

JOUR 3020: Advertising Account Planning

At the heart of every strategic communication message is an understanding of the target audience. Advertisements are created for people – the account planner is responsible for getting to know the audience; who they are, what they like, and what is important to them. If we have a thorough and authentic understanding of who we're talking to, our messages might actually resonate with them! This class is about people, getting to know audiences, and bringing humanity into the commercial world of advertising.

This class will support your learning about people who are not like yourself and about societal trends. It will require you to think and gain insights from other perspectives. Planners know people, they like people, they *get* people. It is essential that you gain a genuine understanding of viewpoints and backgrounds including across gender, race and ethnicity, age, ability, sexuality, political views, religion, geographic location, socioeconomic status, and other perspectives.

In this class you will gain hands-on experience solving advertising and communication-related issues faced by planners today. This includes strategically determining and understanding your target audience's needs and desires, collecting primary and secondary consumer insights, establishing the purpose of your brand's advertising, and generating creative briefs.

I once heard account planning referred to as “method acting.” Erh, sort of. Yes in the sense that you should be working to authentically understand the diverse perspectives of your audience. However, the goal here isn't to simply perform and walk away. Instead, the goal is to broaden your understanding of people. This will help you make more thoughtful messages. And be a better human. We will focus on advertising account planning in this course, but keep in mind that many of these skills translate to other fields and occupations.

Objectives

1. **Define present-day account planning.** What is it? Where does it fit within an advertising context? How can you use account planning beyond working at an agency?
2. **Discover and apply diverse audience insights.** How are these collected? How do you distill this detailed information? How have you worked to understand your audience in an authentic way? How have you accounted for perspectives of all backgrounds?
3. **Demonstrate your ability to make authentic creative briefs.** What are the components? What is the process? What do you need? In what ways can you use your insights?

Prerequisites: You should already be a JOUR major and completed the Mayborn School of Journalism's Foundational Courses.

Required Readings: Many readings will be included in our weekly Canvas modules. Additionally, we have two easy, required books; available at campus bookstore and online:

- Kocek, C. 2013. *The Practical Pocket Guide to Account Planning*.
- Steel, J. 1998. *Truth, Lies, and Advertising: The Art of Account Planning*.

Both of these books are essential tools for an account planner. You may read the Kocek book at your leisure throughout the semester. You'll see that the Kocek book has a number of valuable lists and suggestions for a new account planner. It is handy to have. The Steel readings will be covered in the quizzes and assigned throughout the Canvas course modules.

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. You wouldn't give your boss 24-hours notice either, so this is good practice for the real world. Note that FERPA guidelines require that I only reply to your my.unt email address or a Canvas message. Throughout the course I will make the assumption that you have read this syllabus and all Canvas messages and instructions before contacting me.

Online Tips: Yeah. It's (still) a weird time. Our class is asynchronous (i.e. no set meeting time) and completely online. Each week's content will open on **Tuesdays at noon** (see course calendar on page 4). Assignments are due the following Monday at 11:59 PM. You can complete the content at your leisure throughout the week. I've been teaching online courses for several years now. **I suggest selecting a day and time you will treat as your "class period," as if you were attending the class in person. Use that same date and time every week and stick to your schedule. That said, it can be any day you want! Cool flexibility!** Reminder that communication for the course will be through Canvas announcements. Canvas is your friend. Make sure that the email address you have connected to Canvas is one you check every day.

Attendance/Participation: Everyone in this class has an extremely 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 stressors (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 class for an emergency (e.g. family-related, etc.) or medical reason, you must present formal documentation. I expect you to complete all assignments on time, just as you would in the real world.

No Baloney: It's hard to learn in an environment that feels uncomfortable. In this class, you are required to exhibit respect to myself, our TA, and your classmates. I take this seriously. 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 corresponding committee. This policy applies to violations of the honor code. This policy also applies to any discussion of hate, discrimination, harassment of any person for any reason. Account planners love and want to understand people – this **MUST** be valued and is inherent to your work in this course. I won't ask questions, I will just submit the report.

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. Submit late work to Canvas under the corresponding assignment. Do not send any assignment via email or Canvas message, ever. We get too many emails.

