Course Name: JOUR 4270.001/Jour 5330 Strategic Social Media

Class Meetings: Monday, 3:30—6:20 p.m. Chem. 106

Twitter hashtags (for all students) #untj4270 or #untj4270M

Instructor: Samra Jones Bufkins, MJ, APR
Office: GAB 113 Office phone: 940-565-2167
Cell phone: [redacted] (text any time, include name & class, call if an emergency.)
Office Hours: Whenever my door is open (I’ll usually tweet it)
Monday 2-3 p.m.; Tuesday 11:00 a.m. – 12noon and when my door is open (I’m on campus all day Tuesdays); Thursday 11:00 a.m. – 12 noon; other times & days by appointment, including Skype.

E-mail: Samra.Bufkins@unt.edu
Twitter: @samjb
Skype: IamSamJB

Teaching Assistant: Kevin Ryan
Email: KevinRyan3@my.unt.edu
Twitter: @CaoimhinRiain
Phone: [redacted] (Email preferred, text before calling.)

Required Text:

Recommended:

A list of blogs, websites and other resources will be uploaded to Blackboard and/or Google Sheets for your perusal. Students are encouraged to add to that list as they find useful information to share. Please post suggestions in the Blackboard discussion forum.

Course Description
In a collaborative atmosphere we will explore strategic applications of a variety of social media platforms used for strategic communications and journalism. Students will be challenged to bring new ideas to the classroom while adapting social media tools to traditional communications planning and measurement methods. Students with specific expertise/interests will be encouraged to present to class. And yes, there is math. Stuff’s getting’ real here.

Course Objectives
After taking JOUR 4270/5330, each student will be able to:

- Understand and apply the basic technologies of the most common social media platforms and the strategic uses for those platforms in business and journalism.
• See the link between analytical, search and technical objectives combined with a social strategy when developing a strategic social media plan
• Analyze ethical and legal dilemmas in social media strategic communications.
• Demonstrate an understanding of the diversity of groups in a global society in relationship to communications.
• Work ethically in pursuit of truth, accuracy, fairness and diversity.
• Write correctly and clearly in forms and styles appropriate for the communications professions, audiences and purposes in which they work. This includes the adoption of specific personas per client segment.
• Apply current tools and technologies appropriate for the communications professions in which they work and to understand a digital world.
• Think critically, creatively and independently.
• Understand and apply First Amendment principles and the law of freedom of speech and press for the country in which the institution is located, as well as receive instruction in and understand the range of systems of freedom of expression around the world, including the right to dissent, to monitor and to criticize power, and to assemble and petition for redress of grievances.

Technical requirements:
• Bring a wifi-enabled laptop—if you don’t have one I understand you can borrow one from the library. Many applications used in class must be executed on a computer. Professionals in the field work on a desktop.
• LinkedIn profile—You must connect with me before the next class period and with each other by the date on the handout. When you send a connection request to anyone (especially a professional) ALWAYS personalize the message, stating who you are, where you met them, and why you want to connect. This cannot be done from a mobile device—it requires a computer. I automatically “ignore” all generic connection requests.
• Open and maintain a Twitter account and monitor and send daily course-related tweets with hashtag #untj4270 for discussion and links to supplemental reading material. Specific requirements are outlined in the Twitter assignment posted in the “Read this first” folder in Blackboard. Twitter activity will count as a percentage of your class participation grade—those who do not initiate at least one course-related tweet per day may see their grade reduced.
• Set up an About.me splash page (or other professional nameplate page such as those listed here) and populate it with all links you’d want to share with a future employer. Upload it to your Getting To Know You post.
• Set up a Google + account and promote your blog posts there as well as start building a network.
• Maintain and use Blackboard LEARN to access course materials and required supplemental readings.
• Perform a browser check to ensure you are using a UNT Blackboard LEARN-supported browser. (Safari and Internet Explorer are not supported at this time.)
• Access e-mail through UNT email accounts. This is required by federal law. If you do not check your UNT email daily, forward it to an email account you do check. I rarely use the messaging function in LEARN. However, if you want to ensure an important message about a grade isn’t lost, use the Blackboard message and immediately email or text me a reminder to check it.
• Maintain an active personal Facebook account in order to join and post to the course Facebook group. (https://www.facebook.com/groups/UNTStrategicSocialMedia/) Posting in this group is required.
IMPORTANT
Contact me immediately if you don’t understand something. I will arrange individual or small group tutoring sessions early in the semester on request—even on weekends if that’s the only time you’re available. If you fall behind in this course you will have a problem. Practice makes perfect. If a tool is new to you, don’t shy away from it, embrace it and use it. You can’t learn how to play piano by watching someone play. You need to practice, and the more you do, the easier it will get. Employers expect interns and new graduates to be experts in using social media for business purposes, and that includes strategy and analytics.

