

JOUR 3020: Advertising Account Planning

Spring 2017

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

- Henry Ford

At the heart of every strategic communication message is an understanding of the target audience. If we have a thorough grasp of who we're talking to, we can make more effective communication pieces. This class is all about people and getting to know them.

Planners know people, they like people, they *get* people. They are well-rounded and can chat about many different topics. They are the life of any party and don't mind picking up a phone, stopping people on the street, or diligently combing through social media posts so that they can learn more about human behavior and insights. In this class we will dive deep into the minds of various target audiences – who are they – what do they think now and what we want them to think based on our advertising? Exhibited through the quote above, this isn't always as simple as asking people exactly what they want, because they often don't know. We'll have to get creative. As future advertising or strategic communication professionals, it is essential that you practice creative problem solving every chance you get!

In this class you will gain hands-on experience solving advertising and communication-related issues faced by many planners today. This includes strategically determining and understanding your target audience's needs and desires, establishing the purpose of your brand's advertising, and generating creative briefs. Previous students have compared this class to “method acting;” can you live and breathe like your target audience in an effort to understand them and, as a result, make better messages? We will focus on advertising account planning in this course but keep in mind that many of these skills translate to other fields and occupations.

Objectives:

1. Develop an understanding of account planning and the unique opportunities and challenges this occupation encounters in both off and online settings
2. Synthesize creative solutions to present-day account planning problems both in teams and independently. Namely, you will work to better understand different audiences and what drives them to consider product purchase, attention to advertising, and other outcomes
3. Defend strategic decisions through written and oral methods and incorporating primary and secondary, qualitative and quantitative research

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

Required Readings: Available at campus bookstore:

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

Both of these books are essential tools for an account planner. You may read the Kocek book at your leisure throughout the semester. You'll see that the Kocek book has a number of valuable lists and suggestions for a new account planner. I will point to sections for reference as we reach them in the course. The Steel readings are assigned in the course calendar on the next page. You will be tested over content in the Steel book but not the Kocek book.

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

Blackboard Issues? For the most part, Blackboard is a great resource for students. But, if you encounter any issues, you can send an email (helpdesk@unt.edu), make a call (940.565.2324), or visit 130 Sage Hall. I will use Blackboard messages to communicate with the class as a whole. Please be sure that you check your UNT email and Blackboard regularly so that you do not miss any important messages from me.

Attendance: Everyone in this class has an extremely important role. As a class we will rely on your insight to contribute to our group's "bigger picture." We will depend on you to bring to class your share of the work, which we'll use to build our understanding of target audiences. We'll do a lot in each class and it is important that you are in attendance. I will take attendance through your completion of in-class assignments and random attendance checks performed throughout the semester.

If you foresee any event compromising your ability to complete work for this class, please let me know as soon as possible. Please schedule an appointment or visit my office hours to discuss. I expect you to be present in class and complete all assignments on time, just as you would in the real world.

Teams: A current trend in the industry is an increasing number of days working "from home." Strat comm professionals are still very much expected to collaborate with others and complete their work to reach deadlines, but more of this work is done while in the comfort of one's own home. This takes immense dedication and focus, however! Throughout the semester you will work both individually and with teams. Team work can often be done using online methods and collaboration tools. Once your group is established, determine what works well for everyone and be sure to set aside a schedule of potential meeting times. This is a good time to practice holding people accountable and communicate with them through digital methods. I prefer Skype using the multi-way call feature for group projects.

late Work: The world is run by deadlines. Turn assignments in on time. Assignments submitted after the deadline will receive a 10-point deduction for each day that passes. A "new day" starts the minute after the assignment is due. The deadlines outlined in the course calendar will not be changed.