Class Recordings & Student Likeness: Some sessions in this course will be recorded for students enrolled in this class section to refer to throughout the semester. Class recordings are the intellectual property of the university or instructor and are reserved for use only by students in this class and only for educational purposes. Students may not post or otherwise share the recordings outside the class, or outside the Canvas Learning Management System, in any form. Failing to follow this restriction is a violation of the UNT Code of Student Conduct and will lead to disciplinary action.

Technical Assistance: Part of working in the online environment involves dealing with the inconveniences and frustration that can arise when technology breaks down or does not perform as expected. Here at UNT we have a Student Help Desk that you can contact for help with Canvas or other technology issues.

UIT Help Desk: UIT Student Help Desk site	Email: helpdesk@unt.edu	Phone: 940-565-2324
In Person: Sage, Room 130	Walk-In Avail: 8am-9pm	Laptop Checkout: 8am-7pm

Final Exams: There is not a final exam in this course. Your knowledge will be assessed through quizzes throughout the semester. I find that final projects are more effective in demonstrating your knowledge and confidence in our course objectives. Please note the course calendar outlined on page 4. Did you read this far? Click [here](#) for a reward. Codeword: Arbys.

COVID-19 + Masks: UNT encourages everyone to wear a face covering when indoors, regardless of vaccination status, to protect yourself and others from COVID infection, as recommended by current CDC guidelines. Our class is online, but I like to put this reminder in the syllabus to emphasize its importance. I think of wearing a mask like wearing pants. Come to campus with a mask and wear it when you are on campus. If you are unable to wear a face covering or do not feel you can safely attend class without your face covering due to a disability, please contact the Office of Disability Access to request an accommodation. UNT face covering requirements are subject to change due to health guidelines. Wear a mask. Please let's get this over with.

If you are experiencing [any symptoms of COVID-19](#) please seek medical attention from the Student Health and Wellness Center (940-565-2333 or askSHWC@unt.edu) or your health care provider PRIOR to coming to campus. UNT also requires you to contact the UNT COVID Team at COVID@unt.edu for guidance on actions to take due to symptoms, pending or positive test results, or potential exposure.

Students are expected to attend class meetings regularly and to abide by the attendance policy established for the course. You must communicate with me prior to missing course content or assignments, so I can determine a way to accommodate your absence. Please inform me if you are unable to attend class meetings because you are ill, in mindfulness of the health and safety of everyone in our community.

Course Calendar

(please see page 5 for a detailed description and point value of each assignment)

Each week opens at Noon on Tuesdays. That week's work is due the following Monday by 11:59 PM.

Week	Module	Week Opens	Week Closes	Topic(s)	To Turn In
1		1/18	1/24	<i>Legitimately</i> Read Syllabus, Get Books	
2	Contextualizing Planning	1/25	1/31	The Ins and Outs of the Agency	Discussion 1
3	Contextualizing Planning	2/1	2/7	What is Account Planning?	Assignment 1
4	Contextualizing Planning	2/8	2/14	Why Are We Advertising?	Quiz 1
5	Who Are We Talking To?	2/15	2/21	Target Audiences	Discussion 2
6	Who Are We Talking To?	2/22	2/28	Consumer Personas	Assignment 2
7	Who Are We Talking To?	3/1	3/7	MRI+ and Other Tools	Quiz 2
8	Job Prep	3/8	3/14	Halfway Checkmark: Job Prep	
9		3/15	3/21	SPRING BREAK	
10	Collecting and Distilling Insights	3/22	3/28	What is "Insightful"?	Discussion 3
11	Collecting and Distilling Insights	3/29	4/4	Innovative Techniques for Insights	Assignment 3
12	Collecting and Distilling Insights	4/5	4/11	Interviews and Focus Groups	Quiz 3
13	Client Competition	4/12	4/18	SMITs and Tying Everything Together	<i>Sugg: Insights</i>
14	Client Competition	4/19	4/25	Final Competition	<i>Sugg: Insights</i>
15	Client Competition	4/26	5/5	Final Competition	Final Project due 5/5, last day of class

What Are We Doing?

This class is out of 1,000 points

Deadlines will not change and are outlined on the course calendar above.

Discussion Boards (3 @ 25 points each, 75 points total) This course is designed to make you think. Right now you're being trained to become someone who works in (or with) advertising and mass communications. You don't have all of the answers yet, but that's what we're here to discuss and work on. Part of growth is reflecting and thinking about where you are and where you want to go. In our Discussion Boards, you'll be asked to think about a given topic or challenge and asked to give a thoughtful, well-reasoned response. You'll see in the course calendar above that we'll kick off each module with discussions. This is intentional and designed to get you thinking. These are meant to be engaging and to give everyone a platform to voice their opinions. We want to hear from you!

