

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: No required textbooks, but there will be occasional readings posted to Canvas.

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 assume that you have read this syllabus and all Canvas messages and instructions before contacting me.

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.

If you miss a class for any reason, you are responsible for getting, reading, and studying the notes from a classmate within 24 hours so you are prepared for the next class session. You will be allowed to drop one in-class exercise (your lowest grade or one missing grade) to provide leniency regarding attendance.

No Baloney: It's hard to learn in an environment that feels uncomfortable. In this class, you are required to exhibit respect to myself, Vivek, 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. Where appropriate, 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.

Final Exams: There is not a final exam in this course. Rather, we will have final projects pitched in class. For this class, a project is a better demonstration of your cumulative knowledge.

Course Schedule

Please see following pages for assignment descriptions.

Week	Week Of	Topic	Due
1	8/30	Introductions, Syllabus Ad Agencies and Roles Review	Sign Up for Current Events
Strategy Basics			
2	9/6	What is an Account Planner? What is a Creative Brief?	Current Events Begin Exercise 1
3	9/13	What is a Target Audience? What is Brand Positioning?	Exercise 2
4	9/20	What is an Insight? Trend Forecast? How do we Extract Evidence?	Exercise 3
Strategy Tools			
5	9/27	Marketing Reports	Exercise 4
6	10/4	Surveys	Exercise 5
7	10/11	Syndicated Marketing Tools	Exercise 6
8	10/18	Individual Project #1	Indiv. Proj #1
9	10/25	Interviews	Exercise 7
10	11/1	Social Media	Exercise 8
11	11/8	Research Articles	Exercise 9
12	11/15	Individual Project #2	Indivi. Proj #2
13	11/22	Thanksgiving	
14	11/29	Final Project Practice	
15	12/6	Final Project	Final Project

What Are We Doing?

This class is out of 1,000 points

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

Current Events (100 points): Advertising plays a major role in society – and – vice versa. It is important that all roles in the industry (but *especially* the account planner) are well-versed in the happenings of the world. At the beginning of the semester, you will be asked to sign up for a class day. On your chosen day, you will bring a current topic, issue, or ad to discuss with the class. You should be prepared to show how the topic connects back to what we're discussing in our class, (and/or advertising and marketing, broadly), ready to incite discussion among your classmates, and able to answer questions they (or V, or myself) have. These are meant to be casual, but informative. You may bring slides, etc. We will discuss this more during the first week of class. Examples and resources will be given. These should last no longer than 15-20 minutes.

Exercises (50 points each, 400 total): During a typical week, on Tuesdays we'll engage in instruction (lectures, discussion). Then, on Thursdays, we'll wrap the instructional portion of that week and move to an in-class exercise. These exercises are real world account planning problems. They are designed to challenge you and apply the knowledge you've soaked up earlier in the week. They will also contribute to a portfolio of tangible "evidence" for the skills you are building in this course (and great bullet points for your resume). You'll see a total of nine exercises on the schedule found on the previous page – you will drop your lowest exercise grade (or, this may be an absence). These will be completed individually and in-class. The purpose of performing the exercises in class is to have the opportunity to ask questions *and* work in a time crunch.

Individual Projects (150 points each): These are designed as "checkpoints" within our Strategy Tools module. You will learn about three strategy tools (one each week). Following this, you'll be asked to demonstrate your knowledge of these tools through a hands-on exercise. This is kind of like an "exam," you should study and be ready to show what you've learned. You will receive more information about this as we approach the first individual project. These are competitive and only one student will "win" the client's business!

Final Project (200 points): Your final project will be completed in teams. After Thanksgiving, you will meet with your team to discuss strengths and weaknesses, as well as plan your mode of attack. As a team, you will answer a client issue using the tools you've acquired in our class.

Required Syllabi Statements:

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 seminar

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.

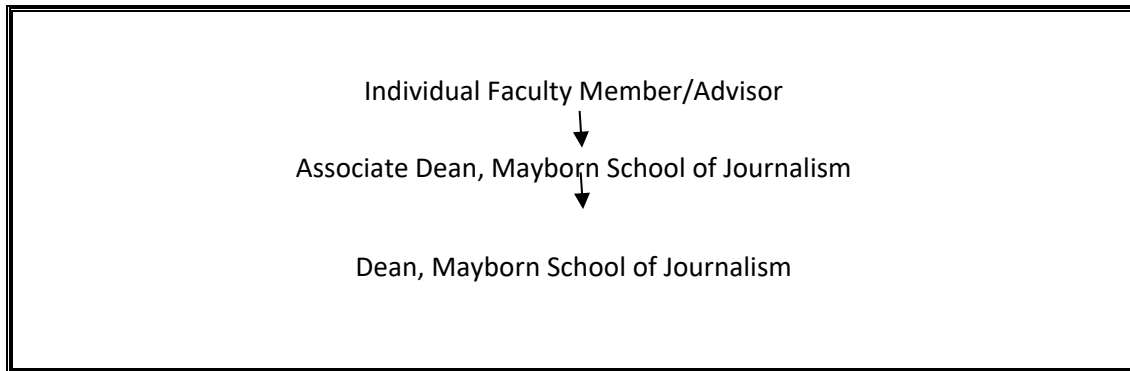
3rd infraction – Semester long ban from any and all equipment checkout.

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.

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. There is no final exam in this course, rather we have a final project, which will take place during our regularly scheduled class time.

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 do so, 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 3020 will help to meet the student learning outcomes that have been checked by your professor, 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