Week	Topic	Dates	Topic(s)	Readings, Notes
1	Intro to Planning	1/17, 1/19	What IS Account Planning? Hint: Not What You Think	1/19: Steel: Intro & Ch 1
2	Understanding the Business	1/24, 1/26	Agency Structure & Creative Briefs Eyes on the prize, but <i>what is it</i> exactly?	Steel: Ch 5 1/26: W.E. #1
3	Understanding the Business	1/31, 2/2	Why Are We Advertising? Keeping in mind the “point of it all”	Steel: Ch 2 & 3 SUPERBOWL WEEK 2/2: W.E. #2
4	Target Audiences	2/7, 2/9	Who Are We Talking To? Diving into the Mind of the Consumer	2/9: W.E. #3
5	Audience Exploration Tools	2/14, 2/16	What Do They Think Right Now? Exploratory Tools	Steel: Ch 4 & 5 (review) 2/16: W.E. #4
6	Audience Analysis Tools	2/21, 2/23	Why Believe Us? & the SMIT Selling Us On It	Steel: Ch 6 & 7 2/23: W.E. #5
7		2/28, 3/2	Mid-Session Wrap Up	2/28: Client 3/2: Mid-Term Exam
8		3/7, 3/9	Consultations	
9		3/14, 3/16	SPRING BREAK	
10	Consumer Psychology	3/21, 3/23	Consumer Decision Making Something	3/21: Project Plan, Team Concept, and Peer Evals #1 3/23: Consultations Req.
11	Consumer Psychology	3/28, 3/30	Experiential Advertising Understanding the Consumer Experience	3/30: Consultations Req.
12	Consumer Psychology	4/4, 4/6	Current Industry Trends	4/6: Consultations Req.
13	Pitching	4/11, 4/13	How to Pitch a No-Hitter	4/13: Consultations Req.
14		4/18, 4/20	Consultations, Optional	
15		4/25, 4/27	Consultations, Optional	
16	Pitching	5/2, 5/4	Project Pitches	5/2: Final Projects Due
17	Pitching	5/9, 5/11	Project Pitches	5/11: Peer Evals #2

What Are We Doing?

This class is out of 1,000 points

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

Attendance & In-Class Participation (50 Points) I will perform random “attendance checks” throughout the semester and will observe who is in class on a regular basis through the completion of in-class assignments. This is to hold you responsible for being present and involved with our course. Unexcused absences include but aren’t limited to vacations, car or parking problems, overlapping with work hours, etc. You will be allowed two unexcused absences before your grade is reduced, where each additional class missed will remove twenty points from your final grade. You don’t need to email about unexcused absences.

Weekly Exercises (250 points) As outlined above, we will perform a total of five exercises in class to make you a harder, better, faster, stronger account planner. As such, each exercise is worth 50 points toward your final grade. These exercises will let you see what it is like to tackle an advertising challenge in the real world from the planner’s perspective. You will work in your teams to solve these challenging issues. Answers to the exercises will be turned in at the end of class (one per group). Groups will be selected at random that day to present their findings/conclusions. I will provide feedback on each of these assignments and open each Tuesday class with a review of the previous week’s exercise and team responses. Exercises that are innovative (thinking about what other teams might turn in and working competitively with these thoughts) yet thoughtful (such as citing the book or my lectures!) will be given higher grades. For example, if I see two of the same idea, grades will be reduced. At the end of the day, only one team can get the account!

Team Evaluations (100 points) At two points in the semester (see course calendar) your teammates will evaluate your efforts across a number of characteristics (see rubric). This means that a substantial portion of your grade will be determined by your group based on the amount of work you put forth. I will take attendance and notes on the levels of contribution given by group members on random days throughout the semester and will factor this into the team evaluations as needed. If you do not submit your teammate evaluation forms, you will receive a 0 for this assignment, regardless of the scores your teammates assign to you. The rubric is provided for you in this syllabus so that how you are evaluated won’t come as a surprise to you at the end of the semester! However, I reserve the right to add characteristics based on the performance of the class throughout the semester.

Mid-Term Exam (200 points) A multiple-choice, true/false, matching exam will be given on March 2nd. This exam will cover information from the Steel book, from my lectures (yes, it will include MRI data interpretation!), and from the presentations/discussions of the weekly exercises in class. The exam will not cover information presented by the client for your final project. This exam is designed to show me what you are taking away from the course half way through the semester. It will also point out any struggles the class has as a whole before we move into the project for a real world client.

Team Project: What Can We Do for You?

Mid-semester (2/28) we will have a client come to class and ask for help with a communication issue. Your team will be responsible for creating a communication campaign from the account planner's perspective.

Project Plan & Team Concept (100 points) This assignment is due on 3/21 (keep in mind – this is right after spring break, feel free to turn it in early!) and includes three components. There is an outline for this included in the syllabus. *The outline is meant to be used as a guide – feel free to go further.* The more you give me in this assignment, the more feedback I can give you for your final project.

