Course Name: JOUR 4270/ Jour 5330 Strategic Social Media
Class Meetings: Wednesday, 6:30—9:20 p.m. Curry Hall, 204

Instructor: Samra Jones Bufkins, MJ, APR
Office: GAB 113  Office phone: 940-565-2167
Cell phone: XXX-XXX-XXXX (text any time, include name & class, call if an emergency.)
Office hours: Mondays 5:00—6:00 p.m.; Tuesdays 11:00—12:00 noon; Wednesdays 5:00—6:00 p.m. and by appointment
E-mail: Samra.Bufkins@unt.edu  Twitter: @samjb

Teaching Assistant: Ashlea Sigman
Phone: XXX-XXX-XXXX
E-mail: abs0037@unt.edu (preferred)

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.

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.
- 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.

Required Texts:


Recommended:


A list of blogs, websites and other resources has been uploaded to Blackboard 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.
Technical requirements:

- Bring a wifi-enabled laptop or tablet to class—if you don’t have one I understand you can borrow one from the library. Many applications used in class work better on a laptop than they do on a phone.
- LinkedIn profile—you must connect with me and each other by the date on the handout. Post your link in the discussion area of Blackboard LEARN. It is recommended that you connect with all guest speakers in this and other classes and student organizations as soon as possible after they speak. Post your blog entries in the status updates area of LinkedIn in order to improve your search results.
- 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. Students will follow the instructor and should follow guest speakers. Specific following requirements are outlined in the Twitter assignment posted 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.
- Maintain and use Blackboard LEARN to access course materials and required supplemental readings.
- Access e-mail through UNT email accounts. If you do not check your UNT email daily, forward it to an email account you do check. **Note: I do NOT use the messaging function in LEARN.**
- 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/)) You are not required to be “friends” with anyone in the class or share your Facebook page with anyone you don’t care to.
- Create a splash page (I recommend About.me) by the deadline on the schedule with all social media links and make that available to all students via the discussion area of LEARN.
- Set up a Google + account and promote your blog posts there as well as start building a network.

**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. 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.

Classroom protocol. Class meetings will consist of a combination of lecture, guest speakers 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, sleeping in class, working crossword puzzles, playing on Facebook or other platforms 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, clean up your mess and try not to stink up the place.

**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 and participate in all online and social media activities as assigned. I take roll in writing at the beginning of each class and sometimes again at the end.

- Journalism faculty have the discretion to drop any student who misses the first class meeting without prior notice.
- One absence is the limit without penalty toward your final grade, unless you have communicated with me, in writing, from the beginning about an extraordinary problem (like you’re planning to be on life support).
- The second absence will result in 10 points taken off your final course grade, with 10 points deducted for each subsequent absence.
- After the third absence I reserve the right to drop you from the class if I do not see sufficient evidence that you are taking the class seriously and making an effort to complete all work.
- If you are absent you are still responsible for submitting your assignment on time.
**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 Twitter.

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**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.**

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)

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 Exercises and assignments</td>
<td>360</td>
</tr>
<tr>
<td>Postings to class blog (total of 7)</td>
<td>140</td>
</tr>
<tr>
<td>Book Review</td>
<td>50</td>
</tr>
<tr>
<td>Class participation and online engagement</td>
<td>150</td>
</tr>
<tr>
<td>Group project</td>
<td>100</td>
</tr>
<tr>
<td>Exam and quizzes</td>
<td>200</td>
</tr>
</tbody>
</table>

Grading System for Journalism 4270

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

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

- Individual Exercises—subject to change if something new comes along
  1. Post a photo, bio, your Twitter, LinkedIn, 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. Online search exercise. (10 points)
  3. Twitter assignment (hard copy, pages stapled.) (10 points)
  4. Completed LinkedIn profile (Part 1 by 1/28, completion April 8.) (20 points)
  5. Daily Paper.Li or other social media aggregator of your choice. (Post link in discussions area of Blackboard and be sure it is automatically tweeted each day.) (20 points)
  6. 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.) (20 points each, 8 total for 160 points)
  7. Storify (20 points)
  8. Minimum of four Tweetchats (see schedule for due dates). (20 points each, total of 80 points)
  9. Social Media Review—Brief summary and analysis of the social media output of a company of your choice, pending instructor approval. (30 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 at 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. (Graduate students blog weekly. See Grad Student Addendum.) (20 points each, 140 total.)

- Book Review Each student will read a book of their choice about social media (which I approve) and write a review of the book. You will submit your review via Turnitin and post a .pdf summary in the class Facebook group. (Undergraduate report—50 points. Grad students see Addendum.)