CLASSROOM PROTOCOLS
Class meetings will consist of a combination of lecture, guest speakers, in-class activities and discussion. Participation in class discussion is mandatory and expected to be provocative, but must be conducted in an environment of respect and tolerance for differing perspectives, cultures, backgrounds, skill levels and opinions. I retain my nonnegotiable right to evaluate your in-class performance and ask anyone to leave if they are disruptive or their inattention is disruptive. This includes wearing head phones or earbuds, playing on social media unrelated to class work, working on assignments for other classes, muttering and talking in class, talking back, and disrespectful and/or inappropriate comments directed at the instructor or other students. I don’t mind if you eat, but please be respectful. Do not order food delivery during class unless you plan on buying enough for everybody. Clean up your mess and try not to stink up the place.

CELL PHONE/ELECTRONIC DEVICE POLICY
Cell phone usage is not necessarily prohibited, but you are expected to use a laptop for course-related activities during class time. There will be a few times when we use cell phones for in-class surveys, etc., but the bulk of the work must be done on a laptop. Professionals in the field do most of their community management and all of their analytics on computers. Get used to it. (They also use email and talk on the phone and leave voice messages for people, for those of you who refuse to do those things.)

ATTENDANCE, PREPARATION AND PARTICIPATION POLICY
You are expected to attend and participate in each class meeting, complete all assignments on time in the proper format, submit them on time and in the proper format and participate in all online and social media activities as assigned. Please read everything submitted to Blackboard before that week’s lecture and watch any videos posted. I take roll in writing at the beginning of each class and sometimes again at the end. I also occasionally throw pop quizzes.

- Journalism faculty have the discretion to drop any student who misses the first class meeting without prior notice.
- Missing one class = missing one week of course material. Don’t ask me if you missed anything important. Of course you did, or we wouldn’t have had class that day.
- One absence 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 may constitute an absence for that day. This is a seminar course, and it requires your attendance and participation each class meeting.
- If you are absent you are still responsible for submitting your assignment on time.
• Signing in for an absent student will result in academic integrity sanctions against both the student doing the signing and the absent student.
• Guest speaker summaries will not be graded if you were absent from class. There are no makeups for those, or for pop quizzes or graded in-class excercises. Be here.
• If you are doing an internship for credit and you are needed at an event that conflicts with class time your supervisor must email me at least a week in advance.
• Makeup exams must be arranged at least 14 days in advance with written verification of the reason for absence on the day of the exam. Makeup exams will be given before the scheduled exam date and may be in essay format.

Communication: Communicating with students using the UNT student email account is part of the university’s contract with students. Official course-related electronic communication with students in this class will be through the students’ MyUNT account rather than personal email accounts. That said, we will be using many other means of communications in this class including, but not limited to, blogs, Facebook, Twitter, LinkedIn and other social networking platforms. However, I will not discuss any grade-related issues via social media or unsecure email.

