“If I had asked people what they wanted, they would have said faster horses.”

- Henry Ford

At the heart of every strategic communication message is an understanding of the recipient or target audience. From mass communication to interpersonal communication, we tailor our content based on what we think our audience desires or needs to know (or at least we should!). In account planning, we will work to better understand the thoughts and behaviors of a variety of audiences so that we may create better, more effective advertisements. As such, this class is all about understanding people.

Planners know people, they like people, they get people. They are well-rounded and can chat about many different topics. In this class we will dive deep into the minds of the audience – who are they – what do they think now and what we want them to think based on our advertising? The more we know, the better our ads will be. Exhibited through the quote above, this isn’t always as simple as asking people exactly what they want, because they often don’t know. We’ll have to get creative.

In this class you will gain hands-on experience solving advertising and communication-related issues faced by many planners today. This includes strategically determining and understanding your target audience’s needs and desires, establishing the purpose of your brand’s advertising, and generating creative briefs. 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. Develop an understanding of account planning and the unique opportunities and challenges this occupation encounters in both off and online settings

2. Synthesize creative solutions to present-day account planning problems both in teams and independently. Namely, you will work to better understand different audiences and what drives them to consider product purchase, attention to advertising, and other outcomes

3. Defend strategic decisions through written and oral methods and incorporating primary and secondary, qualitative and quantitative research
**Prerequisites:** You should already be a JOUR major and completed the Mayborn School of Journalism’s Foundational Courses.

**Required Readings:** These books are available at the campus bookstore. These books are a good investment – they are key readings in the field of advertising and considered by many as “must reads,” regardless of the area of advertising you work in.


Additionally, in this class you may find it valuable to have access to an audio recorder (many are free, available online) and a photo capturing device (such as a phone on a camera).

**Email:** This is the best way to reach me (see email address above). Please do not email me less than 24 hours before something is due, as I won’t be able to 100% guarantee a response before the deadline. Note that FERPA guidelines require that I only reply to your my.unt email address.

**Blackboard Issues?** For the most part, Blackboard is a great resource for students. But, if you encounter any issues, you can send an email (helpdesk@unt.edu), make a call (940.565.2324), or visit 130 Sage Hall.

Blackboard will be used as my main mode of communication throughout the semester. I will send updates and current news by posting announcements or sending direct messages through Blackboard. Please ensure that your account is set up in a way that you will receive an email notification from Blackboard when I post content to our page or send you a direct message through the Blackboard system.

**Attendance:** 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.” We will depend on you to bring to class your share of the work, which we’ll use to build our understanding of target audiences.

This is a fairly small class and I will take attendance every day. We’ll do a lot in each class and it is important that you are in attendance. I will cover what constitutes an “excused” absence on the first day of class. This includes excessive lateness – if I’ve already taken attendance that day, then I will count you absent. If you foresee any event compromising your ability to complete work for this class, please let me know as soon as possible. Please schedule an appointment or visit my office hours to discuss. I expect you to be present in class and complete all assignments on time.

**Late Work:** The world is run by deadlines. Turn assignments in on time. Assignments submitted after the deadline will receive a 10-point deduction for each day that passes. A “new day” starts the minute after the assignment is due. The deadlines outlined in the course calendar will not be changed. Late work penalties are applied to all unexcused absences.
What Are We Doing?

This class is out of 1,000 points

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

Attendance & In-Class Participation – Individual (100 Points) As mentioned above, I will take attendance at every in-class meeting. This is to hold you responsible for being present and involved with our course. If you must be absent and the absence is considered “excused” (again, we’ll talk about this on the first class day), you must email me to let me know that you will be out. Unexcused absences include but aren’t limited to vacations, car or parking problems, overlapping with work hours, etc. You will be allowed two unexcused absences your grade is reduced, where each additional class missed will remove two points from your final grade. You don’t need to email about unexcused absences.