- 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, etc. (150 points)

- Group Project—In small groups you will develop a social media plan for a small business or nonprofit. (100 points)

- Assessments—(Tests) Yep—gotta do it. All material covered in class, including guest speakers. (200 points total)

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. See Blackboard for specific instructions. Set reminders on your mobile device calendar—just like professionals do.
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.

Electronic Device Policy
Most faculty prefer to limit the use of electronic devices in classes, but it would be counterproductive and hypocritical to enforce that rule in this class. However, please refrain from any texting, tweeting, surfing, shopping, Googling, or other activity not related to this course material during class time. Be considerate of your classmates and all guest speakers. Live Tweeting relevant class discussions or speaker quotes (with the class hashtag) is encouraged, but let’s not be excessive about it. I do reserve the right to ask you to leave if you are using this class time to work on projects for another class.

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. I’m here to help you, and I care deeply about all my students. I have 23 years of professional PR experience and many professional contacts in the industry. 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.
### Course Schedule – Journalism 4270/5330 Spring 2015

*Topics subject to change due to guest speaker scheduling.*

<table>
<thead>
<tr>
<th>Week</th>
<th>Topic</th>
<th>Reading (before class)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 1/21</td>
<td>Getting organized, Q&amp;A, History of Social Media.</td>
<td>Amerland, (Google book) Chapters 1 &amp; 2 Twitter Rules and Terms of Service (link in Blackboard) Hootsuite Terms of Service (link in Blackboard) Group A Blog #1 due Sunday, Feb. 1 (and due every other week after this, see schedule in Blackboard)</td>
</tr>
<tr>
<td>2 1/28</td>
<td>Search Exercise Introductions Technical sessions—bring a laptop or tablet. Twitter Hootsuite</td>
<td>Amerland Chapters 3 &amp; 4. Albarran, Chapters 1 (Introduction), 2, 3 &amp; 6.</td>
</tr>
<tr>
<td>3 2/4</td>
<td>Technical sessions—bring a laptop or tablet. Analytics 101</td>
<td>Amerland Chapters 5 &amp; 6. Albarran, Chapters 4 &amp; 5. Readings in Blackboard.</td>
</tr>
<tr>
<td>4 2/11</td>
<td>Social Media planning concepts</td>
<td></td>
</tr>
<tr>
<td>5 2/18</td>
<td>Guest Speaker, Amber Morgan Freeland, Account Executive at QSI Group (@AM_Freeland) Facebook Albarran, Chapter 10 Facebook Terms of Service (link in Blackboard) and additional readings in Blackboard.</td>
<td>Paper.li completed and link uploaded to discussion forum in Blackboard before the start of class.</td>
</tr>
<tr>
<td>6 2/25</td>
<td>Guest Speaker, Amber Morgan Freeland, Account Executive at QSI Group (@AM_Freeland) Pinterest, Instagram, and more</td>
<td>Amerland, Chapters 7 &amp; 8. Pinterest and Instagram Terms of Service (link in Blackboard)</td>
</tr>
<tr>
<td>7 3/4</td>
<td>Exam 1—first half of class. LinkedIn—it’s not as boring as you think. With guest speaker Ryne Gannoe, (@rynegannoe) UNT grad and Business Intelligence Specialist, Kaye/Bassman International.</td>
<td>Exam will cover technical materials covered to date, Terms of Service, Amber’s presentations and basics of planning. Bring a pencil—I’ll bring the Scantrons.</td>
</tr>
<tr>
<td>8 3/11</td>
<td>Possible Guest Speaker:</td>
<td>Amerland, Chapters 9 &amp; 10.</td>
</tr>
<tr>
<td>3/18</td>
<td>Spring Break</td>
<td></td>
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<tr>
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<td></td>
</tr>
<tr>
<td>9</td>
<td>SEO: Possible Guest Speaker: Complete reading all of David Amerland’s book, <em>Google, Semantic Search</em> (Chapters 11 &amp; 12) Albarran, Chapter 8. Summary of Guest Speakers’ presentation due via Turnitin before the beginning of class. Grad Student Social Media Audit due via Turnitin before class—bring hard copy to class.</td>
<td></td>
</tr>
<tr>
<td>11</td>
<td>Guest Speaker: Ryan Grelle, PIO @DentonPD Tweetchat #3 due 11:59 p.m. via Turnitin. LinkedIn profile completed (re-post in discussion forum.)</td>
<td></td>
</tr>
<tr>
<td>12</td>
<td>Exam 2—beginning of class Exam will cover everything since the last exam and review some concepts from the first exam. Bring a pencil. Summary of Guest Speakers’ presentation due via Turnitin before the beginning of class. Exam 2—beginning of class</td>
<td></td>
</tr>
<tr>
<td>13</td>
<td>Analytics, time management, clean-up &amp; catch-up. Social Media Review due via Turnitin before class—bring hard copy to class.</td>
<td></td>
</tr>
<tr>
<td>14</td>
<td>Grad Student Research Project Presentations Grad Student Research Projects due via Turnitin prior to class. Bring hard copy to class. Tweetchat #4 due 11:59 p.m. via Turnitin.</td>
<td></td>
</tr>
<tr>
<td>15</td>
<td>Guest Speaker: Mike D. Merrill, Enterprise Account Executive, ExactTarget Marketing Cloud; entrepreneur and founder of the Social Media Club of Dallas (@mikedmerrill) Albarran, Chapter 13. Summary of Grad Student presentations due via Turnitin before class.</td>
<td></td>
</tr>
<tr>
<td>16</td>
<td>Final Exam during regular class time. The Final Exam is comprehensive. Bring a pencil, I’ll bring the Scantron. Summary of Guest Speakers’ presentation due via Turnitin before the beginning of class. Final Exam during regular class time</td>
<td></td>
</tr>
</tbody>
</table>