- 1.) Team name and concept (more on the outline page)
- 2.) Project plan (more on the outline page)
- 3.) A one-page resume from each teammate

Your Contribution to Final Project (200 points) Each student in the class is responsible for, at the very minimum, collecting consumer insight from 5 adults off campus (non-students, nonfaculty) and 5 students (not anyone in our class) as part of your final project. Additionally, you are each required to come up with one “creative” way of getting additional data/information/insight about your target audience.

Keep in mind that higher scores will be given to those students who...

- Include transcripts of the interviews or copies of a survey, any interview guides used, pictures taken, examples of tasks you did, etc.
- Really dig deep with who they interview and the types of questions asked.
- When it comes to creative insight strategies, the sky is the limit. Get creative with this and have fun with it!

Teammates should not overlap in who they've interviewed (be sure to check and plan accordingly with fellow teammates!). You may collect data in teams/pairs but ultimately you will be evaluated individually for these efforts and each of you needs to meet the required quota of individuals.

We will talk more about this in class but a general idea of what this assignment will look like is:

Interviews:

1.) Interviewee's name, age, race, gender, other identifying characteristics 2.) How you interacted with that person to help the client (what did you have them do – this should be more specific than “interview”) and how long that took 3.) What did this person say? How did they respond?

Creative Strategy:

Describe what you did, what you found, and how this contributed to the project, overall.

Client Team Paper & Pitch (100 points) Once you've collected your own data (see above), your team needs to compile the data together to outline the components of your creative brief, most importantly your SMIT.

Each team will be asked to do a brief pitch to the client in the final two weeks of the course. On 5/2 you will turn in the final project.

Each team will turn in one packet of information which will include:

- 1.) Your full project plan you turned in on 3/21 and a revised version showing whether or not you met your initial goals – did your ideas change as you worked on the project?
- 2.) An introduction and overview of the problem
- 3.) Each of your individual data collection packets (see above)
- 4.) Your team's proposal for a communication campaign based on the insights your team gathered (i.e., you could look at what everyone said across your interviews and generate a campaign based on the ideas that are most valuable/insightful/solve the problem). This should include an overview of what the campaign would look like, where it would run, etc.
- 5.) A creative brief for the communication campaign

Team Member Evaluation Rubric

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

At this point in time, I feel that this teammate deserves an A/B/C/D/F for their contributions in team assignments.

Free response box for comments will be included.

Project Plan and Team Concept

This assignment should be typed and a hard (paper) copy given to me on 3/21 at the start of class and no later than 11:15 AM that day or late penalties will begin.

Team Name: _____

Team Concept: Answer the following questions. This will help differentiate you from other teams!

- What is it that your team does best?
- How did you come up with the name?
- What is the meaning behind it?
- What is your team's tagline (hint: this should be related to your account planning abilities as a team)

Remainder of Semester Plan:

1.) Overall outline. What are the goals you have for the client? What are some initial thoughts you have as a team? What are your initial thoughts about the ways you will go about collecting insights? Give me two solid paragraphs here. Basically, what are you going to do for this project? It is okay if this changes over time but I want to see that you've given it some thought.

2.) Weekly detailed outline. What do you plan to achieve as a team in each of the weeks remaining in the semester? Basically, how, in a detailed-way, do plan on tackling this project? What needs to be done first, second, third, etc. and how will you achieve these goals?

Give me a good idea of what you plan to do on each of the working days:

What did you do over spring break for this project?		
3/23 (Thursday)	4/13 (Thursday)	4/25 (Tuesday)
3/30 (Thursday)	4/18 (Tuesday)	4/27 (Thursday)
4/6 (Thursday)	4/20 (Thursday)	

Provide anything else you have ready – interview guides, survey questions, ideas floating around, etc. and I can provide feedback on what you have so far.

Please also include a one-page resume for each of your group members. This should be a professional resume ready for your submission to a job of your choice! Be sure to think about what you are doing in this class and how you might incorporate new found skills and experience generated through in-class and out-of-class activities!

Below is content from our department.

