ADVG 2000 CLASS SYLLABUS

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Course Description:

ADVG 2000: Digital Advertising Tools and Analytics is a survey of display, search, video and other advertising tools used across digital and social media. Hands-on development of evaluation techniques including analytics and dashboards to optimize digital and social campaigns.

Assignments include interactive in-class exercises, listening to speakers, discussion of current events, individual analysis of a business' paid ad campaigns, creating a faux business social media page and team preparation of an advertising plan and example documents for a client.

Students receive and provide feedback, and demonstrate critical thinking and knowledge of digital advertising concepts/best practices through roundtable discussions, presentations and in-class assignments.

Students will gain an understanding of digital advertising from multiple contexts; historical, current and technical.

Statement of Student Learning Outcomes/Course Learning Objectives: Students in this class will…

1. Gain a baseline understanding of Digital Advertising and Analytics.

2. Understand the role of digital advertising for business in order to make business-based decisions related to advertising.

3. Understand how to best utilize digital advertising for brands based on business goals.

4. Understand brand advertising campaign creation and utilize Facebook and Instagram to exhibit ad campaign creation skills and creativity in developing digital ad campaigns.

5. Gain professional presentation Zoom and in-person skills.

6. Understand important metrics to track in digital advertising and how to present them.

7. Develop persuasive writing skills supported by data for pitching an advertising campaign.

8. Become more well-rounded individuals in the area of Digital Marketing.

9. Listen to and gain a professional understanding of digital advertising from actual business professionals.

10. Be able to create and execute a basic digital advertising plan for a client.

Instructor Contact and Office Hours:

Name: Patty Arellano Tolotta

Contact: Patricia.Arellano@unt.edu

ContactInformation: I can be reached by email from M-F from 8 a.m. to 5 p.m. I will usually respond within 24 – 36 hours, except on weekends.

Office Hours: I can meet 30 minutes before class and sometimes after class is dismissed. I will also be available by appointment if you have a grade question or unusual situation that needs to be addressed via phone or Zoom, not through Canvas or email.

Preferred Way to Address: Professor Arellano or Ms. Arellano

Remote Zoom meetings:

Occasionally, we may meet by Zoom to accommodate team research, assignments and presentations more efficiently. These are the remote classroom requirements:

1. Be admitted prior to the designated class start time – no later than five minutes prior.

2. Keep your face showing (camera on).

3. Engage in discussion and participate in breakout rooms.

4. Show your work products or research by sharing your screen. This means a computer is needed; logging on by phone or iPad will not allow editing work products via Zoom.

5. Contribute during small group breakout sessions.

6. After breaks or breakout sessions, return to class at the designated time.

7. Although the class may be online, it is a round-table style, so students are called on to answer questions and provide feedback.

Class attendance is required. This class is a seminar course and requires your attendance and participation to be successfully completed. If you miss class, it is your responsibility to check Canvas announcements and submit the assignment on time. In-class assignments cannot be made up.

You are allowed one unexcused absence or three excused absences. Absences outside of this will result in one letter grade drop per absence.

Excused Absence: Contact me by Canvas or email before or immediately after a missed class. If you cannot attend due to an excused absence event, then it is your responsibility to provide a written form of proof and the missed assignment by the deadline or approved extension.

Unexcused Absence: Missing a class without a written form of proof, arriving more than five minutes late, leaving early, leaving and returning during class for more than five minutes is considered an unexcused absence. There is no make-up or modified due date for any assignment without an excused absence. Roll will be taken at the end of class by sign-in sheet or roll call.

Participation:

This is an **interactive** class**;** each class meeting requires active participation. Students receive and provide critical feedback, and demonstrate critical thinking and their knowledge of digital advertising concepts, best practices, work products and trends in class. Formats include roundtable discussions, in-class assignments, multi-part assignments, projects, assignment editing sessions and presentations.

Deadlines:

Class assignments with deadlines are available on Canvas and listed in this syllabus. Students may begin and submit assignments as early as they like. **Late work is not accepted.**

Class Requirements:

A laptop computer with connectivity is required for each class meeting. (Please charge your device in advance as not all classrooms accommodate charging.)

Assignments turned in Canvas must be readable and formatted for instructor access or the assignment is graded as a zero.

Class information is communicated using Canvas, check announcements regularly.

Readings or current event research should be conducted prior to class.

Readings and Current Event, Case Study or Example Research Requirements:

Research and readings are required and will be done in class or prior to the class meeting. There is no textbook required.

Major Project Requirement:

There is no final exam. A major project and presentation serve as the final grade. The last day of class is Dec. 10, 2026 and final presentations will take place that day.