Syllabus © 2015 by Samra Jones Bufkins, MJ, APR
Journalism 5330—Strategic Social Media  Graduate Student Addendum  
Assessment and Description of Assignments

Evaluation is based on a possible total of 1,360 points.

<table>
<thead>
<tr>
<th>Assignment</th>
<th>Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>Individual Exercises and assignments</td>
<td>330</td>
</tr>
<tr>
<td>Postings to class blog (14)</td>
<td>280</td>
</tr>
<tr>
<td>Book Review</td>
<td>100</td>
</tr>
<tr>
<td>Class participation and online engagement</td>
<td>150</td>
</tr>
<tr>
<td>Group project—Communications Plan</td>
<td>100</td>
</tr>
<tr>
<td>Exam and quizzes</td>
<td>200</td>
</tr>
<tr>
<td>Research Project</td>
<td>100</td>
</tr>
<tr>
<td>Social Media Audit</td>
<td>100</td>
</tr>
</tbody>
</table>

Grading System for Journalism 5330

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

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

- Individual Exercises—*subject to change* if something new comes along
  - #1 Post a photo, bio, your Twitter, LinkedIn, 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 Online search exercise. (10 points)
  - #3 Twitter assignment (hard copy, pages stapled.) (10 points)
  - #4 Completed LinkedIn profile *(Part 1 by 1/28, completion April 8.)* (20 points)
  - #5 Daily Paper.Li or other social media aggregator of your choice. (Post link in discussions area of Blackboard and be sure it is automatically tweeted each day.) (20 points)
  - #6 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.) (20 points each, 8 total for 160 points)
  - #7 Storify (20 points)
  - #8 Minimum of four Tweetchats (see schedule for due dates). (20 points each, total of 80 points)

- Weekly Class blog posts 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 at 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. You will post in both groups A and B depending on the due date.** (280 points total)

- Book Review Each student will read a book of their choice about social media (which I approve) and write a review of the book. From Grad Students I’m looking for a more detailed critical review with additional source material (compare/contrast, etc.) included. You will submit your review via Turnitin and post a .pdf summary in the class Facebook group. (100 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, etc. (150 points)

- Group Project—In small groups you will develop a social media plan for a small business or nonprofit. (100 points)
• **Assessments—(Tests)** 200 points total.

• **Research Project:** I am very open to ideas here. Choose a topic of interest related to social media and explore it through your choice of research—You can do a more traditional research paper, you can interview professionals in the field, you can research how people or organizations use social media, you can explore an issue of interest in the field of social media as it is applied to various aspects of journalism—be creative. I’m not looking for a thesis or an exhaustive quantitative study (but you’re welcome to do one), but I am hoping you’ll challenge yourself as well as the other students in the class. You will present your project in class (12-15 minutes maximum) on April 29. (100 points)

• **Social Media Audit:** Do a thorough audit of all the social media output of a company, nonprofit organization or government agency of your choice (subject to my approval). This will involve studying all of the organization’s social media accounts, evaluating their engagement, striving to figure out their strategies, and critiquing the efforts. You may use any resources you want in addition to detailed observation over a period of at least four weeks including contacting the social media staff of the organization for an interview or shadowing. Put this in the format of a paper or a PowerPoint presentation and submit it via Turnitin before class begins on March 25. (100 points)
**The Fine Print (Stuff we’re supposed to put on every syllabus)**

**MSOJ Syllabus Statements**

*Add the following wording verbatim to your syllabi:*

**UNDERGRADUATE JOURNALISM REQUIREMENTS & GUIDELINES**

(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 12 months. Once you have waited 12 months after failing a course twice, you may make an appeal to the professor teaching the course to be allowed to enroll a third time.

