 599	F

## ASSIGNMENTS

- **Extra Credit (240 points):**
  - Meet your instructor (30 points)
  - Introduce your classmate by describing them as a media consumer (30 points).
  - Extra Credit Assignment: SPOT evaluations (50 points)
  - Attendance (Maximum of 100 points)
  - Complete the class survey (30 points)
  - Excellence Award: After each in-class assignment, my TA and I will select the top-performing team. Each member of the winning team will earn 10 extra credit points.
- **In-Class Assignments (480 points):**
  - The 5 Q's About a Brand You Love (30 points).
  - Find examples of Paid Media (30 points).
  - Find examples of Owned Media (30 points).
  - Find examples of Earned Media (30 points).
  - Build your media planning table from Fruitola Case (50 points).
  - Generation Gap Analysis (50 points).
  - Buying Process (30 points).
  - Review Media Plan (30 points).
  - Develop Buying Strategy & Research (50 points).
  - RFP (30 points).
  - Prepare IOs (30 points).
  - Reach & Impressions (30 points).
  - CPM & CPC (30 points).
  - GRP (30 points).
- **MRI Workshop (130 points):** Students will need to attend two workshops
  - Watch the MRI Video and be familiar with MRI tool (30 points)
  - MRI Workshop (100 points)
- **Individual Assignments (190 points):** You will need to complete four assignments during the semester each one with 75 points.
  - Fruitola Case (30 points).
  - Paper: The grey side of influencer marketing: Content, contexts, and Consequences (50 points)
  - Class survey (30 points)
  - Reflection + Career Path Integration (30 points)
  - Guest Speaker (50 points)

- **Group Assignments- (200 points):** Students will work in groups to develop two related projects. I will give you time to prepare your projects. During this time, please note that you can reach out to me and ask any questions you have. If you need more help or guidance, we can organize a Zoom meeting or an in-person meeting. Feel free to contact me. I am happy to help you.
  - Preparing your interview – Due: October 30 (30 points).
  - Interview: A Day in the Life of a Media Planner or Buyer (70 points)
  - More Than You See Campaign (100 points).

**Attendance/Extra Credits:** It is imperative to attend class, especially because you will work in groups. If you don't come to classes, you will not be able to help your teammates. Furthermore, if you attend class, you can earn extra credits! It is not a excuse do not find a parking spot

If you attend 19 classes, you will earn 100 extra points.  
If you attend 18 classes, you will earn 90 extra points.  
If you attend 17 classes, you will earn 80 extra points.  
If you attend 16 classes, you will earn 70 extra points.  
If you attend 15 classes, you will earn 60 extra points.

If you attend fewer than 17 classes, you will not earn any extra points.

Coming to class late or leaving early may constitute an absence for that day.

If you must miss or have missed a class due to an excused absence (e.g., serious illness, participation in an official university function, religious observance, etc.), **you must submit third-party documentation within one week of the absence.** Please refer to the UNT policy for more details. While situations such as lack of sleep, computer issues, car trouble (including parking difficulties), rainy weather, or work schedules are unfortunate, they do not qualify as excused absences.

If you are experiencing extenuating circumstances, please come speak with me. We may be able to make arrangements, but do not wait until the end of the semester—it will be much more difficult to find a solution at that point.

**I do not accept late submissions.** If you submit an assignment even one day after the deadline, your grade will be a 0. Exceptions are made only for documented special circumstances such as serious illness, participation in an official university function, religious observance, or other significant emergencies. These exceptions must be discussed and approved by the professor in advance. **If I have not given you prior permission, you may not submit the assignment late. You may not email me the assignment with explanations such as internet issues, technical difficulties, travel plans, family obligations, or work-related conflicts. You are given ample time to complete each assignment.** If you are experiencing a legitimate issue that may prevent you from submitting on time, **you must notify me at least 48 hours before the deadline.** Otherwise, this late policy will apply.

**COURSE CALENDAR:** Please note that this schedule is subject to change. You are responsible for all assignments and deadlines — even if they differ from this schedule.

