Course Name: JOUR 4470 Ethics, Law & Diversity in Strategic Communications

Class Meetings: Monday, 6:30—9:20 p.m. Curry Hall, 203

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
This course will explore the philosophical bases for ethical behavior as well as the professional codes of ethics for strategic communicators and other journalists. Individually and as a group we will explore various ethical decision-making models in order to make ethical business decisions. We will examine mass communication law, including privacy, defamation, copyright, financial disclosure, legal and regulatory compliance, all within a context of workplace and societal diversity. Readings, class discussions, projects and assignments will also explore tactics and strategies for understanding and working with diverse communities in a pluralistic democracy.
Prerequisite(s): Journalism major or minor status; 12 hours of upper-level classes; consent of school.
Core Category: Capstone—should be taken the last semester before graduation.

Required Text

- Additional readings as assigned and submitted to Blackboard LEARN.

Students are never required to purchase textbooks from the University Bookstore. Many are available through other bookstores or online, as e-books and are available for rental.

Technical Requirements:
- A personal blog on the platform of your choice, clearly identifying you as the author and with comments enabled
- A Twitter account that is publicly visible clearly identifying you as the account owner
- An active Facebook account in order to post to the class Facebook group
- Regular access to Blackboard LEARN and UNT email (forward to your personal account if you don’t check UNT email regularly).

Statement of Student Learning Outcomes, UNT 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 4470, will help to meet the student learning outcomes listed below:

- Understand and apply First Amendment principles and the law appropriate to professional practice.
- Demonstrate an understanding of the history and role of professionals and institutions in shaping communications.
- Demonstrate an understanding of the diversity of groups in a global society in relationship to communications.
- Understand concepts and apply theories in the use and presentation of images and information.
- Work ethically in pursuit of truth, accuracy, fairness and diversity.
- Think critically, creatively and independently.
- Write correctly and clearly in forms and styles appropriate for the communications professions, audiences and purposes they serve.

Communication between students and instructor will primarily be via email and Twitter.

- IT IS YOUR RESPONSIBILITY TO CHECK YOUR UNT EMAIL OR FORWARD IT TO YOUR PERSONAL EMAIL. Use of UNT email is part of the contract between students and the university, and is a FERPA requirement.
- If I need to cancel a class or change a class meeting location I will do so via Twitter using the class hashtag.
- Please do not tweet that you will be late, missing class, or with questions about grades. Please use the DM function, email or text messaging. However, tweeted traffic/weather reports are welcome.
- Email communication will be professional and utilize correct grammar, spelling and punctuation, as in all business communication. Text language is not an acceptable business communication method for anything but texting (and even then I’d be conscious of the audience).
- DO use Twitter to share links to articles you think are relevant to your fellow classmates (and me) and to facilitate class discussion.

Social Media Requirements:

- All students will open and maintain a Twitter account and monitor “Tweets” with the hashtag #untj4470 for discussion and links to supplemental reading material.
- Students will follow the instructor and the class hashtag as well as the suggested accounts posted in Blackboard.
- Sharing of relevant articles, blogs, websites and social media resources is expected in order to stimulate dialogue with a diverse community in and outside of class.
- Twitter activity will count as a percentage of your class participation grade—those who do not initiate at least one course-related Tweet per week may see their grade reduced.
- All students will have a personal blog and post to that blog as assigned. The blog must clearly identify the author, have comments enabled, and a complete profile under your real name and with a recognizable photo.
- All students must maintain an active Facebook account in order to post to the class Facebook group, https://www.facebook.com/groups/PRandAdvertisingEthics/

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 may periodically give quizzes covering the week’s readings, class discussions and current events—these will occur in the first 10 minutes of class. Be there. I take roll in writing at the beginning of each class.

- One absence is the limit without penalty toward your final grade.
- The second absence for any reason will result in 10 points taken off your final course grade, with 10 points deducted for each subsequent absence. (Exceptions are documented travel for varsity athletics or Ad Team competition.)
- 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.
- Instances of your illness or life-threatening illness or a death in the immediate family (persons residing in your household) must be documented in writing.
- If you are absent you are still responsible for submitting your assignment on time and making all group meetings.
- You are late if you arrive after I have taken roll.
• If you need to leave the classroom for any reason during an exam you will not be re-admitted to the classroom, and your exam will be graded accordingly.
• Failure to meet with your project group during class periods set aside for that purpose will result in an absence for the day.
• Back up your work in Google Docs, DropBox (or some other cloud server) 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.