You Said It! – Individual (50 Points) The due date for this assignment is September 20th (please see course calendar). The purpose of this assignment is to really think on your feet to meet a fast turnaround deadline. On September 15th I will provide the assignment which will require you to interact with others and write up your findings. We will discuss your findings in class on September 20th so that you receive feedback from me and your classmates. The details of this assignment are kept intentionally ambiguous for now but will not exceed expectations outside of the corresponding point value and time limit.

Staying Hip – Individual (150 Points) In the second half of the semester, you will watch and listen to content on your own outside of class. Planners are well-rounded and are always engaged in emerging trends, topical issues, and events happening locally, nationally, and globally. The purpose of this assignment is to help your fellow planners get “in-touch” with a topic they might not know about. You will be asked to find a podcast or web/video series that you feel everyone in the class should hear/see to help further their understanding of people. For the piece you select, you are asked to write a summary about its content and the link or directions about where to find the piece, which you will post to Blackboard. Later in the semester, you will listen to the content selected by other students in the class and respond to this material. Please see the course calendar for due dates.

Fact Pack- Team (100 Points) In addition to collecting data and insights for their own purposes, planners are sometimes asked to package this information for distribution to others. With your team, you will be asked to find secondary data about a specific problem and compile this data into a presentable package. This is due on November 1st. As we approach this date, I will share examples and tips for compiling this package and how to include your work in a portfolio.
“Friends with Benefits” Mid-Term Project – Team (200 Points) During the second week of class I will provide you with two current account planning challenges. As a team, you may select one challenge or the other to answer. Your response to the issue will require you to collect consumer insights in innovative ways and write up these findings in a 5-page, double-spaced paper (includes a 1-page creative brief), one per group. This assignment is due on 10/11.

“Party of One” Final Project – Individual (300 Points) Your final project will be completed on your own. This challenge will be presented after you complete and receive feedback from your mid-term. The nature of the challenge will be similar to what you see in the mid-term and will encompass the primary and secondary, as well as quantitative and qualitative approaches you learn throughout the course. You will be asked to present your work to the class (see course schedule), which is worth 100 of the 300 points.

Team Evaluations – Team (100 points) At the end of the semester (last week of classes), your teammates will evaluate your efforts throughout the semester across a number of characteristics. This means that a substantial portion of your grade will be determined by your group based on the amount of work you put forth. I will take notes on the levels of contribution given by group members on random days throughout the semester and will factor this into the team evaluations as needed.

If you do not submit your teammate evaluation forms, you will receive a 0 for this assignment, regardless of the scores your teammates assign to you. The rubric is provided for you in this syllabus (below) so that how you are evaluated won’t come as a surprise to you at the end of the semester!

I reserve the right to add characteristics based on the performance of the class throughout the semester.

Team Member Evaluation Criteria

- Was always in class.
- Was easy to get in touch with.
- Really contributed their “fair share” to every group assignment.
- Understood the assignments and deadlines.
- Went above and beyond.
- Contributed to group discussions.
- Helped to keep the group on track.
- Was on time and involved.
- Had good ideas.
- Was always at meetings outside of class.