Fieldwork Assignments (3 @ 75 points each, 225 points total) My goal for the courses I teach is to make assignments something you could show in a portfolio. The purpose of fieldwork assignments is just that! In the second week of each module, you'll be asked to actually execute a deliverable such as creative brief, consumer persona, or other component for which an account planner would be responsible. These will take your learning to the next level; now we're not just *talking* about topics (like we did with the Discussion Boards, above), we're actually *doing* them! These are meant to be challenging and should take you the week to think about and complete. Per the course description on the first page, these will specifically emphasize the course objectives and ask you to meet, discuss, understand, and learn from perspectives that may differ from your own. As a planner, it is vital that you expand your understanding of society by learning from people of all backgrounds including gender, race and ethnicity, age, ability, sexuality, political views, religion, geographic location, socioeconomic status, and other perspectives.

Quizzes (3 @ 125 points each, 375 points total) There are no exams in this course, yay! Still, you will be asked to demonstrate the knowledge you're growing (and that you are completing the reading each week). You'll encounter a quiz in the third and final week of each module. These will typically be about 25 multiple choice and true/false questions and will cover content from the module. The "pro" of assessing your knowledge this way is that there is only a small amount of content to cover/review for each quiz, rather than one big exam. Nice!

Client Competition (325 points) Now that you've practiced many different aspects of account planning, it's your turn to complete a project from start to finish! This project will allow you to build on your account planning skillset and take ownership of a complete project. On 4/12 you'll receive a planning assignment just as you would in the real world. You'll have several weeks to attack it! The turnaround time for this project might feel fast, but it's designed to mirror as close to the real world reality of planning as possible! It is meant to be fun and engaging, but also challenge your thinking. The final project is competitive and we're looking for top-notch work!

Below are required syllabus statements from the Mayborn School of Journalism and UNT:

JOURNALISM REQUIREMENTS & GUIDELINES

JOURNALISM COURSE REGISTRATION

- Registration will begin on the dates noted in the schedule of classes each semester. The system is a live, first come/first serve program.
- By registering for this course, you are stating that you have taken the required prerequisites according to your catalog year and major/minor status. If the instructor later determines that you haven't taken and passed these requirements, then you may be dropped at any point in the semester. If you have questions about your prerequisites, please see an advisor.
- A journalism major enrolled in any restricted 3000 and 4000 level classes must have taken and passed 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 am available most days between 1 and 3 PM, via Zoom. Send me an email to let me know that you'll attend office hours on a given day – this will allow me to dedicate specific time to each student without overlapping appointments. Additionally, there may be some exceptions arise, where I am called into a meeting, etc. and not available during this window of time. Send me an email and we'll get an appointment figured out!

ATTENDANCE

There is no specific attendance policy for our course. You are responsible for interacting with each week's content to the extent you see fit to prepare for your future occupation (and the relevant class assessments such as quizzes, discussions, projects, etc.).

