Course Name: JOUR 4270.002 Strategic Social Media

Class Meetings: Monday, 6:30—9:20 p.m. Physics Building 104
Twitter hashtags #untj4270 or #untj4270M

Instructor: Samra Jones Bufkins, MJ, APR
Office: GAB 113   Office phone: 940-565-2167
Cell phone (preferred, but doesn't work in office): 214-708-5653 (text any time, include name & class.)
Office hours: Mondays and Wednesdays 4:30—6 pm; Tuesdays 11 am –12 noon; other times by appointment.
E-mail: Samra.Bufkins@unt.edu
Twitter: @samjb
Skype:

Teaching Assistant: Kevin Ryan
Email:
Twitter: @CaoimhinRiain
Phone: 832-693-9820 (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.
- If you don’t already have one, open a REEF polling student account (look for this in Blackboard and bear with me because I’m learning it myself). We will be using this in the classroom beginning with the second class meeting.
- 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 a Google + account and promote your blog posts there as well as start building a network.
- 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.)
- Maintain and use **Blackboard LEARN** to access course materials and required supplemental readings.
- Maintain an **active personal Facebook account** in order to join and post to the course Facebook group. ([https://www.facebook.com/groups/UNTStrategicSocialMedia/](https://www.facebook.com/groups/UNTStrategicSocialMedia/)) Posting is required.

**IMPORTANT**
Contact me (or Kevin) immediately if you don’t understand something. We 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.

**Rules of Engagement**

**Classroom**
- Bring your laptop to class.
- If you do not have a laptop you can check one out of the library.
- Laptops are to be used to take notes, live tweet lectures, research discussion materials and complete in-class exercises.
- **Phones are generally not allowed once class starts and I reserve the right to confiscate phones and hold them until the end of class.**
- I retain my nonnegotiable right to evaluate everyone’s in-class performance and ask anyone to leave if they are disruptive or their inattention is disruptive. This includes
  - wearing earbuds,
  - working on assignments for other classes,
  - sleeping,
  - playing on Facebook, Reddit, 4Chan, Snapchat, or any other social media not related to class activities,
  - shopping online,
  - participating in tweetchats for this or any other course,
  - playing games online,
  - surfing the internet,
  - doing crossword puzzles and sudoku,
  - texting each other,
  - muttering and talking in class,
- Talking back,
- Disrespectful and/or inappropriate comments to the instructor, guest speaker, teaching assistant or classmates.

- Food and drinks are acceptable as long as you clean up your area and don't stink up the classroom.
- **Please don't order any food to be delivered to the classroom unless you're buying for the whole class.**

### Communication between students and instructor
- Communicating with students using the UNT student email account is part of the university's contract with students.
  - **Emails related to the course sent from personal email accounts will not be answered or acknowledged.**
- Twitter (course hashtag untj4460) is used for announcements and discussion outside of class.
- The class Facebook group is also used for discussion outside of class but is secondary to Twitter.
- Email, text and Twitter communication will be professional and utilize correct grammar, spelling and punctuation, as required in all business communication.
- I will not discuss grades via social media or text messages. Email me or see me in my office.
- I do not use Blackboard messages.

### Assignment Submission:
- All assignments, including blogs, are to be submitted via Turnitin (through Blackboard) 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.**
- **Save your Turnitin receipts.**
  - No matter what you “think” you did, if it's not in my view of Turnitin and you don't have the confirmation receipt, it's a grade of zero.
- 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.**
  o Most problems that occur at the deadline are self-inflicted and avoided with better planning.
  
  • Set reminders on your mobile device calendar—just like professionals do.
  • Consider using a project management/time management app to keep all your assignments straight.
  • Back up your work in Google Docs, Dropbox 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 UNTIL GRADES ARE POSTED.**

**Technical Issues**

• I am not the help desk and cannot help you with technical problems in Blackboard, Turnitin or your computer.

• 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 late submissions:
  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 number and the screen shot to me via email.
  4. 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.

All assignments except blogs must also be submitted as hard copy (in addition to the Turnitin submission).

• Multiple page documents not stapled together will not be accepted.

• All assignments must be word-processed in 12-point font with margins no wider than 1”, unless the assignment involves graphic design.

• **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/](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.**
  o 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.
INCLEMENT WEATHER

- In the case of inclement weather or other emergency resulting in the closing of the university or canceling of class, any assignments due must still be submitted electronically on the due date, with hard copy to be submitted at the next class meeting.
  - No exceptions (unless there's a complete power blackout or the Russians hack Blackboard).
- If the university is closed due to inclement weather or other emergency we may engage in an online chat of some sort during regular class time. Watch Twitter and email for instructions, and consider setting up a Google + account.

CELL PHONE/ELECTRONIC DEVICE POLICY

Cell phone usage is not necessarily prohibited, and may be necessary for some apps used or demonstrated in class. 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 exercises. 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.

