

# ADVG 1000: PRINCIPLES OF ADVERTISING + BRAND STRATEGY

**COURSE DESCRIPTION:** A survey of advertising and brand communication practices, including terminology, history, economic functions, composition, ethical practices, agency structure, professional roles, and tools.

**In this course, we focus on how advertisements are made (and why).** As this course begins, we will discuss foundational knowledge and terminology utilized in advertising, public relations, and client-based design industries. In the world of brand communications, work is distributed across a variety of professional roles ranging from art and design (an “art director”) to business and numbers (an “account manager”) to research and strategy (a “strategist”) and everything in between. *This course is designed for you to explore these careers and try out different types of work.* Hopefully, you’ll learn about advertising, but also about yourself, including your likes and dislikes. That said, not everyone wants to work *in advertising* (specifically). The skills and content you explore in this course are applicable across numerous roles and occupations and will lay important groundwork for many professions. Welcome!

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

1. Define key advertising, public relations, and brand communication terminology
2. Demonstrate knowledge of how ads and brand messages are created
3. Distinguish ad agency structures and key industry roles
4. Propose, create, and defend campaign work for a client while working in teams

**PRE-REQUISITES:** None. This course is open to all majors and years in school. Tell your friends!

**REQUIRED TEXTBOOK:** O’Guinn, T.C., Allen, C.T., Close Scheinbaum, A., & Semenik, R.J. (2019). *Advertising and Integrated Brand Promotion*. 8<sup>th</sup> or 9<sup>th</sup> Edition. Cengage.

**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 do not contact me asking to change your grade unless you believe there is an error. 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
< 600	F

**ASSIGNMENTS:** In this course you will demonstrate your growing knowledge of the world of advertising, public relations, and brand communications through a series of (fun but) challenging assignments. These include:

- **QUIZZES** (8 quizzes @ 50 points each): Each week, you should come to class prepared and ready to discuss that week's topic. Quizzes are due the day before class (Monday at 11:59 PM). Each quiz will cover the assigned reading for that week. These are quick quizzes and meant to reflect *your reading comprehension* from that week's chapter. Each student's quiz is programmed with different questions. Quizzes are designed to reflect your own individual knowledge on topics and concepts and thus must be completed on your own. Quizzes consist of 25 multiple choice and/or true or false questions. Be sure to take a look at the Course Calendar for quiz dates.
- **TEAM EXERCISES** (8 exercises @ 25 points each): Team Exercises are listed in the Course Calendar on the following page. We will begin each week with a recap of the book reading and a real-world example of the book content. Your team will then be given an exercise where you'll be asked to apply your learning. On Thursdays, you will work on the exercises as a team. You will then be asked to turn in a copy of your completed exercise. You will receive feedback on your team's response.
- **CLIENT PROJECT** (200 points): Throughout the semester you'll be working in teams to develop a new advertising campaign for a client. It is important to take detailed notes about the needs and requirements for the campaign. Ask any questions to clarify what is needed. With this information in-hand, each team will generate an advertising campaign/solution. These will then be pitched at the end of the semester.
- **CLIENT DRAFT PROJECT** (50 points): Before spring break, your team will submit a draft of your client project. Details will be provided in the client project assignment.
- **CLIENT PITCH** (50 points): Upon completing your client project, you will pitch your findings and ideas for feedback. We will discuss "pitching" throughout the semester and practice each week. Client pitches should be professional and rehearsed. You should be prepared to answer questions and defend your fantastic work.
- **PEER EVALUATION** (50 points): At the end of the semester, you will be asked to evaluate your teammates for their contributions and attendance throughout the semester and with the final project.
- **COURSE ATTENDANCE and PARTICIPATION** (50 points): Everyone in this class has an important role. As a class we will rely on your insight to contribute to our group's "bigger picture." **If you foresee any event compromising your ability to complete work for this class, please let me know right away.** If you let me know at the end of the semester that your work was compromised by other factors (for example, caring for a family member), there is less we can work on together than if you tell me at the beginning or during the semester. If you miss a class for any reason, you are responsible for getting, reading, and studying the notes from a classmate so you are prepared for the next class session. Throughout the semester we will have in-class exercises to capture your attendance, these are not scheduled and occur at random intervals to reflect true attendance and engagement in the course.

# COURSE CALENDAR

Please see the ASSIGNMENTS section for more details about each assignment.