DATE	Topics/Assignments
<b>August 19</b>	Course Presentation <b>Extra Credit Assignment:</b> Introduce your classmate by describing them as a media consumer (30 points) <b>Extra Credit Assignment:</b> Meet Your Instructor (30 points)
<b>August 21</b>	What is Media Planning and Buying? <b>Group Assignment (In-Class):</b> Preparing for Your Interview – <i>A Day in the Life of a Media Planner or Buyer</i> . Due October 30 (50 points)
<b>August 26</b>	Media Planner: 5Qs. <b>In-Class Assignment:</b> Choose a brand you love- Critique its media planner strategy (30 points).
<b>August 28</b>	Media Classification: Paid Media. <b>In-Class Assignment:</b> Find examples of Paid Media (30 points).
<b>Sept. 2</b>	Media Classification: Owned Media. <b>In-Class Assignment:</b> Find examples of Owned Media (30 points).
<b>Sept. 4</b>	Media Classification: Earned Media. <b>In-Class Assignment:</b> Find examples of Earned Media (30 points).
<b>Sept. 9</b>	<b>No class – Workday.</b> <b>Individual Assignment:</b> Fruitola Case (30 points).
<b>Sept. 11</b>	Fruitola Case. <b>In-Class Assignment:</b> Build your media planning table from Fruitola Case (50 points).
<b>Sept. 16</b>	Understanding Consumers: The Generation Gap. <b>In-Class Assignment:</b> Generation Gap Analysis (50 points).
<b>Sept. 18</b>	<b>No class – Workday.</b> <b>Individual Assignment-Paper:</b> The grey side of influencer marketing: Content, contexts, and Consequences (50 points)
<b>Sept. 23</b>	Roundtables
<b>Sept. 25</b>	<b>Group Assignment:</b> Presentation Assignment- Form your groups and begin working on the "More Than You See" campaign (100 points). Due October 21.
<b>Sept. 30</b>	<b>No class – Workday.</b> <b>Individual Assignment:</b> Watch the MRI Video and be familiar with MRI tool (30 points)
<b>Oct. 2</b>	MRI Workshop (Group 1-17 people) <b>In-class Assignment:</b> MRI Exercises by groups (100 points) – Room SYMR 220
<b>Oct. 7</b>	MRI Workshop (Group 2- 17 people) <b>In-class Assignment:</b> MRI Exercises by groups (100 points) – Room SYMR 220
<b>Oct. 9</b>	<b>No class – Workday.</b> Time to complete the group assignment: Be prepared to work on the "More Than You See" Media Planner Proposal Campaign.
<b>Oct. 14</b>	Media Buying: Definition and Process. <b>In-Class Assignment:</b> Buying Process (30 points).

<b>Oct. 16</b>	Media Buying: Definition and Process (Continued) <b>In-Class Assignment:</b> Review the media plan (30 points).
<b>Oct. 21</b>	<b>No class – Workday.</b> <b>Individual Assignment (Extra Credit):</b> Complete the class survey (30 points)
<b>Oct. 23</b>	No class – Conference Week Time to complete your Interview assignment.
<b>Oct. 28</b>	No class – Conference Week Time to complete your Interview assignment.
<b>Oct. 30</b>	No class – Conference Week <b>Group Assignment:</b> Interview submission date (100 points)
<b>Nov. 4</b>	<b>In-Class Assignment:</b> Develop Buying Strategy & Research (50 points).
<b>Nov. 6</b>	<b>No class – Workday.</b> Continue developing your buying strategy.
<b>Nov. 11</b>	Guest Speaker <b>In-Class Assignment:</b> Guest Speaker (50 points).
<b>Nov. 13</b>	Media Buying: Definition and Process. <b>In-Class Assignment:</b> RFP (30 points).
<b>Nov. 18</b>	Media Buying: Definition and Process. <b>In-Class Assignment:</b> Prepare IOs (30 points).
<b>Nov. 20</b>	The Origin: 50s and Nielsen R&I: Reach & Impressions <b>In-Class Assignment:</b> Reach & Impressions (30 points).
<b>Nov. 25</b>	Thanksgiving week (No classes).
<b>Nov. 27</b>	Thanksgiving week (No classes).
<b>Dec. 2</b>	CPM: Cost per mile. CPC: Cost per Click (Paid & Organic) <b>In-Class Assignment:</b> CPM & CPC (30 points).
<b>Dec. 4</b>	GRP: Gross Rating Point <b>In-Class Assignment:</b> GRP (30 points).
<b>Dec. 9</b>	<b>No class – Workday.</b> <b>Individual Assignment: Reflection + Career Path Integration-</b> What role did you enjoy most? What skill did you grow? How might this apply to your career path? (30 points) <b>Extra Credit Assignment:</b> Answer the SPOT evaluations (50 points) <b>Extra Credit Assignment:</b> Attendance (Maximum of 100 points)

## AI

One of the primary risks is falling into the trap of academic dishonesty. AI tools, like ChatGPT, should serve as aids in your work rather than substitutes for your intellectual effort. Relying on AI to generate entire assignments without understanding or contributing significantly can lead to ethical violations. If you use AI for your assignment, you must include the following information:

- ⇒ During the preparation of this assignment, the student used [NAME TOOL/SERVICE] to [REASON]. After using this tool/service, the student reviewed and edited the content as needed and now takes full responsibility for the content of the assignment.