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 2022 Semester Calendar

Academic Calendar is subject to change

KEY SEMESTER DATES	Full Semester Jan. 18-May 13	3 week I Winter Session Dec. 13-Jan. 14	8 week I Session Jan 18-Mar 11	8 week II Session Mar. 21-May 13
Schedule of Classes Available on myUNT	Sept. 20	Sept. 20	Sept. 20	Sept. 20
Registration Opens <small>for specifics by student group/class: See spring registration guide https://registrar.unt.edu/registration</small>	Oct. 4	Oct. 4	Oct. 4	Oct. 4
Regular Registration Ends <small>Full Semester & 8WK1 registration ends at 5:30 p.m. and Tuition and Fees due by 6 p.m. 8WK2 registration ends at 11:30 a.m. and Tuition and Fees due by 12 p.m.</small>	Jan. 13	Dec. 10	Jan. 13	Mar. 17
Late Registration Begins—For Students not Registered for the Term <small>Students registering late will incur a late registration fee of \$75 Full Semester & 8WK1 registration ends at 5:30 pm and Tuition and Fees due by 6 pm. 8WK2 tuition and fees are due by 5 pm on the same day as class registration.</small>	Jan. 14-21	Dec. 11-14	Jan. 14-21	Mar. 18-25
Last Day to Withdrawal from Entire Term on myUNT <small>Courses do not appear on the transcript. Eligible for 100% refund. After this date see Dean of Students to withdrawal from the entire term.</small>	Jan. 17	Dec. 12	Jan. 17	Mar. 20
Classes Begin	Jan. 18	Dec. 13	Jan. 18	Mar. 21
Last Day to Add a Class Section <small>Registered & Tuition and Fees Paid by 6 p.m.</small>	Jan. 21	Dec. 14	Jan. 21	Mar. 25
Census—Official Enrollment Determined <small>Last day to drop a course section to no longer appear on the official transcript and to receive a full refund for the course section. (Dropping courses may impact financial aid and degree completion. See advisors.)</small>	Jan. 31	Dec. 14	Jan. 24	Mar. 26
Drop with a Grade of W Begins <small>Beginning this date, students can drop a course with a grade of W. The 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>	Feb. 1	Dec. 15	Jan. 25	Mar. 27
Last day to change to pass/no pass grade option (undergrads)	Feb. 25	Dec. 17	Feb. 4	April 8
Midpoint of the Semester	Mar. 11	Jan. 5	Feb. 11	April 15
Last day for a student to drop a course or all courses with a grade of W.	April 8	Jan. 7	Feb. 25	April 29
First day to request a grade of Incomplete	April 9	Jan. 8	Feb. 26	April 30
Pre-Finals Days	May 4-5	N/A	N/A	N/A
Last Regular Class Meeting	May 5	Jan. 13	Mar. 10	May 12
Reading Day—No Classes	May 6	N/A	N/A	N/A
Final Exams	May 7-13	Jan. 14	Mar. 11	May 13
Last Day of Session	May 13	Jan. 14	Mar. 11	May 13
University Grade Submission Deadline 4 pm <small>Last day of Spring Term is May 13.</small>	May 16	Jan. 18	Mar. 14	May 16
Grades/Academic Standing posted on the Official Transcript 6pm	May 18	May 18	May 18	May 18
Winter Break (no classes; university closed)	Dec. 24; Dec. 27-31			
Martin Luther King Jr. Holiday	Jan. 17			
Spring Break	March 14-18			

Last Modified: July 30, 2021

accreditation

The Mayborn, which is one of only 117 journalism programs across the world that are accredited, is renewing its credentials this year. Accreditation is important to you because it means your degree is more valuable than one that comes from an unaccredited school.

As a Mayborn student, you are part of this important process. You might be asked to do a noncredit assignment in a class, you might be asked to participate in a survey or focus group, and you might be asked to visit with an outside team of professionals and educators who will be evaluating the school in the fall. Student participation in the process is essential.

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

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

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

The Mayborn School's accreditation is determined by the Accrediting Council on Education in Journalism and Mass Communications (ACEJMC) through an extensive evaluation process. Accreditation by the ACEJMC council means we embrace the value of a broad, multidisciplinary curriculum that nurtures critical thinking, analytic reasoning and problem-solving skills that are the essential foundation for all mass communication education. This spring, the Mayborn Faculty and staff are writing our self-study, examining what we have accomplished and provided to our students, community and professions over the last six years. The process will culminate in an ACEJMC evaluation team visiting the school next fall. We hope you, our students, will engage with the team and learn more about what accreditation means.

Adobe Access

UNT now has a new contract with Adobe. The following link contains all the information that students will need to purchase a subscription, and opt-out of an existing agreement that is at a higher price: the Adobe general educational offer is \$19.99-\$29.99 per month, our offer is only \$55.55 *total*). <https://news.cvad.unt.edu/adobe>

The email address for students to ask questions or report problems is unatadobe@unt.edu.

JOURNALISM EQUIPMENT CHECK OUT

Anyone who plans to check out equipment during the semester must complete the checkout agreement form found here: <http://bit.ly/MaybornEQR>.

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

Please email the Mayborn Equipment Room at mayborn-equipment@unt.edu to schedule your gear pickup. Hours of operation:

9:00 a.m.–10:00 p.m. - Monday through Thursday

9:00 a.m.-5:00 p.m. - Friday

12:00 p.m. to 6:00 p.m. - Saturday and Sunday.

All equipment must be picked up and returned at a scheduled time within these hours.

