

JOUR 2000: PRINCIPLES OF ADVERTISING + PUBLIC RELATIONS

COURSE DESCRIPTION: A survey of advertising, public relations, and brand communication practices; including terminology, history, economic functions, composition, ethical practices, representation, authenticity, agency structure, professional roles, tools, and industry equity.

As this course begins, we will discuss foundational knowledge and terminology utilized in the 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”). This course is designed to introduce you to these many roles, fall in love with the profession, and commit to making equitable and authentic messaging. That said, not everyone wants to work *in advertising*. The skills and content you explore in this course are applicable across numerous careers 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 (all modules)
2. Demonstrate knowledge of how ads and brand messages are created (Module 1)
3. Distinguish ad agency structures and key industry roles (Modules 2 and 3)
4. Evaluate the impact of advertising on society and make ethical, equitable decisions in the context of advertising challenges (all modules)

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

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

REQUIRED MATERIALS: One pack of index cards (3 x 5)

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:

- **EXAMS** (3 exams @ 150 points each): At the end of each module, you will have an exam to assess your knowledge of the topics covered. These exams will consist of 50 multiple choice and/or true/false questions. Because this is a foundational course, we'll engage in an exam review session during the class prior to the exam. At the end of the semester, you will be offered an opportunity to take an optional cumulative final exam to replace your lowest exam grade (offered during our scheduled finals time).
- **CITE EXERCISE** (50 points): Our subject librarian, Doug Campbell, will visit our class to discuss the many resources our library offers. We will discuss plagiarism and other Academic Integrity violations and how to use sources effectively to make your points. You'll complete a brief exercise in class to demonstrate that you understand the writing requirements for this course.
- **LAW + ETHICS** (100 points): You'll learn early on in the semester that advertising has historically been a profession that abides by few laws and ethics. Things are changing, sure, but as the future of the industry, it's important that we study and discuss the many different views on these topics. You'll be given one week to complete an independent writing assignment. We'll then discuss your answers in class (see course calendar).
- **WHO AM I?** (4 exercises @ 50 points each; 200 points total): As we cover the various advertising and brand communication roles, you'll complete a brief exercise and reflection on the role. This will help you determine the advertising and brand communication skillsets you'd like to pursue further in your college career. At the end of our course, you'll reflect on what you've learned and determine which role (or, roles) you feel suits you best.
- **DAILY EXERCISE:** (200 points) You are important to our 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. For each class, you will be asked to answer a question/series of questions related to that day's class content. These will be graded. They also serve as a form of attendance. You are permitted two excused absences throughout the semester without penalty (meaning, you can have up to two daily exercises missed without penalty). Beginning with the third absence, each absence deducts 20 points from your final total.
- **EXTRA CREDIT**!!?!?!?!: There will be extra credit offered in our course; a maximum of 50 points total. These will be offered intermittently throughout the semester, with most occurring at the end. Do not ask for extra opportunities to raise your grade. This is already a very generous agreement.

COURSE CALENDAR

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

Week	Day	Topic(s)	After class do...
MODULE 1: THE BASICS OF ADVERTISING			
1	T 8/30	<u>INTRODUCTION</u> : Awesome examples to get us excited (!!!); syllabus discussion, goals and expectations for the course	Ch 1
1	TH 9/1	<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 3
2	T 9/6	<u>THE REAL HISTORY LESSON</u> : A discussion of how history plays a role in present-day agencies' culture and work	
2	TH 9/8	<u>WORKING TOWARD EQUITY IN THE INDUSTRY</u> : Organizations and programs dedicated to advancing equity and leadership; Multicultural Advertising Internship Program (MAIP) presentation	
3	T 9/13	<u>WRITING FOR ADVERTISING</u> : Writing, citing sources, and library resources (Doug Campbell, UNT Librarian) Cite Exercise (in class)	Ch 4
3	TH 9/15	<u>LAW? ETHICS?</u> Representation and authenticity; use of stereotypes; children; data privacy and targeted advertising Law + Ethics Assignment Given	Ch 2
4	T 9/20	<u>THE AD INDUSTRY</u> : The structure of advertising agencies; overview of advertising roles; tools for getting hired; what is the rest of this class about?	
4	TH 9/22	LAW + ETHICS DISCUSSION: Law and Ethics Due Ad examples; advertising trends	Review Notes
5	T 9/27	EXAM 1 REVIEW	Review Notes
5	TH 9/29	EXAM 1	Nap.

