**Fall 2025 JOUR 4460 - PR Communication Syllabus**

* ***Strategic PR: Research, Planning, Execution and Evaluation Skills***
* ***Corporate Communication Focus***
* ***Advanced PR Tactics***
* ***PR Professional Career Development***

**Course Description:**

In Public Relations Communication, students advance research, writing, planning and execution and evaluation skills through:

* complex tactical work products and strategic planning assignments
* researching and developing a major corporate annual pr plan
* producing PR career professional development documents including an online and hard copy portfolio
* creating and presenting a comprehensive presentation with blog, video, podcast, interview and fact sheet to PR professionals and published on Linked
* increasing knowledge of trends, work products, and workplace expectations for Public Relations professionals for a PR job

The course is intended to develop students’ abilities and skills to include critical thinking, ethical considerations, workplace conduct and practical knowledge of multiple aspects of PR communication in a business setting,

Students gain knowledge of specialized aspects of PR communication: trend identification, media relations/earned media, crisis communication, issue management, and spokesperson responsibility, aspects of a public relations.

Students experience first-hand the responsibility the PR professional has in the workplace to produce compelling documents and work products on deadline which meet the goals of the organization.

Class includes roundtable discussions, in-class assignments, presentations, multi-part assignments, major projects and editing sessions. Throughout the semester, students deploy professional PR skills to include:

* editing
* research
* analysis
* planning
* presenting
* advanced writing to persuade and engage
* evaluation/analytics

**Course Learning Objectives:**

* Apply understanding of ethical PR conduct
* Develop professional reputation and supporting documents
* Understand aspects of corporate PR
* Demonstrate research skill by obtaining fact-based information and providing insights through analyzing data.
* Develop as a professional strategic thinking and voice
* Use critical thinking and the PR paradigm to address tactical and strategic assignments- research, plan (outcomes to include messages/audiences) execute and evaluate
* Utilize editing skill in work for content, format and overall quality
* Write clearly in work product formats and styles (persuasive and informative); using AP style.
* Prepare professional-level tactical work products
* Accept and provide critical feedback as part of the PR process
* Analyze and present PR topic or trend professionally and comprehensively
* Prepare assignments which demonstrate understanding of PR best practices and theories
* Prepare/update and present hardcopy and online portfolio to include assignments from JOUR 4460.
* Demonstrate basic technical skills for video production and podcasting
* Demonstrate ethical and appropriate use of AI in a business setting

**Instructor Contact and Office Hours:**

* **Name:** Rebecca Noah Poynter, M.J.
* **Phone:**202-746-3298 - Text with your name
* **Contact:**[poynter@unt.edu](mailto:rebecca.poynter@unt.edu)
* **Note**: Do not be afraid to text me with a question

**Contact Information:** I can be reached by email M-F from 8 a.m. to 5 p.m. I typically respond within 24 hours, except on weekends or if I have noted a period of unavailability. Let me know in advance you would like to meet and what topic you would like to cover. Grade questions need to be in person- not over Canvas or email. If the topic is a specific assignment, have a copy ready.

**Office Hours**:  Tuesdays at 1:20 in the classroom  and after class as needed

**Preferred Address**: Professor Poynter or Ms. Poynter not Poynter (Although Poynter is a great journalism name!)

**Requirements and Policies**

**Class Attendance and Participation:**

**The course requires a high degree of self-management to meet multiple deadliness and manage a multi-assignment workload. This is an interactive class which requires your persistence and dedication. Each class meeting requires active participation. Attendance is required for every class meeting. Students are expected to arrive on time - prepared and focused. In-class assignments usually occur at the beginning of class.  In-class assignments cannot be made up with an unexcused absence.**

**Excused Absence:** Contact me by email before or immediately after a missed class if you cannot attend due to an excused absence event. Any missed assignment is due at the next class meeting in hard copy and on Canvas.

**Unexcused Absence***:* Missing a class without a written form of proof from a third party, arriving more than ten minutes late, leaving early, leaving 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.

**Late Work/Deadlines:** Assignments are due on the deadline whether or not class is attended. Deadlines stand.

**Professional Conduct:**

The primary components of professional conduct - honesty, responsibility, respect and integrity -apply to all interactions. Students are to be self-managing, meeting multiple simultaneous deadlines.  Professional (positive, prepared and proactive) conduct with instructor, fellow students, client and visiting professionals are expected.

Class meetings are conducted as a conference business meeting.

 When a PR professional is visiting or presentation is being made by students, required attire is business professional dress.

**Resource Text:**

***Strategic Public Relations: Positive Proactive Planned Public Relations****is* available in the files section of Canvas. Use the text as a guide to apply concepts and the examples to guide assignments.

**Class Editing, Deadlines and Resubmission of Improved Assignment:**

The editing process in this class means there are two deadlines- one for the original submission and the second for the improved, edited version. If the first deadline is missed, then it is a zero. The second submission is graded for format, quality and content. Student feedback has consistently been that students like having the opportunity to improve documents before the final grade as they are able to get questions answered, see other students work and get recommended improvements in class.