IMPORTANT NOTE ABOUT TWITTER
This semester we have two sections of Jour 4270. The other section is on Tuesday and is taught by an adjunct professor. We will use the same blog, the same Facebook group, and the same hashtag (#UNTJ4270) for general tweeting—after all, your peers in the other class may share something of interest to you, and vice-versa. However, there will be times when we need to tweet reminders about a specific class meeting (such as “Bring a pencil to class” or “Looking forward to tonight’s guest speaker.”) In those cases we will amend the class hashtag. If you see #UNTJ4270M that tweet is intended for members of the Monday class. If you see #UNTJ4270T that tweet is intended for members of the Tuesday class. Please use the appropriate amended hashtag if you are sending out a tweet intended for your section only. Both sections will cover the same material but the assignments may be slightly different and the schedule will be slightly different due to the Labor Day holiday.

CAMPUS CARRY
Starting in August 2016, students, faculty and staff members who have a concealed carry license may carry a handgun on UNT property, including classrooms. This law was passed by the Texas Legislature and signed into law by Gov. Greg Abbott. UNT President Neal Smatresk is charged with setting the policy for the university and has decided, based on advice from a task force that gathered input from the university community, that classrooms are permissible places for concealed carry. The campus carry policy and further information are listed here: https://campuscarry.unt.edu/

Campus policy stipulates that the person carrying a handgun must hold a License to Carry issued by the state of Texas. The weapon also must be concealed. If you see a handgun in this classroom, or anywhere on campus, the person carrying it is violating the law. You should report this violation to the instructor, who will contact police. You also may call the police yourself. Know that CHL holders are not obligated to reveal their license status to anyone other than a police officer.
ACADEMIC INTEGRITY (CHEATING)

Mayborn School of Journalism Academic Integrity Policy

The codes of ethics from the Society of Professional Journalists, American Advertising Federation, Word of Mouth Marketing Association and Public Relations Society of America (among others) address truth and honesty. The Mayborn School of Journalism embraces these tenets and believes that academic dishonesty of any kind, deliberate or negligent – 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.

In my classes, the minimum penalty for cheating is a grade of “zero” on the assignment. A grade of “F” in the course is a more likely penalty. Where cheating is suspected on a group project, the entire group may be held responsible.

I have zero tolerance for cheating, and will not hesitate to file a report with the Office of Academic Integrity for any instance of suspected cheating including plagiarism, dual submission of work (work you submitted for another class), falsifying research (including lying about personally interviewing sources or clients), cheating on exams and facilitating cheating (writing work for another student, having another student write your work, or having knowledge of another student’s cheating of any kind.)

When you submit work for this class it is the same as making a statement that you have produced the work yourself, in its entirety, specifically for this class and no other class, an employer or internship or publication. Plagiarism, fabrication, copyright infringement, and similar uses of other people’s work and ideas are unacceptable and in most instances illegal, and they can get you fired in the professional world.

Plagiarism, in a nutshell, is using other people’s written words as your own, including copying from your client’s website or other published materials. Some people consider the use of 7-10 words in a row, copied from another source, as plagiarism. Be sure to include complete citations when using other people’s writing, because plagiarism is a serious offense in any discipline, especially in journalism. It’s a firing offense in the professional world, and can keep you from graduating.

Quoting large chunks of text, even with attribution, in assignments or blog posts is unacceptable in an academic environment. You are expected to provide critical analysis in your blog posts and other assignments, not copy, paste and attribute. Rewrite source material in your own words.

Submitting previously published work and/or work submitted for other classes (whether or not it was graded) is strictly prohibited by university policy. All work submitted for this class is to be original work created by you for this class only.
Assessment and Description of Undergraduate Assignments (Grad Students see Addendum)

Undergraduate Evaluation is based on a possible total of 1,000 points.