Writing Requirements:

The top of each assignment must include the class (ADVG. 2000) the assignment name (This is the name of the assignment in Canvas) and your first and last name (Example: Patricia Arellano). Assignments must adhere to these guidelines:

- The AP Stylebook is this class's grammar, punctuation, spelling and usage guide.
- Hidden hyperlinks are required in assignments.
- Citations can occur at the end of the document.
- Work products must look polished and finished, be ready for actual use (without mistakes or errors) and demonstrate critical thinking.
- A standard format for an organized clear document is a title, short paragraphs (one point per paragraph) and hidden hyperlinks as well as end-note citations. Subheadings above paragraphs (magazine style) are suggested.

Class Editing, Deadlines and Resubmission of Corrected Work products for a Final Document:

In class, students receive verbal and peer feedback on assignments submitted. The final improved submission is due the following day at 11:59 p.m., submitted over the original submission in Canvas. Assignments are reviewed in three ways:

- Format and appearance of the document
- Content clarity and organization
- The overall quality of the document

Grading:

- A – All elements required are included. Clear and concise writing. Neat appearance. Correct document format. AP style, no typos, misspellings, careless errors, quotes correctly. Demonstrate understanding of concepts, best practices, and/or class topics. ***The document is ready to be published or released*.**
- B – Writing lacks some clarity or format and contains multiple errors. Demonstrates understanding of concepts, best practices, and/or class topics. ***The document requires correction (more than two errors or improvements), and it is not ready for release***.
- C – Document does not meet the standards for a finished product - missing elements, format, appearance, contains AP style, errors, immature writing, and/or does not indicate an understanding of related advertising concepts, best practices or class topics. ***The document is careless or unclear, missing elements or unfinished and requires extensive editing***.
- F –The document is unacceptable as a professional communication work product. ***The document is a first-draft effort or quickly assembled without the required format or information and does not demonstrate an understanding of topics, best practices or concepts*.**

Plagiarism/Dishonesty/Academic Integrity Policy:

Unless otherwise noted, cutting and pasting text from an online or written source without citations (formal or informal) or hyperlinking is plagiarism. Assignments that contain plagiarized material, demonstrate academic dishonesty or cheating in any form will receive a zero. Submission of previously or dually submitted work or work which resembles another student's work or that of the student will receive a zero. Cheating in any form will receive a zero. All academic integrity incidents can be further reported to the University of North Texas for an additional penalty.

AI Policy:

AI can be used for class assignments as prescribed below. I have entered every assignment in Chat GPT and below are the prescribed specific requirements by assignment. Additional assignments not mentioned here will be discussed in class and whether or not AI is approved will be listed in the assignment description. AI works for the organization of a document and general themes but is often ineffective for the content of this course that is meant to engage your critical thinking.

You may be undermining yourself in your development /experience/learning as an advertising professional and you should consider your use in that ethical framework.

DO NOT USE FOR:

Discussion Posts – these must be created using your critical thinking skills. AI results are not useable or acceptable.

Blog with citations and hyperlinks – results not useable or acceptable

Campaign Planning – do not use- this needs to be your idea using your creativity

In-class assignments – these should be based on your learnings and creativity

AI MAY BE USED FOR SOME ASSIGNMENTS AS FOLLOWS:

You must note on the assignment that AI was used, and for which parts AI was specifically used in a note section following your citation page.

Deal or Offer Creation - Can be used to contribute to the development of a deal but must sentences and format must be edited using your knowledge and creativity.

Social Media Schedule - Some ideas are useable with editing / can be used to contribute to the development of a professional social media ad schedule.

Business Goals Statement - Can be used for sentence development but with your editing to follow the prescribed format to ensure the voice contains necessary emotion.

Poems praising your instructor at the end of the semester – modification needed but approved. 😊

Presentations:

Professional visual material, workplace professional appearance and polished visual/ verbal presentations are expected.

Class Points Breakdown

Discussion Assignments: 12.5 points

- Introduce Yourself - 2.5
- Critical Thinking Discussion - 10 (2.5 points per topic)

Self-Managing Assignments/Professional Certificates: 22.5 points

- Google Ads Search Certification - 7.5
- Google Ads Measurement Certification - 7.5
- 100-101: Meta Certified Digital Marketing Associate - 7.5

Individual Assignments: 15 points

- Advertising Analytics Dashboard - 15

Social Media Ad Projects: 15 points

- Facebook Ad Creation - 7.5
- Google Ad Creation - 7.5

Major Group Final Project: 35 points

- Client Communication Evaluation - 5
- Assigned work product -10
- Client Ad Campaign Presentation - 15
- Individual Assignment Evaluation - 5

Final Grade:

Final Grade—Based on 100 possible points. I do not round up. I do not accept late assignments.