In class, students apply editing as well as peer and instructor or visiting professional  feedback to develop final work products from initial submissions. Advanced formats and format-specific content writing are required for assignments to include blogs, op-eds, letters, memos, plans, spreadsheets and multi-document PR packages.

Deadlines are a key component of PR professional development. Unless otherwise noted, assignments are due in Canvas by the start of class on the day noted and in hardcopy. The number of copies needed will be noted on the assignment requirements.  Assignments submitted to Canvas must be accessible and formatted for instructor access or the assignment is graded as a zero.

After assignments are edited for a final version which must be submitted to Canvas by deadline-usually 48 hours. Failure to submit a final edited work product can result in a reduction by half of the original grade.

**Classroom Equipment Requirements:**

1. UNT Canvas
2. UNT Email
3. LinkedIn profile
4. Online portfolio
5. Hardcopy portfolio
6. A wifi-enabled laptop to be brought for each meeting online or in the classroom
7. Thumb drive

**Academic Integrity:**

Unless otherwise noted, cutting and pasting text from an online or written source without citations (formal or informal) or linking is plagiarism. Using previously written work as the assignment is also considered plagiarism. Assignments which contain plagiarized material will receive a zero. Any assignment which demonstrates academic dishonesty or cheating will receive a zero. A submission of previously or dually submitted work or which resembles another student’s work or that of the student will receive a zero. All academic integrity incidents can be further reported to the University of North Texas for additional penalty.

**AI Policy:**

This class will use AI in designated assignments and applications. For these assignments, students may use AI in the manner announced by the instructor and noted on the assignment in Canvas or class.

All other uses of AI are considered academic integrity violations.

**Assignment Standards:**

Assignments are graded according to content/key messages, style and grammar, design and format and following instructions:

* **Content and message development:**Student writing is evaluated for factual accuracy, organization of thought, strength of message, critical thinking, persuasiveness and application of best practices and concepts.
  + **Research Skill:**For some documents, cited research of multiple sources to develop professional knowledge.
* **Format;**Each format has multiple prescribed elements and demonstrates:
  + **Grammar, style and punctuation**: *The Associated Press Stylebook*and The Purdue Online Writing Lab ( [http://owl.english.purdue.edu/owl/ Links to an external site.Links to an external site.Links to an external site.Links to an external site.Links to an external site.Links to an external site.Links to an external site.Links to an external site.Links to an external site.](http://owl.english.purdue.edu/owl/)) are resources.
* **Quality:**appearance and content should be professional ( able to be published/distributed or used by the organization without additional editing).

**Grading:**

A – All elements required are included to include neat appearance. correct document format and elements, AP style, no typos misspelling, careless errors; quotes correct for an A-plus and less than two minor corrections for an A-minus. For an A, assignment should demonstrate clear and concise writing, professional appearance and understanding of best practices and PR concepts. ***Document is ready to be published or released with nor more than two minor corrections.***

B –Writing is mostly concise or clear but contains more than two errors and/or shows some lacks understanding of best practices or PR concepts.***Document requires correction (more than two errors or improvements) and it not ready for release****.*

C – Document does not meet PR standards for a finished product - missing elements, format, appearance, contains AP style, errors, immature writing and/or does not is how understanding of related PR concepts. ***Document is careless, missing elements or unfinished and requires substantial editing****.*

*D or lower -*Document is unacceptable as a professional communication work product.***Document is a first- draft effort in writing without required format or content and does not demonstrate best practices or PR concepts.***

**Final Grade:**

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

A (90 points and higher)

 B (80—89.99points)

C (70—79.99 points)

***Instructor Note:***

There may be additional or retracted assignments or modified requirements or policies announced to maintain professional etiquette, ethical standards, class progress and/or address current events from a PR perspective.

**Assignments:**

**Career /Professional Development Assignments – 17 points**

* Resume -1
* Linked In Blog Posts – 2
* AI writing demonstration-1
* Professional PR Ethics Statement - 1
* Online and hard copy portfolio and presentation -10
* Business Card -1
* Cover Letter- 1

**Advanced Professional Writing, Research and Presentation Skill Development – 22 Points**

* Research of Trend -2
* Presentation of Trend - 2
* Individual Op Ed – 3
* PR Blogs – 15 (3 each)

**Strategic Organizational Campaign – 10 points**

* Ethical Campaign Planning with Key Messages and Audiences 1
* Campaign Press Release – 1
* Campaign Social Media Calendar- 1
* Visual Tile with Name/logo -1
* Campaign Newsletter /Announcement/Letter– 1
* Media Pitch-1
* Media Alert -1
* Fact Sheet – 1
* Interview Prep – 1
* Recorded Interview Video - 1

**Strategic Planning for Major Corporation   - 8 Points**

* Comm Audit - 5
* Annual Plan Objectives – 2
* Strategic Annual Calendar - 1

**Organizational PR Media Relations Practices – 8 points**

* Media Relations Day One PR Fundamentals Drill – 1
* Spokesperson Talking Points for Media Interview - 1
* Spokesperson Video Evaluation - Media Interview and Eval – 1
* Earned Media Drill – 4
* Statement for Crisis -1

