



University of North Texas  
College of Merchandising, Hospitality, and Tourism  
Department of Hospitality and Tourism Management  
**HMGT 3300 Hospitality Industry Marketing & Sales**

## Instructor Contact

**Name:** Dr. Xi Leung  
**Email:** xi.leung@unt.edu  
**Class Meetings:** Online

**Office Location:** Chilton 343G  
**Office Hours:** By appointment  
**Class Location:** Canvas

## Course Description

Application of marketing principles, methods and techniques to the hospitality service product. Analysis of principles of guest behavior, market research, promotion and marketing strategies. Function of convention and meeting sales related to lodging and tourism operations. Application of menu engineering techniques.

## Pre-requisites

HMGT 1500 (may be taken concurrently).

## Course Objectives

Upon successful completion of this course, the students will be able to:

- Define marketing concepts and its business philosophy;
- Identify four service characteristics affecting the hospitality industry;
- Analyze the role of marketing in an organization's overall strategies;
- Describe the components of a company's marketing environment;
- Explain the underlying concept of marketing research process;
- Evaluate consumer behavior characteristics and the buyer decision process;
- Develop bases for market segmentation and analyze market positioning;
- Compare the product levels and distinguish branding strategies in product development;
- Outline and apply different pricing strategies;
- Describe the nature of distribution channels available to the hospitality industry;
- Explain the components of promotion mix when setting a promotional plan;
- Create a marketing plan for a hospitality/tourism business.

## Required Materials

**Kotler, P. T., Bowen, J. T., & Baloglu, S. (2021). *Marketing for Hospitality and Tourism*, (8th Edition). Hoboken, NJ: Pearson.**

Online purchase link: <https://www.vitalsource.com/referral?term=9780135209868>

Other required materials & suggested readings are posted on Canvas.

## Technical Support

Student Helpdesk: Sage Hall 130; 940-565-2324; helpdesk@unt.edu

## Technical Skill Requirements

Minimum technology skills for successful completion of this course include:

- Navigating Canvas.
- Sending and receiving email.
- Posting to discussion boards.
- Creating, sending, and receiving Microsoft Word documents.
- Opening and printing pdf files using free Adobe Acrobat Reader.

## Netiquette

It is important for students to recognize that the online classroom is in fact a classroom, and certain behaviors are expected when you communicate with both your peers and instructors. In an online class it is common for a very substantial portion of your grade to be a function of how well you perform in online discussion areas and other “classroom participation” activities. Your ability to clearly and properly communicate in an online class can be as important to your success as how you perform on multiple choice tests and written assignments.

These guidelines for online behavior and interaction are known as “netiquette”. When communicating online, you should always:

- Treat instructor with respect, even in email or in any other online communication.
- Use clear and concise language. Be respectful of readers’ time and attention.
- Remember that all college level communication should have correct spelling and grammar.
- Avoid slang terms such as “wassup?” and texting abbreviations such as “u” instead of “you”.
- Use standard fonts such as Times New Roman and use a size 12 or 14 pt. font.
- Avoid using the caps lock feature AS IT CAN BE INTERPRETTED AS YELLING.
- Be cautious when using humor or sarcasm as tone is sometimes lost in an email or discussion post and your message might be taken seriously or offensive.

## Course Expectations

As the instructor in this course, I am responsible for:

- providing course materials that will assist and enhance your achievement of the stated course goals, guidance,
- answering any questions that you may have regarding this course,
- providing timely and helpful feedback within the stated guidelines, and
- assisting in maintaining a positive learning environment for everyone.

As a student in this course, you are responsible for:

- reading and completing all requirements of the course in a timely manner,
- working to remain attentive and engaged in the course and interact with your fellow students, and
- assisting in maintaining a positive learning environment for everyone.