I am required to post this content in my syllabus:

JOURNALISM REQUIREMENTS & GUIDELINES

JOURNALISM COURSE REGISTRATION

- Registration will begin on the dates noted in the schedule of classes each semester. The system is a live, first come/first serve program.
- By registering for this course, you are stating that you have taken the required prerequisites according to your catalog year and major/minor status. If the instructor later determines that you haven't taken and passed these requirements, then you may be dropped at any point in the semester. If you have questions about your prerequisites, please see an advisor.
- A journalism major enrolled in any restricted 3000 and 4000 level classes must have taken and passed the GSP test, all foundational courses, and Math 1680/1681. Students must earn and maintain a 2.5 UNT and/or overall GPA (depending upon catalog year) to be eligible for major-level courses.

RE-TAKING FAILED JOURNALISM CLASSES

Students will not be allowed to automatically take a failed journalism course more than two times. Once you have failed a journalism course twice, you will not be allowed to enroll in that course for one calendar year after the date you received the second failing grade. Once a student has waited one calendar year after failing a course twice, the student may submit a written appeal to the director to be approved to enroll a third time. Students will not be allowed to re-take a failed journalism course more than three times.

TEXTBOOK POLICY

The Mayborn School of Journalism doesn't require students to purchase textbooks from the University Bookstore. Many are available through other bookstores or online.

FIRST CLASS DAY ATTENDANCE

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

OFFICE HOURS

I'll be in my office from 12:30-2:00 PM on Tuesdays and Thursdays; other office hours are available by appointment. I do my best to respond to emails quickly as well.

ATTENDANCE

Two unexcused absences in the course is the limit without penalty toward your final grade, unless you have communicated with me from the beginning about an extraordinary problem. Coming to class late or leaving early constitutes an absence for that day.

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.

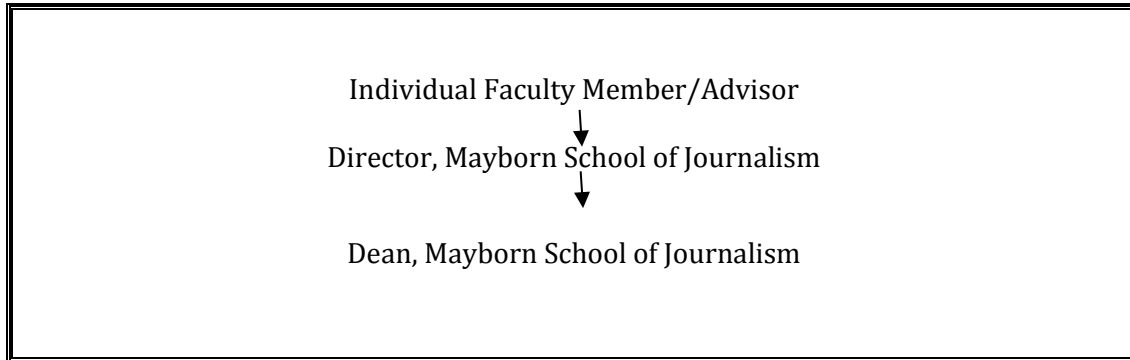
- It is imperative that students have paid for all enrolled classes. **Please check your online schedule daily through late registration to ensure you have not been dropped for non-payment of any amount.** Students unknowingly have been dropped from classes for various reasons such as financial aid, 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.

IMPORTANT DATES FOR SPRING 2017

January 16, 2017	MLK Day (university closed)
January 13–20, 2017	Student-requested schedule changes may be made during add/drop.
January 17, 2017	First class day
January 20, 2017	Last day for change of schedule other than a drop. (Last day to add a class.)
January 31 – April 4, 2017	Student may drop a course with written consent of instructor.
February 24, 2017	Last day for change in pass/no pass status.
February 24, 2017	Last day to drop a course or withdraw from the university with a grade of W for courses a student is not passing. After this date a grade of WF may be recorded.
February 25 – April 21, 2017	Instructors may drop students with a grade of WF for nonattendance.
March 13-19, 2017	Spring break (no classes)
April 17, 2017	Beginning this date a student who qualifies may request a grade of I, incomplete. (See "Grading system" in the Academics section of this catalog.)
April 21, 2017	Last day to withdraw from the semester. Process must be completed by 5 p.m. in the Dean of Students Office.
May 3–4, 2017	Pre-finals days
May 4, 2017	Last class day
May 5, 2017	Reading day (no classes)
May 6–12, 2017	Final examinations
May 12, 2017	End of term
May 12–13, 2017	Graduation ceremonies

