

**JOUR 4030/5520:
Ad + PR for Social Good**

Summer 2018, 5 Week 1
Online

Professor: Sara Champlin, PhD
Email: sara.champlin@unt.edu
Office Hours: Digitally via Skype by appointment

Teaching Assistant: Andrea Arterbery, andreaarterbery@my.unt.edu

Traditionally, campaigns that promoted good things for society were limited to public service announcements and non-profit work.

However, an emerging trend in the field is for “for profit” brands to take on what was once seen as a “non-profit” message. Instead of hocking their products directly, brands use their platforms to discuss social issues – they might even play active roles or lead communities in these areas. We see (some) brands converse about difficult topics and include them in their brand personas. These are conscious decisions made by brands; some seem to have good intentions. Research shows that it also helps them sell products...(if done well and authentically). “Social responsibility” is nothing new in the business world, but the Millennial generation doesn’t just ask for brands to be more socially responsible. They (ahem, “we”) demand and expect this.

In this course we’ll discuss how these decisions are made. Also, we’ll evaluate whether or not this practice is effective or a step in the right direction. You will also have the opportunity to design your own version of a brand-cause partnership. This is an elective course – it’s designed to be (1) fun and (2) offer mindsets and discussions not presented in other classes, all within a short amount of time.

Objectives:

- Foster an understanding of branding and brand positioning (both old-school and new-school) and how these are used to differentiate brands and products
- Explore how social issues develop and identify needs as described by priority groups
- Create solutions for social good issues, including the development of advertising campaigns and innovative technological advancements using UX principles

Prerequisites: Students must have successfully completed 40 hours of coursework.

Course Agreements: This class is online – you may be new to online classes and that’s okay! There are specific requirements and FAQs for online classes that everyone needs to be familiar with. These are posted under the Before We Start module on our Canvas course.

Grad Student? We have some grad students in our class this semester! Welcome! To receive grad-student credit for this course, you are asked to complete an additional assignment as part of our course project. It will take time to think through and complete. Please make sure you specifically check out the Guidelines for Course Project page, where your additional assignment is discussed (highlighted in yellow). Please email me with any questions.

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.

Canvas Issues? For the most part, Canvas is pretty cool and a useful resource. 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. I will use Canvas announcements to communicate with the class as a whole. Please be sure that you check your UNT email and Canvas regularly so that you do not miss any important messages from me.

Skype. Because this class is online, if you'd like to meet with me "in-person" – we can Skype! I've used this in the past many time for many classes and I think it does the trick to simulate the in-person discussions. Send me an email to set up an appointment!

No Baloney: It's hard to learn in an environment that feels uncomfortable. In this class, you are required to exhibit respect to me, our wonderful TA, and your classmates. I take this seriously. We're here to learn. Should it be determined that you are disruptive, regularly not participating, exhibiting signs of harmful behaviors, 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.** Additionally, it should be noted that disclosures of self-harm or harm of/from others will be directly reported to the Dean of Students Office.

Late Work Policy: The world is run by deadlines. Turn assignments in on time. Submissions after the deadline will receive a 10-point deduction for each day that passes unless stated otherwise. Give yourself enough time to complete assignments in line with the guidelines.

Optional Books: Given the short nature of this course, the following books are not required. But, they are excellent reads and I recommend that you check them out!

- Aaker, D. (2014). *Aaker on Branding: 20 Principles that Drive Success*. New York, New York: Morgan James Publishing.
- Aaker, J., & Smith, A. (2010). *The Dragonfly Effect: Quick, effective, and powerful ways to use social media to drive social change*. San Francisco, CA: Jossey-Bass.
- Ertas, N. (2017). *Free Range Brands: Join the new breed of agile brands*. Chicago, IL: Stone Road Publishing.
- LeBlanc, A.N. (2004). *Random Family: Love, drugs, trouble, and coming of age in the Bronx*. Scribner.
- Wheeler, A. (2006). *Designing Brand Identity*. Hoboken, New Jersey: John Wiley & Sons.

Course Outline

Before We Start

Opens Monday, 6/4 at 8:00 AM, Closes Monday, 6/4 at 11:59 PM

In our course, under the “Before You Start” Module, there is a discussion board open for you to introduce yourself. Please be sure to sign in and post on the first day of class to receive credit (by 11:59 PM on 6/4)! The purpose is to ensure everyone is on the same page and ready to roll!