**Course Grading**

Measurements	Points	Percentage%
(1) 3 Exams (Exam 1, Exam 2, and Final)	150 points	30%
(2) Quizzes (115 questions @ 1 pt each)	115 points	23%
(3) Discussion Forum <ul style="list-style-type: none"> <li>Self-introduction discussion: 5 pts</li> <li>Module discussions: 11 @ 5 pts</li> </ul>	60 points	12%
(4) Semester Project – Marketing Plan	100 points	20%
(5) Case Study Report: 3 @ 25 pts each	75 points	15%
<b>Total</b>	<b>500 points</b>	<b>100%</b>

**Grading Scale: (Final grade is point-based. Please do NOT email the instructor to round up %)**

**A = 450 – 500 points**

**B = 400 – 449 points**

**C = 350 – 399 points**

**D = 300 – 349 points**

**F = 0 – 299 points**

- Any **late submission** will result in a **deduction of 10 percent of the grade per day**, including weekends (one letter grade down per day).
- IMPORTANT: The instructor will not respond to students' requests for giving extra credits after posting final grades. No Late assignment will be allowed in final week.**

- Exams:** (30% of your total grade) There are **three exams during the semester: Exam 1, Exam 2, and Final Exam**. Each exam is worth 50 points. Exams are non-cumulative and only covers new materials after the previous exam. Exam questions will consist of multiple choice and true/false questions. Each exam will be open for **24 hours** only on Canvas. Exams are only open on Wednesdays. Once students start the exam, you will have **90 minutes** to finish the exam.
- Quizzes:** (23% of your total grade) There are a total of 12 quizzes in class, one quiz for each module, plus a syllabus quiz. Each question is worth 1 point. Quizzes are online and must be finished in a set time period. You have **TWO** attempts to take each quiz. Quiz for each module will be **close on Friday** of the module week and will **NOT** reopen. Please remember to take the quiz on time.
- Discussion Forum:** (12% of your total grade) There will be 12 discussions, one discussion for each module plus a self-introduction discussion. Each discussion is worth 5 points. Except self-introduction, all discussions serve as module exit surveys. In each discussion, you are required to **post ONE discussion** and **respond to ONE** discussion (others' posts). Your initial discussion post consists of **ONE** main take-aways from the module learning and **ONE** question that concerns you the most. Your initial discussion post must be posted by 11:59pm on **Thursday** of the module week. Your response post will **CORRECTLY** answer

ONE question brought up in another student's post. Your response post must be posted by 11:59pm on **Saturday** of the module week.

You may earn **EXTRA credits** by **CORRECTLY** answering more than ONE questions posted by other students (each extra answer is worth 1 extra point with a cap of 10 points)! In order to qualify extra credits, your answers to others' questions must be posted by 11:59pm on **Saturday** of the module week.

Discussion Forum points are earned according to the quality of the post. When you post on the discussion forum, please stay on topic and incorporate your own knowledge and experiences. Please use proper netiquette.

My role in the class is facilitator and observer in this online environment. As such, I generally do not participate in the online discussion boards except periodically making note of extraordinary analysis and reflection. However, ongoing posts will be monitored by me throughout the semester to ensure that guidelines are followed.

- 4) **Marketing Plan Project:** (20% of your total grade) Each student will create a full **Marketing Plan** for a **real** hospitality company that is competitive and effective. Local companies are preferable and the company where you are currently employed is highly encouraged. The marketing plan is divided into **four parts** and due at different weeks throughout the semester (**on Sunday** of the week). More information and details will be provided in the document - *Marketing Plan Project Guideline & Rubrics*.

Each part of the marketing plan will be submitted *using **Turnitin plagiarism check on Canvas***. Your Turnitin similarity report percentage must be **less than 25%**. If higher than or equal to 25%, you will automatically receive a grade of **0**. Please check your similarity score and resubmit accordingly.

- 5) **Case Study Report:** (15% of your total grade) There are three case study reports with 25 points each. Cases are located inside the textbook (Kotler et al., 2021, pp. 578-634). Students will apply their knowledge acquired throughout the course to solve the case studies and answer questions. The rubrics for case study report is posted on Canvas in assignment drop box.

The case study report will be submitted *using **Turnitin plagiarism check on Canvas***. Your Turnitin similarity report percentage must be **less than 25%**. If higher than or equal to 25%, you will automatically receive a grade of **0**. Please check your similarity score and resubmit accordingly.