<b>INTRODUCTION</b>				
Week	Date	Topic	Read	
1	T 1/13	<u>INTRODUCTION</u> : Examples, syllabus discussion, goals and expectations for the course	Ch 1	
1	TH 1/15	<u>AD LANGUAGE</u> : Laying foundations with terminology; the basics of advertising; the power of a brand; what's advertising; what's <i>not</i> ?	Ch 2	
2	T 1/20	<u>ADVERTISING REGULATIONS</u> : Regulatory agents, deceptive advertising, present-day examples	Ch 3	
2	TH 1/22	<u>CLIENT PRESENTATION</u> : You'll be introduced to your final project client and learn about the needs for the ad campaign you'll develop! (FYI we may move this day around based on client needs!)	Ch 4	
<b>BUSINESS + STRATEGY</b>				
Week	Date	Topic	Read	Quiz Due
3	T 1/27	<u>ADVERTISING PLANS</u> : Overview of advertising plans, SWOT analysis, budgeting, marketing objectives; segmentation and positioning	Ch 8	1/26
3	TH 1/29	<b>Team Exercise #1</b>		
4	T 2/3	<u>SEGMENTATION</u> : Segmentation, creating consumer personas, user journeys, target audiences	Ch 6	2/2
4	TH 2/5	<b>Team Exercise #2</b>		
5	T 2/10	<u>AD STRATEGY</u> : Consumer behavior overview; ethical and equitable considerations for "targeting;" bringing the consumer into advertising	Ch 5	2/9
5	TH 2/12	<b>Team Exercise #3</b>		

Week	Date	Topic	Read	Quiz Due
6	T 2/17	<u>AD STRATEGY</u> : Qualitative and quantitative tools; primary and secondary consumer insights	Ch 7	2/16
6	TH 2/19	<b>Team Exercise #4</b>		
7	T 2/24	<b>TEAM PROJECT Q&amp;A IN CLASS</b>		
7	TH 2/26	Team Project Work Week: Check Ins (odd numbers)		
8	T 3/3	Team Project Work Week: Check Ins (even numbers)		
8	TH 3/5	Team Project Work Week: <b>Draft Project Due to Canvas</b>		
		SPRING BREAK		
		<b>CREATIVE + MEDIA</b>		
Week	Date	Topic	Read	Quiz Due
9	T 3/17	<u>ART MEETS SCIENCE</u> : Nuts and bolts of creative; principles of design; commonly used advertising visual appeals; representation and critique of ad themes	Ch 11	3/16
9	TH 3/19	<b>Team Exercise #5</b>		
10	T 3/24	<u>CREATIVITY</u> : What is creativity and why does it matter in advertising?; overview of art direction and copy writing	Ch 10	3/23
10	TH 3/26	<b>Team Exercise #6</b>		
11	T 3/31	<u>WORKING WITH MEDIA</u> : Overview of advertising platforms; traditional media; experiential media; omnichannel strategy	Ch 12	3/30
11	TH 4/2	<b>Team Exercise #7</b>		

12	T 4/7	<b>EVENTS + PROMOTIONS:</b> Public relations and management across channels	Ch 16	4/6
12	TH 4/9	<b>Team Exercise #8</b>		
13	T 4/14	Team Project Work Week: Project Check Ins		
13	TH 4/16	Team Project Work Week: Project Check Ins		
14	T 4/21	Team Project Work Week: Project Check Ins		
14	TH 4/23	Team Project Work Week: Project Check Ins		
15	T 4/28	<b>TEAM PROJECTS DUE 4/27 at 11:59 PM PROJECT PITCHES</b>		
15	TH 4/30	<b>PROJECT PITCHES</b>		

**COMMUNICATIONS:** Please send me an email or a Canvas message if you have any questions. Please do not contact me less than 24 hours before something is due, as I won't be able to guarantee a response before the deadline. Note that FERPA guidelines require that I only reply to your my.unt email address or a Canvas message. Throughout the course I will assume that you have read this syllabus and all Canvas messages and instructions before contacting me.

**NO BALONEY:** It's hard to learn in an environment that feels uncomfortable. In this class, you are required to exhibit respect to everyone in our class. We're here to learn. Should it be determined that you are disruptive, exhibiting signs of harmful behaviors, being a jerk, etc. a formal report will be submitted to the Dean of Students Office, the UNT CARE Team, or other committee. This policy applies to violations of the honor code.

**LATE WORK:** The world is run by deadlines. Turn assignments in on time. Assignments submitted after the deadline will receive a 5% deduction for each day that passes. A "new day" starts the minute after the assignment is due. Where appropriate, submit late work to Canvas under the corresponding assignment. Please do not send any assignment via email or Canvas message. I will openly cry.

**FINAL EXAMS:** There is not a final exam in this course. Rather, we will have final projects pitched in class. For this class and the skills/content you will learn, a project is a better demonstration of your cumulative knowledge.

# **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**

Please see our class syllabus.

## **ATTENDANCE**

Please see our class syllabus.