Free response box for comments will be included.
<table>
<thead>
<tr>
<th>Week</th>
<th>Topic</th>
<th>Dates</th>
<th>Topic(s)</th>
<th>Readings, Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Intro to Planning</td>
<td>8/30, 9/1</td>
<td>What IS Account Planning?</td>
<td>Koeck: At your leisure, throughout the semester 1/19: Steel: Intro &amp; Ch 1</td>
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<td></td>
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<td>Hint: Not What You Think</td>
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<td>2</td>
<td>Intro to Planning</td>
<td>9/6, 9/8</td>
<td>Creative Briefs, Why Are We Advertising?</td>
<td>Steel: Ch 5</td>
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<td></td>
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<td>Eyes on the prize, but what is it exactly?</td>
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<td>3</td>
<td>Target Audiences</td>
<td>9/13, 9/15</td>
<td>Who Are We Talking To?</td>
<td>Steel: Ch 2 &amp; 3</td>
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<td></td>
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<td></td>
<td>Diving into the Mind of the Consumer</td>
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<td>4</td>
<td>Audience Exploration Tools</td>
<td>9/20, 9/22</td>
<td>What Do They Think Right Now?</td>
<td>Steel: Ch 4 &amp; 5 (review)</td>
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<td></td>
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<td></td>
<td>Exploratory Tools 1</td>
<td>9/20: You Said It! Due</td>
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<tr>
<td>5</td>
<td>Audience Exploration Tools</td>
<td>9/27, 9/29</td>
<td>What Do They Think Right Now?</td>
<td>Steel: Ch 6 &amp; 7</td>
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<tr>
<td></td>
<td></td>
<td></td>
<td>Exploratory Tools 2</td>
<td></td>
</tr>
<tr>
<td>6</td>
<td>Audience Exploration Tools</td>
<td>10/4, 10/6</td>
<td>Mid-Term Consultations</td>
<td></td>
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<tr>
<td>7</td>
<td></td>
<td>10/11, 10/13*</td>
<td>Mid-Term Due + Discussion</td>
<td>10/11: Submit mid-terms + discussion</td>
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<td></td>
<td></td>
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<td></td>
<td>10/13: Online activity</td>
</tr>
<tr>
<td>8</td>
<td>Audience Analysis Tools</td>
<td>10/18, 10/20*</td>
<td>Why Believe Us?</td>
<td>10/20: Staying Hip Selected + Initial Post Due</td>
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<tr>
<td></td>
<td></td>
<td></td>
<td>Getting into secondary data analysis</td>
<td></td>
</tr>
<tr>
<td>9</td>
<td>Audience Analysis Tools</td>
<td>10/25, 10/27</td>
<td>Building Surveys</td>
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<tr>
<td></td>
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<td></td>
<td>Hands-on data collection</td>
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<tr>
<td>10</td>
<td>User Experience</td>
<td>11/1, 11/3</td>
<td>Consumer Decision Making</td>
<td>11/1: Fact Pack Due</td>
</tr>
<tr>
<td>11</td>
<td>User Experience</td>
<td>11/8, 11/10</td>
<td>Experiential Advertising</td>
<td>11/8: Staying Hip Post #1 Due</td>
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<tr>
<td></td>
<td></td>
<td></td>
<td>Understanding the consumer experience</td>
<td></td>
</tr>
<tr>
<td>12</td>
<td>Pitching</td>
<td>11/15, 11/17</td>
<td>Final Project Consultations</td>
<td>11/15: Staying Hip Post #2 Due</td>
</tr>
<tr>
<td>13</td>
<td></td>
<td>11/22, 11/24</td>
<td>Optional Consultations &amp; Thanksgiving</td>
<td>11/22: Staying Hip Post #3 Due</td>
</tr>
<tr>
<td>14</td>
<td>Pitching</td>
<td>11/29, 12/1</td>
<td>Project Pitches</td>
<td></td>
</tr>
<tr>
<td>15</td>
<td>Pitching</td>
<td>12/6, 12/8</td>
<td>Project Pitches</td>
<td>12/8: Final Projects Due</td>
</tr>
</tbody>
</table>
Below is content from our department. I am required to post this content in my syllabus:

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 the GSP test, all foundational courses, and Math 1680/1681. 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.

FIRST CLASS DAY ATTENDANCE

Journalism instructors reserve the right to drop any student who does not attend the first class day of the semester.

OFFICE HOURS

I have office hours available as stated at the top of the syllabus. If you have a complicated question, office hours are best.

ATTENDANCE
This is a small class. Please see attendance guidelines under the “What Are We Doing?” section of the syllabus. If you expect to be out of class for an extended period of time, you must contact me, but please do not contact me regarding other attendance-related concerns.

**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 [http://financial aid.unt.edu/satisfactory-academic progress-requirements](http://financial aid.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 unknowingly have been 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.