<table>
<thead>
<tr>
<th>Assignment</th>
<th>Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>Individual assignments and exercises</td>
<td>230</td>
</tr>
<tr>
<td>Postings to class blog (total of 6 for undergrads—Grad Students will post 12)</td>
<td>120</td>
</tr>
<tr>
<td>Book Review of a book of your choice</td>
<td>100</td>
</tr>
<tr>
<td>Group projects</td>
<td>200</td>
</tr>
<tr>
<td>Exam and quizzes</td>
<td>250</td>
</tr>
<tr>
<td>Class participation and online engagement</td>
<td>100</td>
</tr>
</tbody>
</table>

Grading System for Journalism 4270 (Graduate Students see Addendum)

<table>
<thead>
<tr>
<th>Percentage</th>
<th>Grade</th>
</tr>
</thead>
<tbody>
<tr>
<td>90%</td>
<td>A (outstanding)</td>
</tr>
<tr>
<td>80% - 89%</td>
<td>B (excellent)</td>
</tr>
<tr>
<td>70% - 79%</td>
<td>C (satisfactory)</td>
</tr>
<tr>
<td>60% - 69%</td>
<td>D (unsatisfactory)</td>
</tr>
<tr>
<td>Lower than 60%</td>
<td>F (failing)</td>
</tr>
</tbody>
</table>

Individual Activities/Assignments—Exact due dates and times are in class schedule

- **Individual Exercises**—subject to change if something new comes along—total of 230 points.
  - #1 Post a photo, short bio, your Twitter, LinkedIn, About.me link, Google + and any other social media you care to share to the “Getting to Know You” discussion by the beginning of the second class period. (10 points)
  - #2 Twitter assignment (links to lists in a Word document submitted via Turnitin.) (10 points)
  - #3 Initial LinkedIn profile (Part 1 by start of second class period, completion Nov. 14.) (15 points)
  - #4 One-page bullet summary of each guest speaker’s presentation, submitted via Turnitin before the beginning of the next class period. (I recommend you do it within 24 hours.) (10 points each)
  - #5 Storify story (20 points) Submit the link in the discussion section in Blackboard.
  - #6 Minimum of four Tweetchats (see schedule for due dates). (20 points each, total of 80 points) Summarize using Storify and submit in the appropriate Tweetchat discussion board.
  - #7 Social Media Review—Brief summary and analysis of the social media output of a company of your choice, (no celebrities) pending instructor approval. (25 points)
  - #8 Pop quizzes and in-class exercises (points vary)

- **Class blog** Write about new applications, uses, case studies, issues, platforms or channels of social media (NOT discussed in class) as you discover them, including an analysis of what strategic use you see for it OR if you think it’s useless. All blogs are due before 11:59 p.m. on Sunday via Turnitin as well as live on the blog. When you post, Tweet the link to the post using the #untj4270 hashtag. See Blackboard for Blog Groups. Group A starts Sept. 18, Group B on Sept. 24. (Graduate students blog weekly. See Grad Student Addendum.) (20 points each, 120 total.)

- **Book Review** Each student will read a book of their choice about social media (which I must approve) and write a review of the book. There will be no duplications—post your choice in the Blackboard discussion group for my approval on a first-come first-served basis. You will submit your review via Turnitin and post a .pdf summary in the class Facebook group (Yes, that’s two separate documents). (Undergraduate report—100 points total. Grad students see Addendum.)
Group Projects You will be assigned to a small group to complete the following assignments:

1. A detailed social media plan for a small business or nonprofit. (100 points)
2. An educational video tutorial explaining some social media concept, as assigned. (50 points)
3. An analysis of social media accounts from spreadsheets pulled from actual accounts (50 points)

Assessments—(Tests) Yep—gotta do it. All material covered in class, including guest speakers. Two scheduled quizzes (75 points each) and a comprehensive final exam (100 points--250 points total)

Class participation and online engagement—This includes your weekly Twitter activity, posting in the Facebook group, commenting on blogs—preferably professionals’ blogs, not just your classmates’ blogs, sharing links via Twitter, participating in class discussions, attendance, etc. (100 points)

Assignment Submissions
All assignments and blogs are to be submitted via Turnitin unless otherwise specified. There are no exceptions. Anything not submitted via Turnitin will receive a grade of 0 (zero). Turnitin is also set to lock out late submissions. It is your responsibility to ensure your computer clock is synchronized with Turnitin. No emailed submissions are accepted.