**Personal note**

If you have work, academic or personal problems that affect your ability to complete assignments or participate in group projects, CONTACT ME IMMEDIATELY. While I generally have low tolerance for petty drama, I recognize that life throws us a curveball now and then, and am willing to work with you, as long as you do not abuse the privilege. All discussions of this sort are confidential. Do not hesitate to take advantage of the many campus resources designed to help you succeed in your college career, especially the Counseling and Testing Center, the Student Money Management Center, Student Legal Services, Substance Abuse Resource Center, the SOS office, the Food Pantry, and the UNT Survivor Advocate (for cases of sexual assault, relationship violence or stalking). Students should familiarize themselves with the university’s policy on sexual harassment and sexual violence as well as the Campus Carry policy. Other services, including absence verification in the event of illness or death in the family, should be handled through the Dean of Students office. We are here to help you, and if you experience difficulties, you do not need to deal with them alone.

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>
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<tbody>
<tr>
<td>Individual assignments and exercises</td>
<td>210</td>
</tr>
<tr>
<td>Postings to class blog (total of 6 for undergrads—Grad Students will post 14)</td>
<td>140</td>
</tr>
<tr>
<td>Book Review of a book of your choice</td>
<td>100</td>
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<tr>
<td>Group projects</td>
<td>150</td>
</tr>
<tr>
<td>Exam, quizzes and in-class activities</td>
<td>300</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>Grade (%)</th>
<th>Grade</th>
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</thead>
<tbody>
<tr>
<td>90%</td>
<td>A</td>
</tr>
<tr>
<td>80% -- 89%</td>
<td>B</td>
</tr>
<tr>
<td>70% -- 79%</td>
<td>C</td>
</tr>
<tr>
<td>60% -- 69%</td>
<td>D</td>
</tr>
<tr>
<td>Lower than 60%</td>
<td>F</td>
</tr>
</tbody>
</table>
Individual Activities and Assignments

Exact due dates and times are in class schedule

#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. (5 points)

#2  Twitter assignment (links to lists in a Word document submitted via Turnitin.) (5 points)

#3  LinkedIn profile (Part 1 by start of second class period, completion by March 20.) (10 points)

#4  Reaction Papers (up to 7): These are brief summaries of guest speaker presentations or specific course lectures as assigned and are due via Turnitin before the start of the next class. (10 points each—70 points total)

#5  Storify story (15 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)

- 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 January 29, Group B on February 5. TO AVOID BLOGS DURING FINALS WEEK YOU WILL HAVE BLOGS DUE DURING SPRING BREAK, BUT THERE IS NO REASON THEY CANNOT BE SUBMITTED EARLY. (20 points each, 140 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). 100 points total.

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. (50 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 and in-class exercises (300 points): Two scheduled quizzes (75 points each) and a comprehensive final exam (100 points) over readings, assigned videos, lectures and guest speaker presentations. Pop quizzes and in-class exercises will vary in point value and total 50 points.

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)

Individual assignment grade appeals
Grades posted in the Blackboard gradebook reflect points accrued for each project submitted and graded online. Total points accrued in Blackboard may not be a true reflection of your potential or actual grade in this course. Weighting of assignments, some quizzes, extra credit, re-dos, attendance, and class participation are not usually included until the end of the semester. Because of the large number of students in all my classes, I will not do individual grade calculations on demand. You are responsible for keeping track of your graded assignments and track your progress in this course. You are responsible for keeping all Turnitin receipts. **If you are unhappy or have a question about the grading of an individual assignment, blog post or test, you must notify Kevin (for blog posts) or me in writing (email is fine) within 72 hours after the graded work is returned.** Under no circumstances will I consider changing the grade on any individual assignment more than two weeks after posting or after final grades are posted at the end of the semester.

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. THEY ARE EMAILED TO YOU.**

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.
Academic Integrity/Honesty (Cheating)

Mayborn School of Journalism 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.

When you submit work for this class, that is the same as making a statement that you have produced the work yourself, in its entirety, specifically for this class. Plagiarism, fabrication, copyright infringement and similar uses of other people’s work are unacceptable. You are expected to conform to the university Student Code of Conduct: www.unt.edu/csrr.

My Policy on Academic Integrity

Any confirmed incidence of academic dishonesty will result in a “ZERO” for the assignment and possibly an automatic “F” in the class, depending on the assignment and the severity of the cheating. Work that has been previously written for personal blogs or other classes (past or present), including blog posts, articles or publications, may not be submitted for credit in this class even if it is your original work. Copying large portions of text from any source, even with attribution, may also be considered a violation of the university’s academic integrity policy. Using verbiage directly from client materials, such as a website, even if directed to do so by the client, must be approved in advance by the instructor. Completing work for another student will result in sanctions against all students involved. Knowledge of cheating of any kind—on an assignment or an exam—will also result in sanctions. If in doubt, ask me (not another student). Suspected incidences of cheating of any kind on work for group projects will result in sanctions being levied against all group members, because group members are responsible for checking all elements of the final deliverable.
Tentative Course Schedule – Journalism 4270.002 spring 2017