MODULE 2: ACCOUNT MANGEMENT AND STRATEGY			
6	T 10/4	<u>WORKING WITH CLIENTS</u> : An overview of the importance of account and strategy roles; conversations about diversity, equity and inclusion and navigating working with clients	Ch 8
6	TH 10/6	<u>THE ACCOUNT EXECUTIVE</u> : Overview of advertising plans, SWOT analysis, budgeting, marketing objectives; segmentation and positioning	Ch 6
7	T 10/11	<u>WHO AM I? ACCOUNT EXECUTIVE EDITION</u> : Meet a real, live AE!	
7	TH 10/13	WHO #1	
8	T 10/18	<u>WORKING WITH CONSUMERS</u> : Consumer behavior overview; ethical and equitable considerations for “targeting;” bringing the consumer into advertising; target audiences; segmentation	Ch 5
8	TH 10/20	<u>THE STRATEGIST</u> : Target audiences; consumer personas; user journeys; authenticity in message design; qualitative and quantitative tools; primary and secondary consumer insights	Ch 7
9	T 10/25	<u>WHO AM I? STRATEGIST EDITION</u> : Guest lecture! Meet a real, live strategist!	
9	TH 10/27	WHO #2	Review Notes
10	T 11/1	EXAM 2 REVIEW	Review Notes
10	TH 11/3	EXAM 2	Eat a Cookie.
MODULE 3: THE CREATIVES AND MEDIA PLANNING			
11	T 11/8	<u>WORKING IN TEAMS</u> : What is creativity and why does it matter in advertising?; overview of art direction and copy writing	Ch 9 Ch 10
11	TH 11/10	<u>ART MEETS SCIENCE</u> : Nuts and bolts of copywriting and art direction; principles of design; commonly used advertising visual appeals; representation and critique of ad themes	Ch 11

12	T 11/15	<u>WHO AM I: CREATIVES EDITION</u> : Guest lecture! Meet a real, live art director and copywriter!	
12	TH 11/17	WHO #3	
13	T 11/22	<u>WORKING WITH MEDIA</u> : The media planner: Overview of advertising platforms; traditional media; experiential media; omnichannel strategy (**via Canvas, asynchronous**)	Ch 12 Ch 13
13	TH 11/24	<u>THANKSGIVING</u>	
14	T 11/29	<u>WHO AM I: MEDIA PLANNER EDITION</u> Guest lecture! Meet a real, live media planner!	CH 14
14	TH 12/1	WHO #4	
15	T 12/6	EXAM REVIEW	
15	TH 12/8	EXAM 3	Take a walk.

There will be an optional final exam given on our scheduled finals day and time. Your grade on the final can replace your lowest exam grade.

Required Syllabus Statements

JOURNALISM REQUIREMENTS & GUIDELINES

For journalism majors, not minors: This is a foundational class. Once you have completed all foundational requirements you will have access to upper-level journalism courses after visiting the Office of Student Advising. If you have questions about what your foundational requirements are, please see an adviser.

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 will hold office hours virtually. If you would like to meet to discuss questions, concepts, grades, etc. please email me to set up an appointment.

ATTENDANCE

You are permitted two absences without penalty toward your final grade. Starting with the third absence, each absence will incur a 20-point deduction to your overall point total in our course (out of 1,000 points). This is equivalent to a 2-point deduction on your final grade (i.e. from an 86 to an 84). Coming to class late or leaving early may constitute an absence for that day. This is a foundational course, and it requires your attendance and participation each class meeting. Please contact me right away if you encounter major issues that impact your ability to succeed in our course.

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.