Out of respect for your instructor and classmates, I would prefer you refrain from using computers, phones, and tablets during class.

Classroom protocol. Class meetings will consist of a combination of lecture, discussion, case study analysis and group exercises. 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 and opinions. The instructor reserves the right to halt any discussion that crosses any boundaries of civility. 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 sleeping in class, playing on Facebook or with mobile devices, working on assignments for other classes, surfing the Internet, doing crossword puzzles and sudoku, muttering and talking in class, talking back, and disrespectful and/or inappropriate comments to the instructor or classmates. I don’t mind if you eat or drink in the classroom, but please be considerate of your classmates, dispose of all trash properly and try not to stink up the place.

Academic Integrity Policy (Cheating)

ACADEMIC HONESTY:

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 Honesty: Any incidence of academic dishonesty will result in a “Zero” for the assignment and may result in an automatic “F” in the class. 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 academic integrity policy. If in doubt, ask me (not another student).

Description of Assignments

A NOTE ON RESEARCH SOURCES: Answers.com, Ask Yahoo!, Quora, Wikipedia and all similar, unverified, user-generated sites are not acceptable research sources, although they are often good places to start looking for ideas. Don’t be lazy and quote the first one or two things that pop up on Google. For this course you should use the library resources available to you—you paid for them—and your research will be more meaningful to you and will most likely result in a better grade. Do not depend solely on Internet research—the Willis Library has lots of dead tree media and nice librarians who will help you find stuff. Google Scholar is also a good search engine for academic research, And Bing and Dogpile perform searches that may be more accurate than Google.
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.

Copying directly from websites is considered plagiarism. Large quotes, even with attribution, will also be considered plagiarism.

ALL ASSIGNMENTS MUST BE SUBMITTED VIA TURNITIN (THROUGH BLACKBOARD, NOT TURNITIN.COM) OR THEY WILL RECEIVE A GRADE OF ZERO. If you have a technical problem take a screen shot of the error message, contact the Help Desk, and then notify me by email (in that order). No late assignments will be accepted. Turnitin is set to lock you out at the deadline—don’t wait till the last minute.

If inclement weather results in the closing of the university on an assignment due date, the assignment is still due via Turnitin, with hard copy to be submitted at the next class meeting. There are no exceptions.

Blog assignments (4 total, 800-1,500 words each) will be graded according to AP style, grammar, spelling, and punctuation, as well as content relevant to the assigned topic. What I’m really looking for is a critical analysis of the assigned topic, not just a rehashing of the problem coupled with your opinion. These are really reaction papers or mini-research papers, but written in blog format in order to enhance your online profile. They must be supported with source materials, either cited in the post, via embedded links, or with a source list (bibliography) attached. Do not think you can provide a link to someone else’s blog with a few paragraphs about why you agree or disagree. This is a critical essay. You must have a blog, and it must clearly identify you as the blogger—no anonymous or pseudonymous blogging or commenting allowed. You may not count blog postings for any other class in this assignment, but you may use the same blog as long as you make it clear which class you’re blogging for.

Case Studies You will be required to research three case studies, providing a case narrative, facts that should be considered, and all applicable research cited appropriately. These case studies will be researched and presented in groups. Completion of peer evaluation forms will be required for each group project and will be factored into the final grade for each case study. Groups will be permitted to “fire” a group member (after consultation with me) who does not participate, in which case that group member must complete the case study individually, and will not present to the class, resulting in a 25% reduction in the grade for that case study. I will choose the groups.

Videos: You will produce two short (90 seconds—three minutes) videos on the topic assigned and post them to https://www.facebook.com/groups/PRandAdvertisingEthics/ by the deadline. The video can be as simple or as elaborate as you like—I’m more interested in your content. If your phone will not shoot video a camera can be checked out through the Mac Lab.

One midterm and one comprehensive final exam will cover materials from the course-required text, supplemental readings and from class discussions. Bring a pencil—scantrons will be provided.

Service Project: As a university core capstone course we will be doing at least one service project to benefit the community.