**Academic Integrity:** *Plagiarism is taking credit for someone else's work whether deliberately or unintentionally. This includes but is not limited to turning in all or part of an essay written by someone else (a friend, an internet source, etc.) and claiming it as your own, and including information or ideas from research material without citing the Source. Feel*

*free to consult with me before completing assignments if you have any questions about what does or does not constitute plagiarism. More generally, please familiarize yourself with UNT Policy 06.003, [Student Academic Integrity](#), which applies to this course. Of course, I do not anticipate any problems with academic integrity. In the unlikely event that any concerns do arise on this score, I will forward all related materials to the Office of Academic Affairs and the Dean of Students Office for an impartial adjudication. Plagiarism is a serious offense and will not be treated lightly. Depend on the seriousness of the offense, **it may lead to an “F” or a numerical value of zero on the assignment, an “F” or an “FF” grade (the latter indicating academic dishonesty) in the course, suspension, or expulsion from the University.***

**Course Schedule (The date under week is the Monday date)**

Week Date	Topic	Readings	Assignments
Week 1 8/24	Introduction	Syllabus	Syllabus Quiz Discussion 0: Self-introduction
Week 2 8/31	Module 1: Introduction to Hospitality Marketing	Chs. 1 & 18	Module 1 Quiz Discussion 1 Marketing Plan - Company Overview
Week 3 9/7	Module 2: Services Marketing	Ch. 2 Case 4 (pp. 586-588)	Module 2 Quiz Discussion 2 Case Study Report (Case 3: Airbnb)
Week 4 9/14	Module 3: Strategic Marketing Planning	Ch. 3	Module 3 Quiz Discussion 3
Week 5 9/21	Module 4: Marketing Environment	Ch. 4	Module 4 Quiz Discussion 4
Week 6 9/28	Exam 1 ( <b>Open on 9/30 ONLY</b> ) Working on your Marketing Plan		Marketing Plan - Part I
Week 7 10/5	Module 5: MIS & Marketing Research	Ch. 5 Case 7 (pp. 596-601)	Module 5 Quiz Discussion 5 Case Study Report (Case 7: Australian Tourist Commission)
Week 8 10/12	Module 6: Consumer Behavior	Ch. 6	Module 6 Quiz Discussion 6
Week 9 10/19	Module 7: Customer-Driven Marketing Strategy	Ch. 8	Module 7 Quiz Discussion 7
Week 10 10/26	Module 8: Product & Branding	Ch. 9	Module 8 Quiz Discussion 8
Week 11	Exam 2 ( <b>Open on 11/4 ONLY</b> )		Marketing Plan - Part II

11/2	Working on your Marketing Plan		
Week 12 11/9	Module 9: Pricing	Ch. 11 Case 15 (pp. 616-617)	Module 9 Quiz Discussion 9 Case Study Report (Case 15: Spirit Airlines)
Week 13 11/16	Module 10: Distribution Channels	Ch. 12	Module 10 Quiz Discussion 10
Week 14 11/23	Module 11: Promotion	Chs. 13 & 14	Module 11 Quiz Discussion 11
Week 15 11/30	Finalizing your Marketing Plan		Completed Marketing Plan
Week 16 12/7	<b>Final Exam (Open on <u>12/9</u> ONLY)</b>		