- 90 and above = A
- 80 – 89.99 = B
- 70 – 79.99 = C
- 60 – 77.99 = D

ADVG 2000 Weekly Class Schedule*

**Assignments or points may be revised, based on speaker availability, class progress, and/or technical requirements. The schedule is subject to change or adjustment, but the overall course content will remain the same.*

Week 1:

Housekeeping: Syllabus

Discussion Post: Introduce Yourself

Lecture: INTRO

Week 2:

Lecture: Who is your Audience?

Critical Thinking: Evaluating Ads Served to You (1/2)

Week 3:

Lecture: COKE

In Class Demo: How to Make a Facebook Ad

Critical Thinking: Evaluating Ads Served to You (1/2)

Week 4:

In Class Demo: Making a Facebook Ad and Reviewing Facebook Ad Data

IN CLASS FACEBOOK AD CREATION

Week 5:

Lecture: Winning isn't for Everyone - NIKE

In Class Demo: How to Make a Google Ad

Critical Thinking: Evaluating Ads Served to You (2/2)

Google Ads Certifications UNLOCK

Week 6:

Lecture: Google Ads

IN CLASS GOOGLE AD CREATION

Week 7:

Lecture: Closing the Circle

In Your Class Requirement: DOWNLOAD TABLEAU

<u>Week 8:</u>

NO CLASS - Google & Meta Certification Work Time

<u>Week 9:</u>

Speaker: TBD

Discussion Post: Speaker

Lecture: Data Analysis Presentation

In Class Demo: Digital Analytics Dashboard

In Class Requirement: Create Analytics Dashboard

<u>Week 10:</u>

Advertising analytics dashboards DUE

<u>Week 11:</u>

Final Project Intro

<u>Week 12:</u>

In-Class Google Certification Work Time

<u>Week 13:</u>

IN CLASS FINAL PROJECT WORKSHOP

<u>Week 14:</u>

IN CLASS FINAL PROJECT WORKSHOP

Thanksgiving Break – Nov. 26, 2026

<u>Week 15:</u>

Google ads CERTIFICATIONS DUE

IN CLASS FINAL PROJECT WORKSHOP

<u>Week 16:</u>

LAST WEEK OF CLASS – FINAL PRESENTATIONS

JOURNALISM REQUIREMENTS GUIDELINES

JOURNALISM COURSE REGISTRATION

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

RE-TAKING FAILED JOURNALISM CLASSES

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

TEXTBOOK POLICY

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

OFFICE HOURS

I'll be available 30 minutes before class and sometimes 30 minutes after class. Other office hours are available by appointment. My virtual office is always open; just email me, and I promise to respond within 24-36 hours, except on weekends.

ATTENDANCE

One unexcused 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) 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 2026 Semester Calendar

Academic Calendar is subject to change

KEY SEMESTER DATES	Full Semester AUG. 17-DEC. 11	8 week I Session AUG. 17-OCT. 9	8 week II Session OCT. 12-DEC. 11
Schedule of Classes Available on myUNT	Mar. 9	Mar. 9	Mar. 9
Registration Opens for specifics by student group/class: https://registrar.unt.edu/when-can-i-register	Mar. 16	Mar. 16	Mar. 16
Prerequisite Drop Students not meeting course prerequisites will be dropped from their courses.	July 29	July 29	Oct. 12
Regular Registration Ends	Aug. 13	Aug. 13	Oct. 8
Late Registration Period—For Students not Registered for the Term Students registering late will incur a late registration fee of $75.	Aug. 14-21	Aug. 14-21	Oct. 9-16
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. 16	Aug. 16	Oct. 11 If only 8 week II
Classes Begin	Aug. 17	Aug. 17	Oct. 12
Last Day to Add a Class or Swap Sections A swap is switching sections of the same course in the same session.	Aug. 21	Aug. 21	Oct. 16
Last Day to Drop a Class Section Without a W (Census) Courses dropped before this date will not appear on official transcript. (Dropping courses may impact financial aid and degree completion. See advisors.)	Aug. 28	Aug. 22	Oct. 17
Drop with a Grade of W Begins Courses appear 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. 29	Aug. 23	Oct. 18
Last day to change to pass/no pass grade option (undergrads)	Sept. 25	Sept. 4	Oct. 30
Midpoint of the Semester	Oct. 9	Sept. 11	Nov. 6
Last day for a student to drop a course or all courses with a grade of W.	Nov. 6	Sept. 25	Nov. 20
First day to request a grade of Incomplete	Nov. 7	Sept. 26	Nov. 21
Pre-Finals Days	Dec. 2-3	N/A	N/A
Last Regular Class Meeting	Dec. 3	Oct. 8	Dec. 10
Reading Day—No Classes	Dec. 4	N/A	N/A
Final Exams	Dec. 7-11	Oct. 9	Dec. 11
Last Day of Session	Dec. 11	Oct. 9	Dec. 11
University Grade Submission Deadline 4 pm	Dec. 14	Oct. 12	Dec. 14
Grades/Academic Standing posted on the Official Transcript	Dec. 16	Dec. 16	Dec. 16