Evaluation
1,000 points total for this course

<table>
<thead>
<tr>
<th>Assignment</th>
<th>Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>Blog assignments (4 at 50 points each)</td>
<td>200</td>
</tr>
<tr>
<td>Case study research projects (Group projects--3 at 100 points each)</td>
<td>300</td>
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<tr>
<td>Midterm exam</td>
<td>150</td>
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<tr>
<td>Participation (including Twitter, Facebook sharing, pop quizzes &amp; service)</td>
<td>100</td>
</tr>
<tr>
<td>Videos (2 at 50 points each) posted to Facebook group</td>
<td>100</td>
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<tr>
<td>Comprehensive Final Exam (100 points)</td>
<td>150</td>
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</tbody>
</table>
Grading System – 1,000 total points possible

<table>
<thead>
<tr>
<th>Points Range</th>
<th>Grade</th>
</tr>
</thead>
<tbody>
<tr>
<td>920 points or higher</td>
<td>A (outstanding)</td>
</tr>
<tr>
<td>820 – 910 points</td>
<td>B (excellent)</td>
</tr>
<tr>
<td>720 – 810 points</td>
<td>C (satisfactory)</td>
</tr>
<tr>
<td>620 – 710 points</td>
<td>D (unsatisfactory)</td>
</tr>
<tr>
<td>Fewer than 620 points</td>
<td>F (failing)</td>
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</tbody>
</table>

Blackboard Gradebook: Grades posted in the Blackboard gradebook are nothing more than points accrued for each project recorded, or each exam. Not all individual project grades may be recorded in the Blackboard gradebook. Weighting of assignments, quizzes, attendance, and class participation are not included. Total points accrued in Blackboard may not be a true reflection of your potential or actual grade in this course. Because of the large number of students I have 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.

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, personally and professionally. I have 24 years of professional PR experience and I have many professional contacts in the industry—I’m getting to know more folks in the advertising industry and many in the social media realm. Come see me in my office any time, about anything, and if I can help I will. My ultimate goal in teaching is to help you succeed and to inspire you to greatness.
### Course Outline – Journalism 4470, Spring 2015
There’s a lot of reading in this class—don’t get behind.

<table>
<thead>
<tr>
<th>Week</th>
<th>Dates</th>
<th>Topic</th>
<th>Read before class/Assignments due</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>1/26</td>
<td>Pre-test and syllabus review. Introduction to the need for ethics study, values and moral reasoning.</td>
<td>• Upload photo, bio, Twitter handle, LinkedIn profile and blog link to discussion section in Blackboard before the next class.</td>
</tr>
<tr>
<td>2</td>
<td>2/2</td>
<td>Theoretical foundations for ethical studies.</td>
<td>• Bring signed class contract to class. First video assignment to be posted to Facebook before the start of class. What I think ethics is, and do I need a class in it? See detailed assignment in Blackboard. Read before class: Book: All of Part 1 (Overview and Chapters 1 and 2).</td>
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<tr>
<td>3</td>
<td>2/9</td>
<td>Truth, fairness, accuracy. Introduction to case study projects.</td>
<td>Read before class: Chapters 3, 4 &amp; 5.</td>
</tr>
<tr>
<td>4</td>
<td>2/16</td>
<td>Codes of ethics and tools for ethical decision-making.</td>
<td>• First blog post due: The need for ethics in business and media. Due via Turnitin before class, post online and tweet the link to your blog with the class hashtag. Read before class: Book--Tools for Ethical Decision-Making (pg. 189—209) and readings posted in Blackboard.</td>
</tr>
<tr>
<td>6</td>
<td>3/2</td>
<td>Case Study Presentations</td>
<td>Case study #1 due via Turnitin before 11:59 p.m. Sunday March 1. Bring hard copy to class (1 per group)—brief presentations in class.</td>
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<tr>
<td></td>
<td>3/16</td>
<td>Spring Break</td>
<td>Readings posted in Blackboard.</td>
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<tr>
<td>8</td>
<td>3/23</td>
<td>Guest Speaker: Dr. Sheri Broyles, Subliminal Advertising images.</td>
<td>• Second blog post due: What do you feel is the most significant ethical problem in advertising and/or PR today? Due via Turnitin before class, post online and tweet the link to your blog with the class hashtag. Exam review, Book: Chapters 10 and 13 plus additional readings in Blackboard.</td>
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<tr>
<td>9</td>
<td>3/30</td>
<td>Introduction to media law as it applies to advertising and PR: Trademark, Copyright, Privacy, Libel, and Commercial Speech.</td>
<td>Book: Chapters 10 and 13 plus additional readings in Blackboard.</td>
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<tr>
<td>Week</td>
<td>Date</td>
<td>Assignment/Note</td>
<td>Due Date/Information</td>
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<tr>
<td>10</td>
<td>4/6</td>
<td>Case Study #2 Presentations in class.</td>
<td>Case study #2 due via Turnitin before 11:59 p.m. Sunday April 5. Bring hard copy to class (1 per group)—brief presentations in class.</td>
</tr>
<tr>
<td>11</td>
<td>4/13</td>
<td>Guest Speaker: Nick Augustine, Esq., attorney and founder, CEO of Lone Star Content Marketing.</td>
<td>Readings posted in Blackboard. Third blog post due: <em>Is the online world making society nastier, or is society just taking advantage of the ability to express what it always felt</em>? Due via Turnitin before class, post online and tweet the link to your blog with the class hashtag.</td>
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<tr>
<td></td>
<td>4/13</td>
<td>Come prepared with lots of questions about legal stuff.</td>
<td></td>
</tr>
<tr>
<td>13</td>
<td>4/27</td>
<td>Case Study #3 Presentations in class.</td>
<td>Case study #3 due via Turnitin before 11:59 p.m. Sunday April 26. Bring hard copy to class (1 per group)—brief presentations in class.</td>
</tr>
<tr>
<td>14</td>
<td>5/4</td>
<td>Corporate social responsibility. Visions for the future of Advertising and Public Relations.</td>
<td>Read before class: Chapters 8, 9 and particularly the Postscript beginning on page 532. Additional readings posted in Blackboard.</td>
</tr>
<tr>
<td></td>
<td>5/4</td>
<td></td>
<td><em>Last blog post due: What did I get out of this course and how do I anticipate using it in the future—or not?</em> Due via Turnitin before class, post online and tweet the link to your blog with the class hashtag.</td>
</tr>
<tr>
<td></td>
<td>5/4</td>
<td></td>
<td><em>Second video assignment to be posted to Facebook no later than Sunday, 5/10. What has changed since I did my first video for this class?</em></td>
</tr>
<tr>
<td>15</td>
<td>5/11</td>
<td>Final exam during class time.</td>
<td>Comprehensive final exam Monday May 11 6:30—9:20</td>
</tr>
</tbody>
</table>