We are here to help! Contact us via email or phone with any questions or concerns.

- La Daniel Maxwell, Journalism Equipment Room Supervisor ladaniel.maxwell@unt.edu
- Mayborn Equipment Room Staff – mayborn-equipment@unt.edu or 940-565-3580

Violations for late returns are as follows:

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

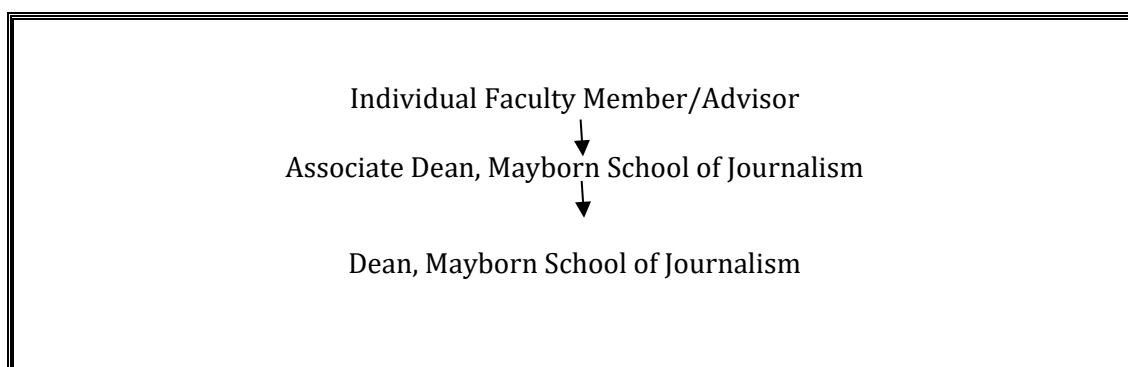
Second late infraction – 3 weeks ban from checking out equipment.

Third late infraction – Semester long ban from any and all equipment checkout.

If you are going to be late returning equipment please email mayborn-equipment@unt.edu. Active communication brings leniency in many cases.

ACADEMIC ORGANIZATIONAL STRUCTURE

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



OFFICE OF DISABILITY ACCOMMODATIONS

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

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

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

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.

I TAKE ACADEMIC DISHONESTY VERY SERIOUSLY. SHOULD IT BE DETERMINED THAT YOU'VE SHARED ANSWERS OR USED ANOTHER STUDENT'S ANSWERS, ENGAGED IN PLAGIARISM, OR ANY OTHER ACT DESCRIBED BY UNT AS DISHONESTY, YOU WILL RECEIVE A ZERO ON THAT ASSIGNMENT AND – IN SOME CASES – THE ENTIRE COURSE, DEPENDING ON THE OFFENSE.

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. Please note: there is no final

exam in this course. Your skills and mastery of the material will be assessed throughout the semester.

ACCESS TO INFORMATION

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

Courses in a Box

Any MSOJ equivalent course from another university must receive prior approval from the MSOJ academic advisor to insure 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 \(www.spot.unt.edu\)](http://www.spot.unt.edu) or email spot@unt.edu. Spots survey dates:

Term	Survey Administration Dates
8W1	2/28/2022 --/10/2022
SPRING	4/18/2022 – 5/5/2022
8W2	5/2/2022 – 5/12/2022

Acceptable Student Behavior

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

Classroom Policies

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

SEXUAL DISCRIMINATION, HARRASSMENT, & ASSAULT

UNT is committed to providing an environment free of all forms of discrimination and sexual harassment, including sexual assault, domestic violence, dating violence, and stalking. If you (or someone you know) has experienced or experiences any of these acts of aggression, please know that you are not alone. The federal Title IX law makes it clear that violence and harassment based on sex and gender are Civil Rights offenses. UNT has staff

members trained to support you in navigating campus life, accessing health and counseling services, providing academic and housing accommodations, helping with legal protective orders, and more.

UNT's Dean of Students' website (http://deanofstudents.unt.edu/resources_0) 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: \(http://www.suicidepreventionlifeline.org\)](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, JOUR 3020, will help to meet the student learning outcomes that have been checked by your professor, Dr. Sara Champlin.

Each graduate must:

- ☐ Demonstrate an understanding of diversity in domestic society in relation to mass communications
- ☐ 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
- ☐ Apply tools and technologies appropriate for the communications professions in which they work