However, if you use AI for your assignments and do not disclose it, and Turnitin detects that you have used AI—even if it is only 0.5%—**you will lose 10 points on that assignment**. You are welcome to use AI as long as you follow the citation guidelines.

## JOURNALISM REQUIREMENTS & GUIDELINES

### JOURNALISM COURSE REGISTRATION

- By registering for this course, you are stating that you have taken the required prerequisites according to your catalog year and major/minor status. If the instructor later determines that you haven't taken and passed these requirements, then you may be dropped at any point in the semester. If you have questions about your prerequisites, please see an advisor.
- A journalism major enrolled in any restricted 3000 and 4000 level classes must have taken and passed all foundational courses. Students must earn and maintain a 2.5 UNT and/or overall GPA (depending upon catalog year) to be eligible for major-level courses.

### RE-TAKING FAILED JOURNALISM CLASSES

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

### TEXTBOOK POLICY

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

FILL IN YOUR OWN INFORMATION HERE. Office Hours and Attendance Policy are mandatory sections but the wording here is suggested and should fit your requirements:

## **OFFICE HOURS**

I'll be in my office Tuesday and Thursday from 11:30AM to 12:30AM. / 2:30PM to 3:30PM; other office hours are available by appointment. My virtual office is always open; just email me, and I promise to respond within 24 hours, except on weekends.

## **ATTENDANCE**

One absence in the course is the limit without penalty toward your final grade, unless you have communicated with me from the beginning about an extraordinary problem. Coming to class late or leaving early may constitute an absence for that day. This is a seminar course, and it requires your attendance and participation each class meeting.

## **FINANCIAL AID SATISFACTORY ACADEMIC PROGRESS (SAP) UNDERGRADUATES**

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

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

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

## **ACADEMIC ADVISING**

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

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



## UNT FALL 2025 Semester Calendar

Academic Calendar is subject to change

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

Last Modified: December 20, 2024

### accreditation

The Mayborn, which is one of over 100 journalism programs across the world that are accredited, 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.

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

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

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

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

### **Adobe Access**

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

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

### **JOURNALISM EQUIPMENT CHECK OUT**

Checkout length for the **Canon Mirrorless Camera, Batteries, Lighting Gear, Mirrorless Tripods, Individual Lenses, and Accessories** can be checked out up to 72 hours.

To checkout a **Canon Mirrorless Camera and items listed above** longer than 72 hours, the Professor for the course will need to approve the request.

Checkout length for the **Panasonic Video Camera, Batteries, SDXC, and Tripods** can be checked out up to 24 hours.

To checkout a **Panasonic Video Camera and items listed above** longer than 72 hours, the Professor for the course will need to approve the request.

Please send extended reservations approval from the Professor to the following email: [mayborn-equipment@unt.edu](mailto:mayborn-equipment@unt.edu)

### **Journalism Equipment Room - Location and Contact Information**

The Journalism equipment room is located at **Chilton Hall 410 S. Ave. C, Room 155.**

Equipment room phone number is **940-565-3580.**

Equipment room email is [mayborn-equipment@unt.edu](mailto:mayborn-equipment@unt.edu).

Equipment room supervisor can be reached at [ladaniel.maxwell@unt.edu](mailto:ladaniel.maxwell@unt.edu)

### **Journalism Equipment Room - Operating Hours**

Monday/Wednesday: 9 a.m. – 9:00 p.m.

Tuesday/Thursday: 9 a.m. – 9:00 p.m.

Friday: 9 a.m. - 6 p.m.

Sat-Sun: 12 p.m. - 6 p.m.

### **Journalism Equipment Room - Agreement Form**

Anyone who plans to check out equipment during the semester must complete the checkout agreement form found below:

<https://forms.office.com/r/q9fakNFTM8>

This form should be completed prior to checking out equipment and only needs to be done once per semester.

### **Journalism Equipment Room - Late Returns/Abuse of Checkout Policy**

For every hour the student is late; a ban will be placed on the student's account accumulating the same amount of time.

A **ban** restricts the student from checking out any equipment within the Journalism Equipment Room.

For example, if the student returns equipment 2 hours late, a 2 hour ban will be placed on the student's account.

If the student returns equipment 72 hours late, a 72 hour ban will be placed on the student's account.

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

## **ACADEMIC ORGANIZATIONAL STRUCTURE**

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



### OFFICE OF DISABILITY ACCESS

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

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

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

### COURSE SAFETY STATEMENTS

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

and Wellness Center, you may be transported to an emergency room at a local hospital. You are responsible for expenses incurred there.

### ACADEMIC DISHONESTY

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

Individual faculty should include penalties for academic dishonesty in their courses here.