Submitting an assignment late (“I was uploading it at 11:59 and Turnitin locked me out”) will result in a zero. Situations in which your computer clock is wrong, the system slows down because so many people are submitting at the deadline, and problems with incompatible browsers are your responsibility. Perform a browser check to ensure you are using a compatible browser. Maintain your computer equipment and get help if you need it, particularly if you’re having trouble running any online applications. Own your work (and your mistakes), and plan accordingly. Most problems that occur at the deadline are self-inflicted and avoided with better planning. See Blackboard for specific instructions. Set reminders on your mobile device calendar—just like professionals do.

If you have a documentable problem with Turnitin or Blackboard that affects your ability to submit work on time, you MUST do the following to receive credit for your work:

1. IMMEDIATELY create a screen shot of the error message.
2. Report the problem to the Help Desk by phone (940-565-2324) and email (helpdesk@unt.edu).
3. Forward the trouble ticket with the screen shot to me via email and Blackboard messages.

If I determine it is a legitimate technical problem with Blackboard and Turnitin (they are rare) I will let you know how to submit the work to receive credit. Once again, uploading too close to the deadline and getting locked out is not a technical problem.

SAVE YOUR TURNITIN RECEIPTS. NO MATTER WHAT YOU “THINK” YOU DID, IF IT’S NOT IN MY TURNITIN AND YOU DON’T HAVE THE CONFIRMATION RECEIPT, IT’S A GRADE OF ZERO.

Some assignments must also be submitted as hard copy—check the assignment details to be sure (in addition to the Turnitin submission).

- Multiple page documents not stapled together will not be accepted.
- Unless instructed otherwise, all assignments must be word-processed in 12-point font with margins no wider than 1,” unless the assignment involves graphic design. You will have freedom of choice for font and layout; however, be aware that you will be graded according to the style you choose, and its appropriateness for the project. Well-executed assignments riddled with
typos, GSP errors and formatting errors will receive a low grade and I reserve the right to stop reading and grading anything that’s unreadable.

- **Failing to prepare a hard copy or attach a reference list will cost you a letter grade for that assignment.**

- **All sources must be cited within the text and/or at the end of the assignment.** Sources must be cited in their entirety, whether a website, blog, book, magazine or journal article, or any other scholarly source, including the date of publication, or an interview. Citation of online sources must follow the format from the Purdue Online Writing Lab, http://owl.english.purdue.edu/owl/resource/560/10/ and must be complete. **Raw links like the one above will not be accepted as citations or bibliography entries.** Any omission of these citations will result in a lowered grade and possible investigation for plagiarism. When in doubt, cite. Don’t press your luck.

- **In the case of inclement weather or other emergency resulting in the closing of the university, any assignments due must still be submitted electronically on the due date, with hard copy to be submitted at the next class meeting.**

- **If the university is closed due to inclement weather or other emergency we will engage in an online chat of some sort during regular class time. Watch Twitter and email for instructions.**

**Individual assignment grade appeals:**

If you are unhappy or have a question about the grading of an individual assignment or test (including a blog post), you must notify Kevin and me in writing (email is fine) by the beginning of the next class after the graded work is returned. We’ll meet to discuss the grade. Under no circumstances will I consider changing the grade on any individual assignment after final grades are posted at the end of the semester. See submission guidelines above—this includes “But I turned it in, I just didn’t get the receipt.” You are responsible for ensuring your online submissions are completed. Check the Blackboard gradebook regularly and keep up with your progress in class to avoid surprises at the end.

Back up your work in Google Docs, Dropbox, iCloud, OneDrive or other cloud platform in case your hard drive fails or your flash drive is lost or destroyed. It is your responsibility to ensure your work is completed and accessible at all times. Save all your work and Turnitin receipts until the end of the semester, as you will re-submit clean copies as part of your portfolio. **SAVE YOUR TURNITIN CONFIRMATION RECEIPTS.**

**Citation of online sources must follow the format from the Purdue Online Writing Lab,**
http://owl.english.purdue.edu/owl/resource/560/10/ and must be complete. Raw links will not be accepted as citations or bibliography entries. Links in blogs must be embedded in anchor text. All other source citations must be in proper bibliographic format, preferably APA or MLA Style. Examples and guidelines are available online.