**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.

**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 SPRING 2015 DATES

<table>
<thead>
<tr>
<th>Date</th>
<th>Deadline</th>
</tr>
</thead>
<tbody>
<tr>
<td>January 20</td>
<td>Classes Begin.</td>
</tr>
<tr>
<td>February 2</td>
<td>Census. Beginning this date a student who wishes to drop a course must first receive written consent of the instructor. 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.</td>
</tr>
<tr>
<td>March 2</td>
<td>Last day for student to receive automatic grade of W for nonattendance. Last day for drop a course with consent of the instructor.</td>
</tr>
<tr>
<td>March 3</td>
<td>Beginning this date instructors may drop students with a grade of WF for nonattendance. Last day to drop with either W or WF.</td>
</tr>
<tr>
<td>April 7</td>
<td>Last day for a student to drop a course with consent of the instructor. Beginning this date, a student who qualifies may request an Incomplete, with a grade of I.</td>
</tr>
<tr>
<td>April 20</td>
<td>Last day to Withdraw (drop all classes).</td>
</tr>
<tr>
<td>April 24</td>
<td>Last day for an instructor to drop a student with a grade of WF for nonattendance.</td>
</tr>
<tr>
<td>May 8</td>
<td>Reading Day (no classes).</td>
</tr>
<tr>
<td>May 9 -</td>
<td>Final Exams.</td>
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<td>May 15</td>
<td>Last Class Day.</td>
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UNDERGRADUATE ACADEMIC ORGANIZATIONAL STRUCTURE

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ACADEMIC DISHONESTY

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COURSES IN A BOX
Any MSOJ equivalent course from another university must receive prior approval from the MSOJ academic advisor to insure that all MSOJ degree plan requirements are met. For example, courses that are taken online or from a program that offers course material via CD, booklet, or other manner of correspondence must have prior advisor approval.

IMPORTANT NOTICE FOR F-1 STUDENTS TAKING DISTANCE EDUCATION COURSES
To comply with immigration regulations, an F-1 visa holder within the United States may need to engage in an on-campus experiential component for this course. This component (which must be approved in advance by the instructor) can include activities such as taking an on-campus exam, participating in multiple on-campus lecture or lab activity, or other on-campus experience integral to the completion of this course.

If such an on-campus activity is required, it is the student’s responsibility to do the following:
(1) Submit a written request to the instructor for an on-campus experiential component within one week of the start of the course.

(2) Ensure that the activity on campus takes place and the instructor documents it in writing with a notice sent to the International Advising Office. The UNT International Advising Office has a form available that you may use for this purpose.

Because the decision may have serious immigration consequences, if an F-1 student is unsure about his or her need to participate in an on-campus experiential component for this course, students
should contact the UNT International Advising Office (telephone 940-565-2195 or email international@unt.edu) to get clarification before the one-week deadline.

DROPPING AN ONLINE COURSE

A student needing to drop an online course should send their instructor an email with their name, student ID#, reason for dropping a course, and date you are sending the email. This must be done prior to the UNT deadline to drop a course.

If approved, the instructor will contact the MSOJ Undergraduate Office in GAB 102 where you may obtain a signed drop form. It is your responsibility to turn in the completed drop slip to the UNT Registrar’s office before the deadline to make sure you have been dropped from the course with a “W”. If you are taking only online courses and your instructor approves the drop, please contact the MSOJ Director of Advising for instructions.

EMERGENCY NOTIFICATION & PROCEDURES

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MSOJ Graduate Syllabus Statements

Add the following wording verbatim to your syllabi:

JOURNALISM REQUIREMENTS & GUIDELINES

(Statements for all JOUR 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 12 months. Once you have waited 12 months after failing a course twice, you may make an appeal to the professor teaching the course to be allowed to enroll a third time.

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.

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://financialaid.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

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 SPRING 2015 DATES

Spring 2015 Important Deadlines

Date Deadline

January 20 Classes Begin.

February 2 Census.

February 3 Beginning this date a student who wishes to drop a course must first receive written consent of the instructor.

March 2 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.

March 3 Beginning this date instructors may drop students with a grade of WF for nonattendance.

April 7 Last day to drop with either W or WF. Last day for a student to drop a course with consent of the instructor.

April 20 Beginning this date, a student who qualifies may request an Incomplete, with a grade of I.

April 24 Last day to Withdraw (drop all classes). Last day for an instructor to drop a student with a grade of WF for nonattendance.

May 8 Reading Day (no classes).

May 9 - May 15 Final Exams.

May 15 Last Class Day.

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