*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</td>
<td>1/23</td>
<td>Getting organized, Rules of Engagement, Blogs, Q&amp;A, ungraded pre-test, History of Social Media.</td>
<td>Getting To Know You information uploaded to Blackboard discussion. Twitter assignment—turn in online. Group A Blog #1 due Sunday, January 29 (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>
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<tr>
<td>2</td>
<td>1/30</td>
<td>Technical sessions—bring a laptop or tablet. Twitter, Dashboards, Tweetchats, other fun stuff.</td>
<td>Twitter Rules and Terms of Service (link in Blackboard) Hootsuite Terms of Service (link in Blackboard). Getting To Know You information uploaded to Blackboard discussion. Twitter assignment—turn in online. Group A Blog #1 due Sunday, January 29 (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>3</td>
<td>2/6</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. Group B Blog #1 due Sunday, February 5 (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>
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<tr>
<td>5</td>
<td>2/20</td>
<td>More SEO</td>
<td>Readings and videos in Blackboard. Social Media Review (Undergrad Only) due via Turnitin before class—bring hard copy to class.</td>
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<tr>
<td>7</td>
<td>3/6</td>
<td>Exam 1 First Half of Class 2nd half: Linkedin—it’s not as boring as you think.</td>
<td>Everything covered to this point. Readings and videos in Blackboard. Bring a pencil. Planning project clients chosen/approved</td>
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<tr>
<td>Date</td>
<td>Event Description</td>
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<td>3/13</td>
<td>Spring Break</td>
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<td>8</td>
<td>Video and Multimedia. (Groups assigned for Tutorial project) Possible guest speaker</td>
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<td>3/22</td>
<td>Bring your phone so you can practice. Readings in Blackboard.</td>
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<td>Tweetchat #2 due 11:59 p.m. Thursday 3/22. Post the link with a brief description in the appropriate Blackboard Discussion forum.</td>
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<td>9</td>
<td>Facebook, Pinterest and Instagram—You don’t know as much as you think you know!</td>
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<td>3/29</td>
<td>Readings/Videos in Blackboard</td>
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<td>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>
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<td>10</td>
<td>Social Media Ethics and Legal Issues</td>
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<tr>
<td>4/5</td>
<td>Readings/Videos in Blackboard</td>
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<td></td>
<td>Book Reviews (both formats) completed and submitted to Turnitin before class. Post .pdf in class Facebook Group. LinkedIn profile completed by 11:59 p.m. (Post in discussion forum)</td>
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<td>11</td>
<td>Proving the ROI of social media: Analytics (possible speaker TBA)</td>
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<td>4/12</td>
<td>Readings in Blackboard.</td>
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<td>Tweetchat #3 due 11:59 p.m. Thursday 4/13. You know the drill by now.</td>
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<td>12</td>
<td>Exam 2—beginning of class 2nd half of class: Guest speakers: Grad Student Research Presentations</td>
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<td>4/19</td>
<td>Exam will cover everything since the last exam and review some concepts from the first exam. Bring a pencil.</td>
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<td>Bring a pencil. Storify story due by 11:59 p.m. See assignment for details. Tweet your link, too.</td>
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<tr>
<td>13</td>
<td>Speaker panel on social media community management.</td>
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<td>4/26</td>
<td>Analytics assignment due before class via Turnitin (1 per group) with hard copy brought to class. Tweetchat #4 due 11:59 p.m. Thursday, 4/27—usual submission.</td>
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<td>14</td>
<td>Possible guest speaker and Cleanup &amp; catch-up.</td>
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<td>5/3</td>
<td>Readings TBA.</td>
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<td></td>
<td>Video Tutorials due before the start of class.</td>
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<tr>
<td>15</td>
<td>FINAL EXAM</td>
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<tr>
<td>5/10</td>
<td>NOTE FINAL EXAM TIME IS during regular class time.</td>
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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 more than 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.

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 in its entirety at all times on campus. (“Open carry” does not apply on Texas college campuses). If you see a gun in this classroom, or anywhere on campus, the person carrying it is violating the law. In a classroom you should report this violation to the instructor, who will contact police. You also may call the police yourself, and should if you see a weapon anywhere else on campus.

Know that CHL holders are not obligated to reveal their license status to anyone other than a police officer. They are not allowed to show their weapon to anyone other than a police officer for any reason. Use common sense and stay safe, but notify the authorities as quickly as possible if you witness a violation.

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.
The Fine Print (Stuff we are required to add to every syllabus, and which you should probably read.)

MSOJ Syllabus Statements

JOURNALISM REQUIREMENTS & GUIDELINES

(Statement for JOUR 1210, 2000, 2300 and 2310 syllabi only)
For journalism majors, not minors: This is a foundational (formerly called pre-major) class. Once you have completed all foundational requirements you will have access to upper-level journalism courses after visiting the Office of Student Advising. If you have questions about what your foundational requirements are, please see an advisor.

(Statements for all JOUR courses)

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 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:

<table>
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<tr>
<th>Individual Faculty Member/Advisor</th>
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<tr>
<td>Director, Mayborn School of Journalism</td>
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<td>Dean, Mayborn School of Journalism</td>
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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. MY ACADEMIC DISHONESTY PENALTIES ARE OUTLINED IN THE BODY OF THE SYLLABUS.

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 so do, 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.

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.