Fall 2022 Calendar

Key Semester Dates	Full Term August 29 - December 16	8 Week 1 Session August 29- October 21	8 Week 2 Session October 24- December 16
Schedule of Classes Available on myUNT	March 7	March 7	March 7
Registration Opens for specifics by student group/class: See spring registration guide at registrar.unt.edu/registration	March 21	March 21	March 21
Regular Registration Ends Full Semester and 8WK1 registration closes at 4:30 p.m. and Tuition and Fees due by 5:00 p.m. 8WK2 registration closes at 11:30 a.m. and Tuition and Fees due by 12:00 p.m. See Student Accounting for payment deadlines.	Aug 25	Aug 25	Oct 20
Late Registration Begins - For Students not Registered for the Term Students registering late will incur a late registration fee of \$75. See Student Accounting for payment deadlines. Full Semester & 8WK1 registration ends at 4:30 p.m. and Tuition and Fees due by 5 p.m. 8WK2 registration ends at 11:30 a.m. and Tuition and Fees due by 12 p.m.	Aug 26–Sep 2	Aug 26–Sep 2	Oct 21–28
Last Day to Withdraw from Entire Term on myUNT Courses do not appear on the transcript. After this date see Dean of Students to withdraw from the entire term.	Aug 28	Aug 28	Oct 23 if only 8WK2
Classes Begin	Aug 29	Aug 29	Oct 24
Last Day to Add a Class Section See Student Accounting for payment deadlines.	Sep 2	Sep 2	Oct 28
Census - Official Enrollment Determined Last day to drop a course section to no longer appear on the official transcript. <i>(Dropping courses may impact financial aid and degree completion. See advisors.)</i>	Sep 12	Sep 3	Oct 29
Drop with a Grade of W Begins 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 tuitions fees remain. <i>(Dropping courses may impact financial aid and degree completion. See advisors.)</i>	Sep 13	Sep 4	Oct 30
Last day to change to pass/no pass grade option (undergrads)	Oct 7	Sep 16	Nov 11
Midpoint of the semester	Oct 21	Sep 23	Nov 18
Last day for a student to drop a course or all courses with a grade of W	Nov 18	Oct 7	Dec 2
First day to request a grade of Incomplete	Nov 19	Oct 8	Dec 3
Pre-Finals Days	Dec 7-8	NA	NA
Last Regular Class Meeting	Dec 8	Oct 20	Dec 15
Reading Day - No Classes	Dec 9	NA	NA

Final Exams	Dec 10–16	Oct 21	Dec 16
Last Day Term	Dec 16	Oct 21	Dec 16
University Grade Submission Deadline 4pm	Dec 19	Oct 24	Dec 19
Grades/Academic Standing posted on the Official Transcript	Dec 21	Dec 21	Dec 21

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.

The Mayborn Faculty and staff have been 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 in October. 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

Checkouts are for 24 hours from the time of checkout, unless specified differently from your assigned Professor.

If the student needs equipment for 48 hours or longer, please send an email with an Approval from your Professor to:

mayborn-equipment@unt.edu or ladaniel.maxwell@unt.edu.

For your convenience, the hours for the equipment room are as follows:

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.

The violations listed below will occur if due equipment is not return on the agreed time.

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

2nd late infraction – 3 weeks ban from checking out equipment.

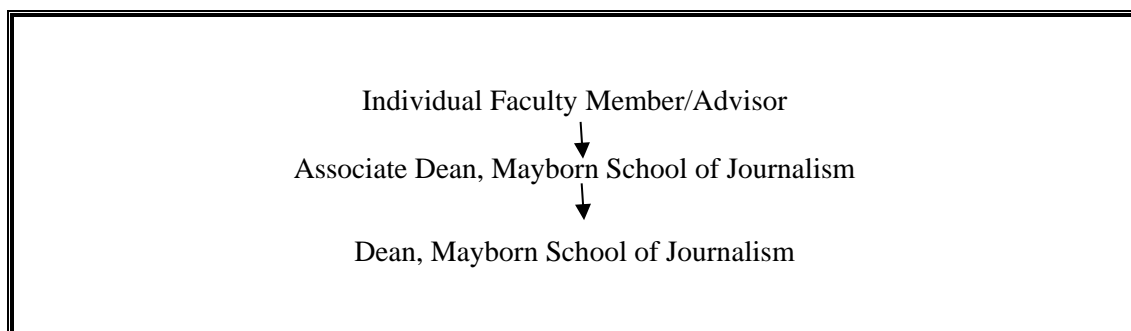
3rd infraction – Semester long ban from any and all equipment checkout.

If you are going to be late or unable to return equipment that you checked out on time, please email mayborn-equipment@unt.edu or ladaniel.maxwell@unt.edu
Active communication brings leniency in many cases.

GAB 101 (the Computer Lab) will be unlocked only by request for enrolled Mayborn School of Journalism students.

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. Academic dishonesty will bring about disciplinary action which may include expulsion from the university. This is explained in the UNT Student Handbook. **In this course, the penalty for academic integrity violations varies depending on the extent of the violation.**

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.

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 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](http://www.spot.unt.edu) (www.spot.unt.edu) or email spot@unt.edu. Spots survey dates:

Term	Survey Administration Dates
8W1	10/10/22 – 10/20/22
8W2	12/5/22 – 12/15/22
Reg Fall Term	12/5/22 – 12/15/22

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).

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) 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>)
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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 2000 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 the history and role of professionals and institutions in shaping communications
- ☐ Demonstrate an understanding of diversity in domestic society in relation to mass communications
- ☐ Think critically, creatively and independently