Before you start the class you will:

- 1.) Introduce yourself on our discussion board (50 points)

Week 1: How Strong Brands are Built

Opens Monday, 6/4 at 8:00 AM, Closes Sunday, 6/10 at 11:59 PM

To get started, we need to cover how brands are built from the ground up. It seems like some of this should go without saying – but – this is not the case for many agencies and firms. MANY professionals are behind the times. They live in the past. To add, a focus on the “brand” itself can get lost in the shuffle of day-to-day deadlines. The purpose of this to explore what brands are doing to stay relevant in 2018. (I should add “if anything” for some...yikes!).

This week you will:

- 1.) Discuss the good, the bad, and the ugly when it comes to brand concepts (50 points)
- 2.) Complete a brief quiz over this week’s content, 10 questions (50 points)
- 3.) Analyze a current brand (50 points)

Work on your course project

Week 2: Millennials Make a Change

Opens Monday, 6/11 at 8:00 AM, Closes Sunday, 6/17 at 11:59 PM

This week we’ll jump into the true “ad and pr for social good.” A key strategy used by brands is the idea of “social responsibility.” This concept has been around for a long time; however, we’ve seen major shifts in how this is done today. A major contributor to these changes is the demand Millennials place on brands being transparent and using their power, dollars, and presence to do good in society. It’s a major shift and one that everyone in the communication industry is trying to understand better.

This week you will:

- 1.) Offer your thoughts and feedback on this branding process (50 points)
- 2.) Complete a brief quiz over this week’s content, 10 questions (50 points)
- 3.) Explain what works and what doesn’t for a social topic (50 points)

Work on your course project

Week 3: Going In-Depth on Social Issues

Opens Monday, 6/18 at 8:00 AM, Closes Sunday, 6/24 at 11:59 PM

One key element to making an authentic brand/cause partnership is to actually understand the social issue you're working with. This cannot be or feel empty. When brands try to adopt a concept as their own without trying to *really* understand it, the brand does more harm than good. With this in mind, social issues, and how they develop/exist, can be challenging to thoroughly understand. This week we'll look at a few theories and social issues to explain further.

This week you will:

- 1.) Respond to the concept of a social issue web (50 points)
- 2.) Complete a brief quiz over this week's content, 10 questions (50 points)
- 3.) Analyze and learn further on a social issue (50 points)

Work on your course project

Week 4: Constructing User Experiences

Opens Monday, 6/25 at 8:00 AM, Closes Sunday, 7/1 at 11:59 PM

Now that we've learned about social issues, it's time to *do* something about it. This week is all about creating experiences that help people. More is demanded from brands and communication professionals in today's world. This week, we'll go beyond paper and media and bring in elements of interactivity and involvement.

This week you will:

- 1.) Compare and contrast user experiences (50 points)
- 2.) Complete a brief quiz over this week's content, 10 questions (50 points)
- 3.) Design an experience that's truly "user-centered" (50 points)

Work on your course project

THIS IS DIFFERENT FROM OTHER WEEKS BECAUSE OF JULY 4th AND IT'S THE LAST WEEK OF CLASS

Week 5: Innovations that Make a Difference

*****Opens Monday, 7/2 at 8:00 AM, Closes Thursday, 7/5 at 11:59 PM, No Class 7/4*****

Finally, we will add to our recent user experience knowledge by going a step further. This week is all about using your creative communications mind. We want you to think outside the conventional box to consider other ways to provide solutions to social issues.

This week you will:

- 1.) Contribute to our Innovations Library (50 points)
- 2.) **Submit your course project, on or before 7/5 at 11:59 PM (300 points)**

Guidelines for Course Project

Due by 11:59 PM on 7/5

In addition to the critical thinking we'll ask you to do in this course, you will also develop a project from your own heart and brain. This will be completely your own. The purpose of this project is for you to develop a solid portfolio piece – something to show future employers and/or include on your website to get people interested in hiring you! Prove your expertise in this area to others.

As you'll see in this course, communications agencies and firms are hurrying to figure out how to do this exercise well. It is no easy feat. However, the more practice you have with these concepts, the more flexible and hireable you'll be. Essentially, you took this class – not everyone does – and that makes you different from the other people you'll need to beat out to get a job.