### MSOJ ACADEMIC INTEGRITY POLICY

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

### FINAL EXAM POLICY

Final exams will be administered at the designated times during the final week of each long semester and during the specified day of each summer term. Please check the course calendar early in the semester to avoid any schedule conflicts. Instructor: Please add **day/date/time of your final exam**. If you are unsure after looking at the Final Exam schedule, email Registrar Scheduling to assist you. All instructors must follow the official UNT Final Exam Schedule.

### ACCESS TO INFORMATION

As you know, 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 so do, as this is where you learn about job and internship opportunities, MSOJ events, scholarships, and other important information. Visit the [Eagle Connect website](http://eagleconnect.unt.edu/) for more information (<http://eagleconnect.unt.edu/>) including tips on how to forward your email.

**Courses in a Box**

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

**Important Notice for F-1 Students taking Distance Education Courses**

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

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

(1) Submit a written request to the instructor for an on-campus experiential component within one week of the start of the course.

(2) Ensure that the activity on campus takes place and the instructor documents it in writing with a notice sent to the International Advising Office. The UNT International Advising Office has a form available that you may use for this purpose.

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

**EMERGENCY NOTIFICATION & PROCEDURES**

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

**STUDENT PERCEPTIONS OF TEACHING (SPOT)**

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

additional information, please visit the [SPOT website \(www.spot.unt.edu\)](http://www.spot.unt.edu) or email [spot@unt.edu](mailto:spot@unt.edu). Spots survey dates:

Term	Survey Administration Dates
<a href="#">Regular Academic Session</a>	November 11 - December 04
<a href="#">8W1</a>	September 30 - October 09
<a href="#">8W2</a>	December 02 - December 11

### **Acceptable Student Behavior**

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

### **Classroom Policies**

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

### **SEXUAL DISCRIMINATION, HARRASSMENT, & ASSAULT**

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

[UNT's Dean of Students' website \(http://deanofstudents.unt.edu/resources\\_0\)](http://deanofstudents.unt.edu/resources_0) offers a range of on-campus and off-campus resources to help support survivors, depending on their unique needs. Renee LeClaire McNamara is UNT's Student Advocate and she can be reached through

e-mail at [SurvivorAdvocate@unt.edu](mailto:SurvivorAdvocate@unt.edu) or by calling the Dean of Students' office at 940-565-2648. You are not alone. We are here to help.

## MENTAL HEALTH SERVICES

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

### 1. [Student Health and Wellness Center](#)

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

1800 Chestnut St. (Chestnut Hall)

940-565-2333

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

### 2. [Counseling and Testing Services](#) – Free to UNT Students

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

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

940-565-2741

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

### 3. [UNT CARE Team](#) – Free to UNT Students

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

Dean of Students, University Union

940-565-2648

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

### 4. [Psychiatric Services](#)

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



940-565-2333

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

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

940-369-8773

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

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

## STATEMENTS OF STUDENT LEARNING OUTCOMES

**Instructors:** Please either

incorporate the following student outcomes appropriate to the course into your syllabus

### Statement of Student Learning Outcomes

[Please prepare a statement about course objectives, which must include the most relevant learning competencies (usually three or four) from our accrediting organization, as follows:]

- ☐ Understand and apply the principles and laws of freedom of speech and press for the country in which the institution that invites ACEJMC is located, as well as receive instruction in and understand the range of systems of freedom of expression around the world, including the right to dissent, to monitor and criticize power, and to assemble and petition for redress of grievances

- ☐ Demonstrate an understanding of the history and role of professionals and institutions in shaping communications
- ☐ Demonstrate an understanding of diversity in domestic society in relation to mass communications
- ☐ Demonstrate an understanding of the diversity of peoples and cultures and of the significance and impact of 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 basic numerical and statistical concepts
- ☐ Apply tools and technologies appropriate for the communications professions in which they work

OR

Attach the following student outcome sheet to your syllabus, **being sure to fill it out and mark the appropriate outcomes for the course.** See next page.

### **Statement of Student Learning Outcomes, UNT Mayborn School of 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. Among these standards are student learning outcomes, covered by journalism courses in all sequences.

This course, JOUR \_\_\_\_\_, will help to meet the student learning outcomes that have been checked by your professor, \_\_\_\_\_.

Each graduate must:

- ☐ Understand and apply the principles and laws of freedom of speech and press for the country in which the institution that invites ACEJMC is located, as well as receive instruction in and Understand the range of systems of freedom of expression around the world, including the right to dissent, to monitor and criticize power, and to assemble and petition for redress of grievances
- ☐ Demonstrate an understanding of the history and role of professionals and institutions in shaping communications
- ☐ Demonstrate an understanding of diversity in domestic society in relation to mass communications
- ☐ Demonstrate an understanding of the diversity of peoples and cultures and of the significance and impact of 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 basic numerical and statistical concepts
- ☐ Apply tools and technologies appropriate for the communications professions in which they work