## **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 Spring 2026 Semester Calendar

Academic Calendar is subject to change

KEY SEMESTER DATES	Full Semester Jan. 12-May 8	3 week I Winter Session Dec. 15-Jan. 9	8 week I Session Jan 12-Mar. 6	8 week II Session Mar. 16-May 8
Schedule of Classes Available on myUNT	Sept. 22	Sept. 22	Sept. 22	Sept. 22
Registration Opens <small>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></small>	Oct. 6	Oct. 6	Oct. 6	Oct. 6
Prerequisite Drop <small>Students not meeting course prerequisites will be dropped from their courses.</small>	Dec. 16	Dec. 15	Dec. 16	Mar. 16
Regular Registration Ends	Jan. 8	Dec. 11	Jan. 8	Mar. 12
Late Registration Period—For Students not Registered for the Term	Jan. 9-16	Dec. 12-15	Jan. 9-16	Mar. 13-20
Last Day to Withdrawal from Entire Term on myUNT <small>Courses do not appear on the transcript. After this date see Dean of Students to withdrawal from the entire term.</small>	Jan. 11	Dec. 14	Jan. 11	Mar. 15
Classes Begin	Jan. 12	Dec. 15	Jan. 12	Mar. 16
Last Day to Add a Class or Swap Sections <small>A swap is switching sections of the same course in the same session.</small>	Jan. 16	Dec. 15	Jan. 16	Mar. 20
Last Day to Drop a Class Section Without a W (Census) <small>Courses dropped before this date will not appear on official transcript. (Dropping courses may impact financial aid and degree completion. See advisors.)</small>	Jan. 24	Dec. 16	Jan. 17	Mar. 21
Drop with a Grade of W Begins <small>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.)</small>	Jan. 25	Dec. 17	Jan. 18	Mar. 22
Last day to change to pass/no pass grade option (undergrads)	Feb. 20	Dec. 19	Jan. 30	April 3
Midpoint of the Semester	Mar. 6	Dec. 24	Feb. 6	April 10
Last day for a student to drop a course or all courses with a grade of W.	April 10	Jan. 6	Feb. 20	April 24
First day to request a grade of Incomplete	April 11	Jan. 7	Feb. 21	April 25
Pre-Finals Days	April 29-30	N/A	N/A	N/A
Last Regular Class Meeting	April 30	Jan. 8	Mar. 5	May 7
Reading Day—No Classes	May 1	N/A	N/A	N/A
Final Exams	May 4-8	Jan. 9	Mar. 6	May 8
Last Day of Session	May 8	Jan. 9	Mar. 6	May 8
University Grade Submission Deadline 4 pm	May 11	Jan. 12	Mar. 9	May 11
Grades/Academic Standing posted on the Official Transcript 6pm	May 13	May 13	May 13	May 13
Winter Break (no classes; university closed)	December 24-26, December 29-January 2			
Martin Luther King Jr. Holiday	Jan. 19, 2026			
Spring Break	March 9-15, 2026			
University Commencement	May 7-11, 2026			
last modified: December 1, 2025				

## 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:

[Journalism Web Checkout Agreement Form](#)

This form must 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.

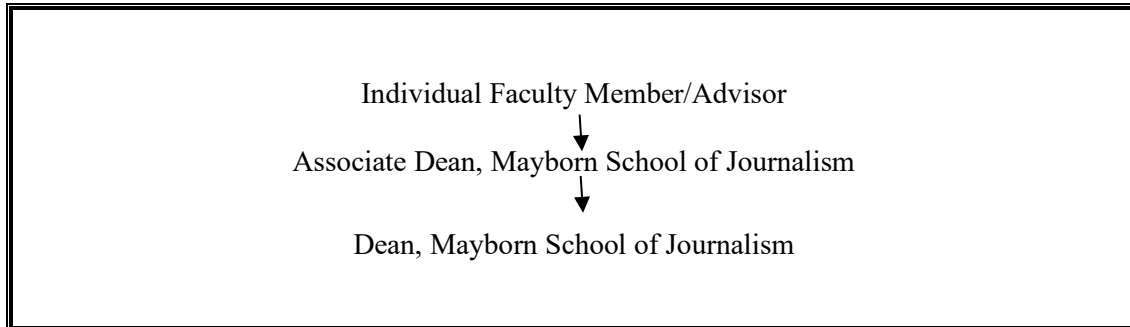
For example, if the student returns equipment 2 hours late, a 2 hour ban will be placed on the student's account.

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. **Unauthorized/undisclosed use of AI is not tolerated and will be considered academic dishonesty.** Academic dishonesty will bring about disciplinary action which may include expulsion from the university. This is explained in the UNT Student Handbook.

## 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

There is no final exam for this course.

## ACCESS TO INFORMATION

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

## 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](http://www.spot.unt.edu) (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>	April 14 - April 30
<a href="#">8W1</a>	February 24 - March 05
<a href="#">8W2</a>	April 28 - May 07
<a href="#">3W1</a>	January 07 - January 08

## ACCEPTABLE STUDENT BEHAVIOR

Student behavior that interferes with an instructor's ability to conduct a class or other students' opportunity to learn is unacceptable and disruptive and will not be tolerated in any instructional forum at UNT. Students engaging in unacceptable behavior will be directed to leave the classroom and the instructor may refer the student to the Dean of Students to consider whether the student's conduct violated the Code of Student Conduct. The university's expectations for student conduct apply to all instructional forums, including university and electronic classroom, labs, discussion groups, field trips, etc. The Code of Student Conduct can be found on the [Dean Of Students website](http://www.deanofstudents.unt.edu) ([www.deanofstudents.unt.edu](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](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](https://studentaffairs.unt.edu/care) – 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)  
(<https://studentaffairs.unt.edu/student-health-and-wellness-center/services/psychiatry>)  
940-565-2333

5. [Individual Counseling](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-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

### 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, ADVG 1000 will help to meet the student learning outcomes that have been checked by your professor:

Each graduate must:

- 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