The most effective way to do this is to submit a slide deck. This is a common communications deliverable. Creating a visual interpretation and presentation of your brand/cause initiative will make it easier to show and explain to other people.

The slide deck should be branded – i.e. you should use visuals – color, text, images, to make the slide deck professional in appearance and have an overall “vibe.”

Here's what your project will include:

- Slide 1: Title of your brand/cause initiative (make it catchy)
- Slide 2: Select a brand. Include images of what the brand does now in terms of positioning and establishing brand equity. This must include a definition of who the brand's current target audience is. On the slide, provide a written analysis of the brand to show that you're an expert in what they're currently doing. You're a (brand) expert.
- Slide 3: Select a social issue (or, you may choose an organization/foundation) to pair with your brand. Similar to what you did with the brand, give the viewer an in-depth analysis of the issue itself. How many people does it impact a year? What are the consequences/why does it matter? What is currently being done to solve this issue? You're an (issue) expert.
- Slide 4: Explain the partnership. What will the brand do to help the social issue? Be specific and use examples/options presented in class.
- Slide 5: A visual representation. On this slide, provide a visual interpretation of the brand/cause partnership. This could be an ad you make, an explanation of a user experience you've designed, anything – but you must create it yourself. I'm not evaluating your design skills here – I'm evaluating whether the concept makes sense. Is it a good brand/cause fit – would it “work” with the audience?
- Slide 6: Why does this partnership work? Why is it a logical and creative way to support the cause/organization?
- Slide 7: Anything else. This is your slide to add anything else not already included.

If you are a Grad Student: You must also submit a 5-page, double-spaced literature review (a word document) in addition to this slide deck. The literature review should cover what is known about your social issue and an analysis of any efforts already being made to support or solve this problem. For example, if you're working with initiatives to support mental health such as encouraging others to seek help for depression – analyze the existing literature on depression, point to any gaps in this literature. Then, look for any campaigns or programs that exist in the peer-reviewed literature.

Below is content from our department.

I am required to post this content in my syllabus:

FOR UNDERGRADUATE STUDENTS (GRAD STUDENTS, SEE YELLOW HIGHLIGHT BELOW)

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

Please see this information in the syllabus.

ATTENDANCE

There is no attendance evaluations in this online course – you need to complete the work at the times specified.

FINAL EXAM

N/A – we have a final project – there is no “final exam” in this 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 <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.

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

INSERT APPROPRIATE SUMMER SESSION CALENDAR HERE.

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. Individual faculty should include penalties for academic dishonesty in their courses here.

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.

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).

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 as follows to provide you with an opportunity to evaluate how this course is taught. For the summer 2018 semester sessions 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.

5W1 June 30 – July 6

8W1 June 29 – July 5

5W2 August 3 – 10

8W2 July 21 – 27

10W August 3 - 10

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 at www.deanofstudents.unt.edu

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 offers a range of on-campus and off-campus resources to help support survivors, depending on their unique needs: http://deanofstudents.unt.edu/resources_0. 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.

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 4030 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
- > Understand concepts and apply theories in the use and presentation of images and information
- > Think critically, creatively and independently
- > Conduct research and evaluate information by methods appropriate to the communications professions in which they work

FOR GRADUATE STUDENTS

JOURNALISM REQUIREMENTS & GUIDELINES

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FIRST CLASS DAY ATTENDANCE

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Office Hours and Attendance Policy are mandatory sections but the wording here is suggested and should fit your own requirements:

OFFICE HOURS

Please see this information in the syllabus.

ATTENDANCE

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Director Mayborn Graduate Institute

Dean, Mayborn School of Journalism

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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. Individual faculty should include penalties for academic dishonesty in their courses.

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

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).

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/>

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). 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 as follows to provide you with an opportunity to evaluate how this course is taught. For the summer 2018 semester sessions 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.

5W1 June 30 – July 6

8W1 June 29 – July 5

5W2 August 3 – 10

8W2 July 21 – 27

10W August 3 - 10

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 at www.deanofstudents.unt.edu

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 offers a range of on-campus and off-campus resources to help support survivors, depending on their unique needs: http://deanofstudents.unt.edu/resources_0. 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.

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 5520 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
- > Understand concepts and apply theories in the use and presentation of images and information
- > Think critically, creatively and independently
- > Conduct research and evaluate information by methods appropriate to the communications professions in which they work