**Course Objective & Assessment Matching Table**

Course Objective	Module Objective	Assessment
Define marketing concepts and its business philosophy;	Describe the importance of marketing to the hospitality and tourism industry.	Quiz 1
	Define marketing and outline the evolution of marketing philosophy.	Quiz 1
	Explain the marketing concepts in customer orientation.	Quiz 1
	Outline the steps in developing a marketing plan.	Quiz 1 Marketing Plan Project
	Explain the major trends impacting the marketing landscape.	Quiz 1 Marketing Plan Project
Identify four service characteristics affecting the hospitality industry;	Describe a service culture.	Quiz 2
	Identify four service characteristics that affect the marketing of a hospitality or travel product.	Quiz 2 Case Study Report (Case 3)
	Explain seven marketing strategies for service businesses.	Quiz 2 Marketing Plan Project
Analyze the role of marketing in an organization's overall strategies;	Explain the factors of a high-performing business.	Quiz 3
	Discuss the role of marketing in the corporate strategic planning process.	Quiz 3
	Explain how marketing works with its partners to create and deliver customer value.	Quiz 3
	Summarize marketing's role in developing a customer-driven marketing strategy and the marketing mix.	Quiz 3
	Explain the four marketing management functions.	Quiz 3
	Discuss how to measure and manage return on marketing investment.	Quiz 3
Describe the components of a company's marketing environment;	Summarize the components of a company's marketing environment.	Quiz 4
	Describe the microenvironmental forces that affect the company's ability to serve its customers.	Quiz 4 Marketing Plan Project
	Describe the macroenvironmental forces that affect the company's ability to serve its customers.	Quiz 4 Marketing Plan Project
	Discuss how companies can be proactive rather than reactive when responding to environmental trends.	Quiz 4
Explain the underlying concept of marketing research process;	Explain the importance of information in gaining insights about the marketplace and customers.	Quiz 5
	Define the marketing information system and discuss how marketing information is developed.	Quiz 5
	Outline the steps in the marketing research process and explain how companies analyze and use marketing information.	Quiz 5

		Case Study Report (Case 7)
Evaluate consumer behavior characteristics and the buyer decision process;	Explain the model of buyer behavior.	Quiz 6
	Outline the major characteristics affecting consumer behavior, and list some of the specific cultural, social, personal, and psychological factors that influence consumers.	Quiz 6
	Explain the buyer decision process and discuss need recognition, information search, evaluation of alternatives, the purchase decision, and post-purchase behavior.	Quiz 6
Develop bases for market segmentation and analyze market positioning;	Define the major steps in designing a customer-driven marketing strategy.	Quiz 7
	List and discuss the major bases for segmenting consumer markets.	Quiz 7 Marketing Plan Project
	Explain how companies identify attractive market segments and choose a market-targeting strategy.	Quiz 7
	Discuss how companies differentiate and position their products for competitive advantage.	Quiz 7 Marketing Plan Project
Compare the product levels and distinguish branding strategies in product development;	Define the term product and explain critical elements to keep in mind when designing a product.	Quiz 8
	Define the term brand and explain strategies and decisions companies make in building and managing their brands.	Quiz 8
	Explain the new-product development process and product development through acquisition.	Quiz 8
	Describe the product life cycle and how it can be applied to the hospitality industry.	Quiz 8
	Identify the challenges of international product and services marketing.	Quiz 8
Outline and apply different pricing strategies;	Explain internal and external factors affecting pricing decisions.	Quiz 9
	Describe the differences among general pricing approaches.	Quiz 9 Case Study Report (Case 15)
	Explain product pricing strategies for new products and existing products.	Quiz 9 Marketing Plan Project
	Describe revenue management and explain tools used by revenue managers.	Quiz 9
	Explain consideration in psychological pricing.	Quiz 9
	Discuss the key issues related to price changes.	Quiz 9
Describe the nature of distribution channels available to the hospitality industry;	Explain how and why companies partner with other companies to sell products.	Quiz 10
	Describe hospitality distribution channels.	Quiz 10 Marketing Plan Project
	Explain channel behavior and organization.	Quiz 10



	Describe key aspects of channel management for hospitality companies.	Quiz 10
Explain the components of promotion mix when setting a promotional plan;	Describe the components of a company's total promotion mix.	Quiz 11
	Explain the process and advantages of integrated marketing communications.	Quiz 11
	Outline the steps in developing effective marketing communications.	Quiz 11
	Explain how to develop effective communications.	Quiz 11
	Describe the processes used to determine promotion budget and mix.	Quiz 11
		Marketing Plan Project
	Define advertising and describe the major decisions in advertising.	Quiz 11
	Define public relations and explain the different public relations activities.	Quiz 11
	Describe the public relations process.	Quiz 11
Create a marketing plan for a hospitality/tourism business.		Marketing Plan Project

## Syllabus Policy Statements

### COVID-19 Precautions

The College of Merchandising, Hospitality and Tourism abides by university policy regarding COVID-19 precautions. All rules and guidelines established by the university apply to CMHT courses. You can find regularly updated information on the UNT Return to Learn website: <https://vpaa.unt.edu/return>.