**IMPORTANT DATES FOR FALL 2016**

<table>
<thead>
<tr>
<th>Event</th>
<th>Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Classes Begin</td>
<td>Aug 29</td>
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<tr>
<td>Census</td>
<td>Sept 12</td>
</tr>
<tr>
<td>Labor Day (no classes; university closed)</td>
<td>Sept 5</td>
</tr>
<tr>
<td>Beginning this date a student who wishes to drop a course must first receive written consent of the instructor</td>
<td>Sept 13</td>
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</tbody>
</table>
Last day for student to receive automatic grade of W for nonattendance.

Last day for change in pass/no pass status.

Last day to drop a course or withdraw from the semester with a grade of W for courses that the student is not passing. After this date, a grade of WF may be recorded. Begining this date instructors may drop students with a grade of WF for nonattendance. Oct 7

Last day to drop with either W or WF. Oct 8

Last day for a student to drop a course with consent of the instructor. Nov 7

Beginning this date, a student who qualifies may request an Incomplete, with a grade of I. Nov 14

Last day to withdraw (drop all classes). Nov 23

Last day for an instructor to drop a student with a grade of WF for nonattendance.

Thanksgiving Break (no classes, university closed). Nov 24-27

Last Regular Class Meeting. Dec 8

Reading Day (no classes). Dec 9

Final Exams. Dec 10-15

End of term. Dec 16
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 step outlined below:

Individual Faculty Member/Advisor
↓
Director, Mayborn School of Journalism
↓
Dean, Mayborn School of Journalism

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 Office of Disability Accommodation website at 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. **For any project for which academic dishonesty is determined, including assignments, papers, etc. (everything you get a grade for), you will receive a zero for that assignment and, in some cases, further grade reductions (such as an F in the course) will be administered on a case-by-case basis, depending on the severity. We will discuss cheating and plagiarism in class to see if you have any questions about this.**

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 18.1.16 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.

CLASSROOM POLICIES

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 Center for Student Rights and Responsibilities 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 classrooms, labs, discussion groups, field trips, etc. The Code of Student Conduct can be found at [http://www.unt.edu/csrr/student_conduct/index.html](http://www.unt.edu/csrr/student_conduct/index.html).

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).
STUDENT PERCEPTIONS OF TEACHING (SPOT)

Student Perceptions of Teaching (Spot) is a requirement for all organized classes at UNT. This short survey will be made available towards the end of the semester to provide students a chance to comment on how this class is taught. Student feedback is important and an essential part of participation in this course.

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.

ACCESS TO INFORMATION

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

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.
DROPPING AN ONLINE COURSE

A student needing to drop an online course should send their instructor an email with their name, student ID#, reason for dropping a course, and date you are sending the email. This must be done prior to the UNT deadline to drop a course.

If approved, the instructor will contact the MSOJ Undergraduate Office in GAB 102 where you may obtain a signed drop form. It is your responsibility to turn in the completed drop slip to the UNT Registrar's office before the deadline to make sure you have been dropped from the course with a “W”. If you are taking only online courses and your instructor approves the drop, please contact the MSOJ head advisor for instructions.

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). The system sends voice messages (and text messages upon permission) to the phones of all active faculty staff, and students. Please make certain to update your phone numbers at www.my.unt.edu. Some helpful emergency preparedness actions include: 1) ensuring you know the evacuation routes and severe weather shelter areas, determining how you will contact family and friends if phones are temporarily unavailable, and identifying where you will go if you need to evacuate the Denton area suddenly. In the event of a university closure, your instructor will communicate with you through Blackboard regarding assignments, exams, field trips, and other items that may be impacted by the closure.

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 Nov. 21 – Dec. 6 to provide you with an opportunity to evaluate how this course is taught. For the fall 2016 semester 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 at www.spot.unt.edu or email spot@unt.edu.
Student Learning Outcomes

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, Sara Champlin.

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