**Final Note**

I come across as a tough old broad but it’s because I’m trying to prepare you for the intensely competitive career you’ve chosen. There’s a chance this class is preparing you for jobs that don’t yet exist—that was the case when I started teaching it 4 years ago. I’m here to help you, and I care deeply about all my students. I have 25 years of professional PR experience and many professional contacts in the industry. I know a lot of news people, too. Come see me in my office any time, about anything, and if I can help, I will. If you can’t meet me in my office, I will meet with you at a mutually convenient time and location. My ultimate goal is to see you succeed in class, in life, and to inspire you to greatness.
# Tentative Course Schedule – Journalism 4270.001/5330 Fall 2016

*Topics subject to change or be rearranged due to guest speaker scheduling.*

**Color coding:**
- Red: Individual assignment
- Turquoise: Twitter and Tweetchats
- Purple: Group Projects
- Green: Exams. *Anything highlighted in green is a revision.* Yellow highlighting is a “heads up.”

<table>
<thead>
<tr>
<th>Week</th>
<th>Topic</th>
<th>Reading (before this class)</th>
<th>Assignments due this week</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 8/29</td>
<td>Getting organized, Rules of Engagement, Blogs, Q&amp;A, ungraded pre-test, History of Social Media.</td>
<td></td>
<td>Getting to Know You—post photo, bio, Twitter, LinkedIn, About.me, Google + before start of the next class. Complete Qualtrics survey and bring signed course contract to next class.</td>
</tr>
<tr>
<td>2 9/5</td>
<td>Labor Day—No class</td>
<td>Start reading the book, blogs, and tweet.</td>
<td></td>
</tr>
<tr>
<td>3 9/12</td>
<td>Technical sessions—bring a laptop or tablet. Twitter, Dashboards, Tweetchats, other fun stuff.</td>
<td>Amerland, (Google book)—Start reading and try to finish by 9/26. Twitter Rules and Terms of Service (link in Blackboard) Hootsuite Terms of Service (link in Blackboard)</td>
<td>Getting To Know You information uploaded to Blackboard discussion. Twitter assignment—turn in online. Group A Blog #1 due Sunday, Sept. 18 (and due every other week after this, see schedule in Blackboard) Grad students blog weekly. This is your first and last reminder—you are responsible for the schedule from here on.</td>
</tr>
<tr>
<td>4 9/19</td>
<td>Technical sessions—bring a laptop or tablet. Storify Snapchat (you may need to teach me) Live Streaming. Analytics 101</td>
<td>Amerland—keep reading. Additional readings and videos in Blackboard.</td>
<td>Group B Blog #1 due Sunday, Sept. 25 (and due every other week after this, see schedule in Blackboard) Grad students blog weekly. This is your first and last reminder—you are responsible for the schedule from here on.</td>
</tr>
<tr>
<td>5 9/26</td>
<td>SEO (possible guest speaker) In-class search exercise.</td>
<td>Complete reading all of David Amerland’s book, Google, Semantic Search Additional readings in Blackboard.</td>
<td>Tweetchat #1 due 11:59 p.m. Thursday 9/29. Post the Storify link with a brief description in the appropriate Blackboard Discussion forum.</td>
</tr>
<tr>
<td>6 10/3</td>
<td>Social media ethics, legal and privacy issues, and how not to be a jerk online (reputation management)</td>
<td>Readings and videos in Blackboard.</td>
<td>Speaker summary due via Turnitin before class.</td>
</tr>
<tr>
<td>7 10/10</td>
<td>Strategic Social Media Planning (Group assignments for project)</td>
<td>Readings in Blackboard.</td>
<td>Social Media Review (Undergrad Only) due via Turnitin before class—bring hard copy to class. Book preferences due (post book title in subject line of discussion board).</td>
</tr>
<tr>
<td>Week</td>
<td>Date</td>
<td>Topic</td>