Some of the safety precautions we have put into place in the CMHT classrooms include:

- Social distancing in the classrooms
- Lowered in-person class capacity
- Hand sanitization stations in the Chilton hallways
- Gym etiquette in the classrooms – meaning that students will:
  - Clean your space prior to class. Plan to enter the classroom in time to do so. Cleaning materials are supplied for you.
  - Clean your space – and all surfaces you have touched – at the end of class. Your teacher will allow you time to do so.
- Reduced hallway seating to allow for social distancing

In order to maintain this protocol, students:

- Should not remove cleaning materials from the classrooms
- Should clean your space before and after class
- Should wear face coverings for the duration of class
- Be aware of social distancing while in the classroom and hallways
- Exercise patience as we work together as a CMHT family to discover what is working and what is not

If you have anxiety about attending face-to-face classes, alert your teacher now. We may be able to make an accommodation that reduces your anxiety and helps you be more ready to learn.

### Advising and Degree Progression

#### Advising

**ALL** students are encouraged to meet with their Academic Advisor **each semester** to update your degree plan and to stay on track for a timely graduation.

- ***CMHT Advising Contact Information (Chilton Hall 385 – 940.565.4635)***

#### Prerequisites

- Ultimately, it is a student's responsibility to ensure they have met all prerequisites before enrolling in a class.
- A prerequisite is a course or other preparation that must be successfully completed before enrollment in another course. All prerequisites are included in catalog course descriptions.
- Students that lack prerequisites for a course are not allowed to remain in the course.

#### Transfer Courses

Any transfer course(s) from another institution must receive *prior approval* from your CMHT Academic Advisor to ensure that the course(s) will be applicable to your degree plan at UNT.

#### Dropped for Non-payment

- Students will be dropped for nonpayment for enrolled courses, parking fees, schedule change fees, etc. Please check your account daily through the 12<sup>th</sup> class day to ensure you have not been dropped for non-payment of any amount. It is the student's responsibility to make all payments on time.
- ***Students cannot be reinstated for any reason after the 12<sup>th</sup> class day regardless of situation.***

#### Dropping a Course

- **A decision to drop a course may affect your current and future financial aid eligibility.** Talk to your academic advisor or Student Financial Services if you are thinking about dropping a course.
- Speak with the course instructor to discuss any possible options to be successful in the course before dropping.
- Meeting deadlines for dropping a course are the student's responsibility.

- **After the 12<sup>th</sup> class day, students cannot drop a course online** through your my.UNT Student Portal. Please see the instructions for dropping a class here: <https://registrar.unt.edu/registration/dropping-class>

### **Financial Aid Requirements**

- A student must maintain Satisfactory Academic Progress (SAP) to continue receiving financial aid by maintaining a minimum 2.0 cumulative GPA and successfully completing the 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. Visit <https://financialaid.unt.edu/sap> for more information about financial aid Satisfactory Academic Progress.

### **What if You Are In Distress?**

The University has a number of resources that can be useful if you find yourself in need of help. Faculty and advisors can help direct you to resources; please note that any reports of sexual harassment, sexual assault, dating violence, or stalking must be reported to the UNT Dean of Students, per Texas law. Some resources you might consult are:

UNT Police	940-565-3000
Dean of Students	940-565-2648 or 940-565-2039
Counseling and Testing	940-565-2741
Student Health and Wellness Center	940-565-2333
Office of Disability Access	940-565-2333
Housing and Residence Life	940-565-2610
Substance Use and Resource Education Center	940-565-3177
Veterans Center	940-369-8021
Denton County Friends of the Family	940-387-5131
National Suicide Hotline	1-800-273-TALK
COVID Hotline – <a href="mailto:COVID@unt.edu">COVID@unt.edu</a>	844-366-5892