Labor Day - No Classes - University Closed	September 7, 2026
Thanksgiving Break - No classes	November 23-29, 2026
University Commencement	

Last Modified: March 9, 2026

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.

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

Journalism Equipment Room - Location and Contact Information

The Journalism equipment room is located at the Radio, Television, Film, and Performing Arts (RTFP) Building room 180i.

Equipment room phone number is 940-565-3580.

Equipment room email is mayborn-equipment@unt.edu.

Equipment room supervisor can be reached at ladaniel.maxwell@unt.edu.

Journalism Equipment Room - Operating Hours

Monday-Thursday: 8:30 a.m. – 9:30 p.m.

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

Sat-Sun: 10 a.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:

Journalism Web Checkout Agreement Form

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

Journalism Equipment Room - Late Returns/Abuse of Checkout Policy

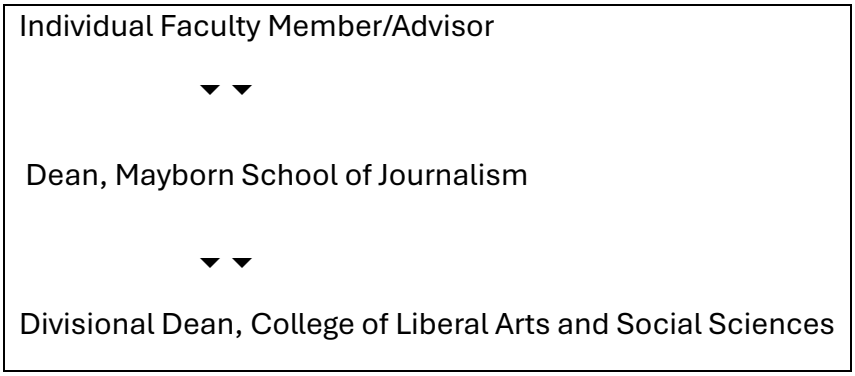
For every hour the student is late; a ban will be placed on the student's account accumulating the same amount of time.

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 or ladaniel.maxwell@unt.edu.

ACADEMIC ORGANIZATIONAL STRUCTURE

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



OFFICE OF DISABILITY ACCESS

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

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

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

Unless otherwise noted, cutting and pasting text from an online or written source without citations (formal or informal) or hyperlinking is plagiarism. Assignments that contain plagiarized material, demonstrate academic dishonesty or cheating in any form will receive a zero. Submission of previously or dually submitted work or work which resembles another student's work or that of the student will receive a zero. Cheating in any form will receive a zero. All academic integrity incidents can be further reported to the University of North Texas for an additional penalty.

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. There is no textbook required for this course.

There is no final exam for ADVG2000. A major project and presentation serve as the final grade. The last day of class is Dec. 10, 2026, and final presentations will take place that day.

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). 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 for more information (http://eagleconnect.unt.edu/) including tips on how to forward your email.

COURSES IN A BOX

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

IMPORTANT NOTICE FOR F-1 STUDENTS TAKING DISTANCE EDUCATION COURSES

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

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

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

(2) Ensure that the activity on campus takes place and the instructor documents it in writing with a notice sent to the International Advising Office. The UNT International Advising Office has a form available that you may use for this purpose. Because the decision may have serious immigration consequences, if an F-1 student is unsure about his or her need to participate in an on-campus experiential component for this course, students should contact the UNT International Advising Office (telephone 940-565-2195 or email international@unt.edu) to get clarification before the one-week deadline.

EMERGENCY NOTIFICATION & PROCEDURES

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

STUDENT PERCEPTIONS OF TEACHING (SPOT)

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

Term	Survey Administration Dates
8W1	September 29-October 8
8W2	December 1-December 10
Reg Fall Term	November 17-December 3

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 students 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).

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

MENTAL HEALTH SERVICES

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

1. Student Health and Wellness Center

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

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

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)

STATEMENT OF STUDENT LEARNING OUTCOMES, UNT MAYBORN SCHOOL OF COMMUNICATION AND MEDIA

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, ADVG2000, will help to meet the student learning outcomes that have been checked by your professor, Patricia Arellano.

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 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