**Major Project – Trend Presentation – 25 Points**

* Power Point – 2
* Presentation with Evaluation of presentation by outside professionals - 15
* Fact Sheet - 2
* Presentation -2
* Talking Points/Script – 1
* Podcast – 1
* All Materials on Linked In -1

**Major CSR Project – 8**

* Research -4
* Present -4

**Class - 3**

* Unassigned points for impromptu assignment -2
* Class Evaluation - 1
* Spot Evaluation – 1 -extra credit

**Calendar of Important Deadlines**

**Weeks 1 - 4**

**Professional Development Assignments**

* Day One Press Release/Newsroom/ News story Drill
* Resume
* Linked In update
* Skills Assessment
* Blog One
* Blog Two

**Strategic Organizational campaign**

**Major Project - Integrated PR Campaign**

**Weeks 5 to 8**

**Advanced Writing and CSR Assignments**

* Fact Sheet-2
* Individual Op-Ed – 3
* Blog 3
* Earned Media
* CSR Major Assignment

**Week 9 -Professional Development**

* Portfolios Due

**Week 10– 12 Best Practices for organization/corporate communication**

* Crisis Comm
* OpEd

**Week 13- Fall Break**

**Week 14- 15 Trend Presentation**

* Power Point
* Fact Sheet
* Talking Points
* Video
* Podcast
* Linked In

**Week 16 Trend Presentation**

* **T**rend Presentations and class finale

**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 class promotes:

* 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

 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

There is no required textbook, students will refer to Positive Proactive PR in files.

OFFICE HOURS

See above.

ATTENDANCE

Attendance is required.

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 AidLinks to an external site.](https://financialaid.unt.edu/satisfactory-academic-progress-requirements) ([https://financialaid.unt.edu/satisfactory-academic-progress-requirementsLinks to an external site.](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.

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.htmlLinks to an external site.](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/q9fakNFTM8Links to an external site.](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:

|  |
| --- |
| Individual Faculty Member/Advisor  Associate Dean, Mayborn School of Journalism  Dean, Mayborn School of Journalism |

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/odaLinks to an external site.](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.

**See academic dishonesty and AI policy above.**

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 Links to an external site.](http://www.my.unt.edu/)([www.my.unt.eduLinks to an external site.](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 websiteLinks to an external site.](http://eagleconnect.unt.edu/) for more information ([http://eagleconnect.unt.edu/Links to an external site.](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 websiteLinks to an external site.](http://www.spot.unt.edu/) ([www.spot.unt.eduLinks to an external site.](http://www.spot.unt.edu/)) or email [spot@unt.edu](mailto:spot@unt.edu). Spots survey dates:

|  |  |
| --- | --- |
| **Term** | **Survey Administration Dates** |
| [Regular Academic SessionLinks to an external site.](https://vpaa.unt.edu/spot/calendars/fall-calendars/fall-regular.html) | November 11 - December 04 |
| [8W1Links to an external site.](https://vpaa.unt.edu/spot/calendars/fall-calendars/fall-8w1.html) | September 30 - October 09 |
| [8W2Links to an external site.](https://vpaa.unt.edu/spot/calendars/fall-calendars/fall-8w2.html) | 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 websiteLinks to an external site.](http://www.deanofstudents.unt.edu/) ([www.deanofstudents.unt.eduLinks to an external site.](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’ websiteLinks to an external site.](http://deanofstudents.unt.edu/resources_0)([http://deanofstudents.unt.edu/resources\_0Links to an external site.](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 CenterLinks to an external site.](https://studentaffairs.unt.edu/student-health-and-wellness-center#programs)

([https://studentaffairs.unt.edu/student-health-and-wellness-center#programsLinks to an external site.](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.

1. [Counseling and Testing ServicesLinks to an external site.](https://studentaffairs.unt.edu/counseling-and-testing-services) – Free to UNT Students

([https://studentaffairs.unt.edu/counseling-and-testing-servicesLinks to an external site.](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.

1. [UNT CARE TeamLinks to an external site.](https://studentaffairs.unt.edu/care) – Free to UNT Students

([https://studentaffairs.unt.edu/careLinks to an external site.](https://studentaffairs.unt.edu/care))

Dean of Students, University Union

940-565-2648

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

1. [Psychiatric ServicesLinks to an external site.](https://studentaffairs.unt.edu/student-health-and-wellness-center/services/psychiatry)

([https://studentaffairs.unt.edu/student-health-and-wellness-center/services/psychiatryLinks to an external site.](https://studentaffairs.unt.edu/student-health-and-wellness-center/services/psychiatry))

940-565-2333

1. [Individual CounselingLinks to an external site.](https://studentaffairs.unt.edu/counseling-and-testing-services/services/individual-counseling) – Free to UNT Students

([https://studentaffairs.unt.edu/counseling-and-testing-services/services/individual-counselingLinks to an external site.](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 chatLinks to an external site.](http://www.suicidepreventionlifeline.org/): ([http://www.suicidepreventionlifeline.orgLinks to an external site.](http://www.suicidepreventionlifeline.org/))

STATEMENTS OF STUDENT LEARNING OUTCOMES

**Statement of Student Learning Outcomes**

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

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