### **Dates and Deadlines**

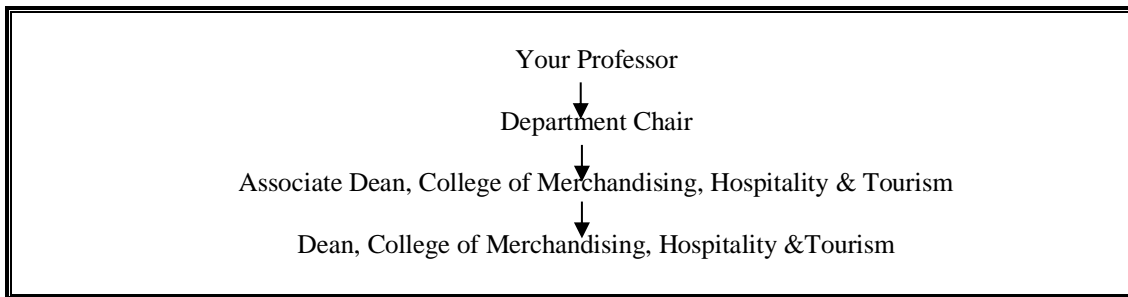
August 24	First day of class
August 28	Last day for change of schedule other than a drop. (Last day to add a class.)
September 5	Census date –Students cannot be added to a course for any reason after this date.
September 7	Labor Day (no classes, University closed)
November 2	Last day for a student to drop a course and receive a W.
November 20	Last day to withdraw (drop all classes) and receive W's.
November 26-27	Thanksgiving Break (no classes, University closed)
December 2-3	Pre-finals days
December 3	Last class day
December 4	Reading day (no classes)
December 5-11	Final exams ( <b>Exams begin on Saturday</b> )

### **Grade and Class Concerns**

#### **Do you know who to contact for a course-related issue?**

Understanding the academic organizational structure is important when resolving class-related or advising issues.

When you need problems resolved, please follow the steps outlined below:



**Do you require special accommodations?**

The University of North Texas and the College of Merchandising, Hospitality and Tourism 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. 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.

**Are you aware of safety regulations?**

Students are urged to use proper safety procedures and guidelines. In lab 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.

**Do you know the penalties of 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.

**Class Recordings - COVID**

Synchronous (live) sessions may be recorded for students to refer to throughout the semester. Class recordings are the intellectual property of the university or instructor and are reserved for use only by students in this class and only for educational purposes. Students may not post or otherwise share the recordings outside the class, or outside the Canvas Learning Management System, in any form. Failing to follow this restriction is a violation of the UNT Code of Student Conduct and could lead to disciplinary action.

**Do you meet ALL expectations for being enrolled in a course?**

- CMHT students are expected to meet all prerequisites for the courses in which they are registered.
- Students are expected to be respectful of other students, guests, and faculty. 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 may be referred to the Dean of Students for possible violation of the Code of Student Conduct.
- UNT'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](http://www.deanofstudents.unt.edu).

The College of Merchandising, Hospitality and Tourism requires that students respect and maintain all university property. Students are 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).

### Feedback and Communications

#### **Image Release**

The College actively posts images and descriptions of class and student accomplishments. If you do not want your image posted on the CMHT website and/or social media sites, (1) you should avoid being in group photographs or in photographs taken by your teachers or the IT staff and (2) send an email to [TKinley@unt.edu](mailto:TKinley@unt.edu) and request that your name and image not be shared. Dr. Kinley will share this information with the IT staff and the faculty who post to social media. Faculty and staff are asked to honor your wishes without question.

#### **What is SPOT?**

The Student Perceptions of Teaching (SPOT) is a requirement for all organized classes at UNT. This short survey at the end of the semester gives students the opportunity to comment on the course. Student feedback is important and is essential as we strive for excellence. You will be able to access these surveys through your my.unt toward the end of the semester.