<td>Assignments/Notes</td>
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<tr>
<td>8</td>
<td>10/17</td>
<td>Exam 1 First Half of Class 2nd half: Linkedin—it’s not as boring as you think. Everything covered to this point. Readings and videos in Blackboard.</td>
<td>Bring a pencil. Planning project clients chosen/approved</td>
</tr>
<tr>
<td>9</td>
<td>10/24</td>
<td>Video and Multimedia. (Groups assigned for Tutorial project) Possible guest speaker</td>
<td>Bring your phone so you can practice. Tweetchat #2 due 11:59 p.m. Thursday 10/27. Post the link with a brief description in the appropriate Blackboard Discussion forum.</td>
</tr>
<tr>
<td>10</td>
<td>10/31</td>
<td>Facebook, Pinterest and Instagram—You don’t know as much as you think you know!</td>
<td>Readings in Blackboard. Speaker summary due via Turnitin before class. Planning Project paper submitted via Turnitin (1 per group) before the beginning of class. Group peer reviews uploaded by 11:59 p.m. tonight.</td>
</tr>
<tr>
<td>11</td>
<td>11/7</td>
<td>Speaker panel: Social Media Managers. (Or, “Yes, you really can make a living doing this stuff.”) Review speaker organizations’ websites links in Blackboard, and supplemental readings.</td>
<td>Book Reviews (both formats) completed and submitted to Turnitin before class. Post .pdf in class Facebook Group.</td>
</tr>
<tr>
<td>12</td>
<td>11/14</td>
<td>Proving the ROI of social media: Analytics (possible speaker TBA)</td>
<td>Readings in Blackboard. Speaker summary due via Turnitin before class. LinkedIn profile completed by 11:59 p.m. (Post in discussion forum) Tweetchat #3 due 11:59 p.m. Thursday 11/17. You know the drill by now.</td>
</tr>
<tr>
<td>13</td>
<td>11/21</td>
<td>Exam 2—beginning of class 2nd half of class: Guest speakers: Grad Student Research Presentations Exam will cover everything since the last exam and review some concepts from the first exam. Bring a pencil.</td>
<td>Bring a pencil. Speaker summary due via Turnitin before class. Storify story due by 11:59 p.m. See assignment for details. Tweet your link, too.</td>
</tr>
<tr>
<td>14</td>
<td>11/28</td>
<td>News media use of social media for breaking news: Speaker panel Baltimore Sun Pulitzer Prize entry. Dallas Morning News coverage of July police shootings—links in Blackboard.</td>
<td>Analytics assignment due before class via Turnitin (1 per group) with hard copy brought to class. Speaker summary due via Turnitin before class. Tweetchat #4 due 11:59 p.m. Thursday, Dec. 1—usual submission.</td>
</tr>
<tr>
<td>15</td>
<td>12/5</td>
<td>Guest speaker Officer Ryan Grelle, Denton PD, and maybe one other. Cleanup &amp; catch-up.</td>
<td>Readings TBA. Speaker summary due via Turnitin before class Video Tutorials due before the start of class.</td>
</tr>
<tr>
<td>16</td>
<td>12/12</td>
<td>FINAL EXAM NOTE FINAL EXAM TIME IS 1:30—3:30</td>
<td>Speaker summary due via Turnitin before class</td>
</tr>
</tbody>
</table>

*Syllabus © 2016 by Samra Jones Bufkins, MJ, APR*
The "Fine Print" (or, stuff we have to include and you probably should read.)

MSOJ Syllabus Statements

*Add the following wording verbatim (use own words in highlighted sections) to your syllabi:*

**JOURNALISM REQUIREMENTS & GUIDELINES**

JOURNALISM COURSE REGISTRATION

1. Registration will begin on the dates noted in the schedule of classes each semester. The system is a live, first come/first serve program.

2. 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.

3. 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.

**ATTENDANCE**

One absence 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 may constitute an absence for that day. This is a seminar course, and it requires your attendance and participation each class meeting.