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:



OFFICE OF DISABILITY ACCOMMODATIONS

The University of North Texas and the Mayborn School of Journalism make reasonable academic accommodation for students with disabilities. Students seeking accommodation must first register with the Office of Disability Accommodation (ODA) to verify their eligibility. If a disability is verified, the ODA will provide you with an accommodation letter to be delivered to faculty to begin a private discussion regarding your specific needs in a course. You may request accommodations at any time, however, ODA notices of accommodation should be provided as early as possible in the semester to avoid any delay in implementation. Note that students must obtain a new letter of accommodation for every semester and must meet with each faculty member prior to implementation in each class. Students are strongly encouraged to deliver letters of accommodation during faculty office hours or by appointment. Faculty members have the authority to ask students to discuss such letters during their designated office hours to protect the privacy of the student. For additional information see the Office of Disability Accommodation website at <http://www.unt.edu/oda>. You may also contact them by phone at 940.565.4323.

COURSE SAFETY STATEMENTS

Students in the Mayborn School of Journalism are urged to use proper safety procedures and guidelines. While working in laboratory sessions, students are expected and required to identify and use property safety guidelines in all activities requiring lifting, climbing, walking on slippery surfaces, using equipment and tools, handling chemical solutions and hot and cold products. Students should be aware that the University of North Texas is not liable for injuries incurred while students are participating in class activities. All students are encouraged to secure adequate insurance coverage in the event of accidental injury. Students who do not have insurance coverage should consider obtaining Student Health Insurance for this insurance program. Brochures for this insurance are available in the UNT Health and Wellness Center on campus. Students who are injured during class activities may seek medical attention at the UNT Health and Wellness Center at rates that are reduced compared to other medical facilities. If you have an insurance plan other than Student Health Insurance at UNT, please be sure that your plan covers treatment at this facility. If you choose not to go to the UNT Health and Wellness Center, you may be transported to an emergency room at a local hospital. You are responsible for expenses incurred there.

ACADEMIC DISHONESTY

Academic dishonesty includes, but is not limited to, the use of any unauthorized assistance in taking quizzes, tests, or exams; dependence upon the aid of sources beyond those authorized by the instructor, the acquisition of tests or other material belonging to a faculty member, dual submission of a paper or project, resubmission of a paper or project to a different class without express permission from the instructors, or any other act designed to give a student an unfair advantage. Plagiarism includes the paraphrase or direct quotation of published or unpublished works *without* full and clear acknowledgment of the author/source. Academic dishonesty will bring about disciplinary action which may include expulsion from the university. This is explained in the UNT Student Handbook.

For this course, the policy regarding any academic dishonesty is zero tolerance. We will spend time in class discussing how to properly cite sources and how to attribute credit in cases of adapted work. You will receive a grade of a "0" for any assignment where academic dishonesty or inappropriate citations are determined. If I deem that major offenses have occurred, it is possible for a student to receive a "0" in the course.

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 **Apr. 17 – May 4** to provide you with an opportunity to evaluate how this course is taught. For the fall 2016 semester you will receive an email from "UNT SPOT Course Evaluations via IASystem Notification" (no-reply@iasystem.org) with the survey link. Please look for the email in your UNT email inbox. Simply click on the link and complete your survey. Once you complete the survey you will receive a confirmation email that the survey has been submitted. For additional information, please visit the spot website at www.spot.unt.edu or email spot@unt.edu.

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.

Statement of Student Learning Outcomes

Since 1969, the UNT Department of Journalism (Mayborn School of Journalism effective September 1, 2009) has been accredited by the Accrediting Council on Education in Journalism and Mass Communication. This national accreditation also extends to the Mayborn Graduate Institute of Journalism, the only accredited professional master's program in Texas. About one-fourth of all journalism and mass communication programs in the United States are accredited by ACEJMC. National accreditation enhances your education here, because it certifies that the department and graduate institute adhere to many standards established by the council. Among these standards are student learning outcomes, covered by journalism courses in all sequences.

This course, JOUR 3020, will help to meet the student learning outcomes that have been checked by your professor:

Each graduate must:

- Think critically, creatively and independently
- Conduct research and evaluate information by methods appropriate to the communications professions in which they work
- Write correctly and clearly in forms and styles appropriate for the communications professions, audiences and purposes they serve