#### **Do you know the date/time of the final exam in this course?**

Final exams or other appropriate end of semester evaluations are 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 calendar early in the semester to avoid any schedule conflicts.*

#### **Do you know what you may be missing?**

Your access point for ALL business and academic services at UNT occurs within the <https://my.unt.edu> site, and EagleConnect is the official method of communication for UNT. If you do not regularly check EagleConnect or forward it to your favorite e-mail account, please do so to learn about job and internship opportunities, CMHT events, scholarships, and other important information. The website that explains EagleConnect and how to forward your email is: <https://it.unt.edu/eagleconnect>.

#### **Do you know what to do in an emergency or UNT closure?**

- 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 <https://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 Canvas Announcement regarding assignments, exams, field trips, and other items that may be impacted by the closure.

### Career Resources

#### **Resume Help**

For one-on-one help with your resume or other job-search skills, Ms. Janice Lader, from the Career Center and also one of our CMHT 2790 (Career Development) instructors, will be available to you. Contact her at [Janice.Lader@unt.edu](mailto:Janice.Lader@unt.edu) to set up an appointment.

### **Career Center**

The Career Center is currently located in Sage Hall. They provide **\*free\*** help with resumes, interview skills, business cards, professional portraits, etc. They also host several recruiters throughout the year and host job fairs.

### **Internship / Career Industry Contact Opportunities**

- In the fall semester, watch for information about the **Executive in Residence (EIR) Lecture**. This is an opportunity to hear about innovative industry and network with CMHT Board members and speakers. In Fall 2020, if we have an EIR event, it will be virtual.
- Also in fall, look for the **MDR Career Expo**, which provides opportunities to talk with recruiters and maybe interview on the spot! There may also be an opportunity to have lunch with recruiters.
- In the spring semester, watch for information about the **Consumer Experience Symposium**. The format will be similar to the EIR in that it affords you an opportunity to hear directly from industry and network with Board members and speakers.
- Spring semester also brings the **HTM Career Expo**, where our industry recruiters come to campus to visit with you!
- **CMHT Student organizations** bring industry opportunities to campus in their monthly or bi-monthly meetings. Join them and participate!
- We sometimes have an **Industry Partner of the Day** set up in the hallway near the advising offices. For Fall 2020, these will be virtual. These may be publicized in your classes and are posted on the bulletin board in that Chilton hallway.

### **Online Job Board and Social Media Sites**

- <https://cmht.unt.edu/jobs>
- Facebook CMHT Careers Group - <https://www.facebook.com/groups/CMHTCareers/>
- LinkedIn - <https://www.linkedin.com/in/unt-cmht-2023b8173/>
- Twitter - @UNTCMHT
- Facebook Social Site - @UNTCMHT and @UNTHTM
- Instagram - @untcmht

### **IT Resources**

#### **CMHT-IT Services Student Laptop Checkout Information**

The CMHT-IT Services desk located on the 3<sup>rd</sup> floor of Chilton Hall outside room **386** will have Dell laptops available for checkout for all UNT students. These laptops and the CMHT-IT Services desk will be available during the following hours:

Monday:	8:00AM – 9:00PM
Tuesday:	8:00AM – 9:00PM
Wednesday:	8:00AM – 9:00PM
Thursday:	8:00AM – 9:00PM
Friday:	8:00AM – 5:00PM

These Dell laptops can be checked out at any point during the above hours and must be returned on the same business day to the CMHT-IT Services personnel. These laptops must remain on campus and will **not** save your data. So be sure to use a USB or email yourself to save your work!

For more information, please stop by the CMHT-IT Services desk or visit us at <https://cmht.unt.edu/cmht-it-services> or give us a call at (940) 565-4227.

### **CMHT Virtual Lab**

UNT Students currently enrolled in a CMHT course have access to the CMHT Virtual Lab provided by VMware Horizon View virtual desktop system. This is useful if your course requires specific software and you need access to the software on your personal machine. You can find more information and installation steps here: <https://cmht.unt.edu/vmware->

[virtual-lab](#). The CMHT-IT Services desk can assist you with installing the VMware client on your personal machine. Please see above hours of operation for our IT services desk.

### Additional Information

#### **Are You An F-1 Visa Holder?**

- 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 must be approved in advance by the instructor and 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](mailto:international@unt.edu)) to get clarification before the one-week deadline.