**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](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 FALL 2016

Classes Begin. Aug 29
Census. Sept 12
Labor Day (no classes; university closed). Sept 5
Beginning this date a student who wishes to drop a course must first receive written consent of the instructor. Sept 13
Last day for student to receive automatic grade of W for nonattendance.

Last day for change in pass/no pass status.

Last day to drop a course or withdraw from the semester with a grade of W for courses that the student is not passing. After this date, a grade of WF may be recorded. Oct 7
Beginning this date instructors may drop students with a grade of WF for nonattendance. Oct 8
Last day to drop with either W or WF.

Last day for a student to drop a course with consent of the instructor. Nov 7
Beginning this date, a student who qualifies may request an Incomplete, with a grade of I. Nov 14
Last day to withdraw (drop all classes).

Last day for an instructor to drop a student with a grade of WF for nonattendance. Nov 23
Thanksgiving Break (no classes, university closed). Nov 24-27
Last Regular Class Meeting. Dec 8
Reading Day (no classes). Dec 9
Final Exams Dec 10-15
End of term. Dec 16

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

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.

In my classes, the minimum penalty for cheating is a grade of “zero” on the assignment. A grade of “F” in the course is a more likely penalty. Where cheating is suspected on a group project, the entire group may be held responsible.

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

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 Center for Student Rights and Responsibilities 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 classrooms, labs, discussion groups, field trips, etc. The Code of Student Conduct can be found at http://www.unt.edu/csrr/student_conduct/index.html.

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).

STUDENT PERCEPTIONS OF TEACHING (SPOT)

Student Perceptions of Teaching (Spot) is a requirement for all organized classes at UNT. This short survey will be made available towards the end of the semester to provide students a chance to comment on how this class is taught. Student feedback is important and an essential part of participation in this course. 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.

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.

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.

STATEMENTS OF STUDENT LEARNING OUTCOMES

Instructors:

Please either

1) Incorporate the following student outcomes appropriate to the course into your syllabus

Statement of Student Learning Outcomes

[Please prepare a statement about course objectives, which must include the most relevant learning competencies (usually three or four) from our accrediting organization, as follows]

- Understand and apply the principles and laws of freedom of speech and press for the country in which the institution that invites ACEJMC is located, as well as receive instruction in and understand the range of systems of freedom of expression around the world, including the right to dissent, to monitor and criticize power, and to assemble and petition for redress of grievances
- 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
- Demonstrate an understanding of the diversity of peoples and cultures and of the significance and impact of mass communications in a global society
- Understand concepts and apply theories in the use and presentation of images and information
- Demonstrate an understanding of professional ethical principles and work ethically in pursuit of truth, accuracy, fairness and diversity
- Think critically, creatively and independently

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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

Critically evaluate their own work and that of others for accuracy and fairness, clarity, appropriate style and grammatical correctness

Apply basic numerical and statistical concepts

Apply tools and technologies appropriate for the communications professions in which they work

OR

2) Attach the following student outcome sheet to your syllabus, being sure to fill it out and mark the appropriate outcomes for the course. See next page.

(Course assessment should include each objective that you mark)
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 _______, will help to meet the student learning outcomes that have been checked by your professor, ________________________

Each graduate must:

- Understand and apply the principles and laws of freedom of speech and press for the country in which the institution that invites ACEJMC is located, as well as receive instruction in and understand the range of systems of freedom of expression around the world, including the right to dissent, to monitor and criticize power, and to assemble and petition for redress of grievances
- 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
- Demonstrate an understanding of the diversity of peoples and cultures and of the significance and impact of mass communications in a global society
- Understand concepts and apply theories in the use and presentation of images and information
- Demonstrate an understanding of professional ethical principles and work ethically in pursuit of truth, accuracy, fairness and diversity
- 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
- Critically evaluate their own work and that of others for accuracy and fairness, clarity, appropriate style and grammatical correctness
- Apply basic numerical and statistical concepts
- Apply tools and technologies appropriate for the communications professions in which they work