**The Fine Print (Stuff we’re supposed to put on every syllabus)**

**MSOJ Syllabus Statements**

*Add the following wording verbatim to your syllabi.*

**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 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>
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<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 consents of the instructor.</td>
</tr>
<tr>
<td>March 2</td>
<td>WF may be recorded.</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>
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</tbody>
</table>
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  
April 20 I.  
Last day to Withdraw (drop all classes).

April 24  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. 

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:

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<table>
<thead>
<tr>
<th>Individual Faculty Member/Advisor</th>
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</thead>
<tbody>
<tr>
<td>Director, Mayborn School of Journalism</td>
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<tr>
<td>Dean, Mayborn School of Journalism</td>
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</tbody>
</table>
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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](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.

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 EVALUATION OF TEACHING EFFECTIVENESS (SETE)
The Student Evaluation of Teaching Effectiveness (SETE) is a requirement for all organized classes at UNT. This short survey will be made available at 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.

FINAL EXAM POLICY
Final exams will be administered at the designated times during the final week of each long semester and during the specified day of each summer term. Please check the course calendar early in the semester to avoid any schedule conflicts.

ACCESS TO INFORMATION
As you know, your access point for business and academic services at UNT occurs within the my.unt.edu site www.my.unt.edu. If you do not regularly check EagleConnect or link it to your favorite e-mail account, please do so, as this is where you learn about job and internship opportunities, MSOJ events, scholarships, and other important information. The website that explains Eagle Connect and how to forward your email: http://eagleconnect.unt.edu/

COURSES IN A BOX
Any MSOJ equivalent course from another university must receive prior approval from the MSOJ academic advisor to insure that all MSOJ degree plan requirements are met. For example, courses that are taken online or from a program that offers course material via CD, booklet, or other manner of correspondence must have prior advisor approval.
IMPORTANT NOTICE FOR F-1 STUDENTS TAKING DISTANCE EDUCATION COURSES

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

If such an on-campus activity is required, it is the student’s responsibility to do the following:
(1) Submit a written request to the instructor for an on-campus experiential component within one week of the start of the course.
(2) Ensure that the activity on campus takes place and the instructor documents it in writing with a notice sent to the International Advising Office. The UNT International Advising Office has a form available that you may use for this purpose.

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

DROPPING AN ONLINE COURSE

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

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

EMERGENCY NOTIFICATION & PROCEDURES

UNT uses a system called Eagle Alert to quickly notify you with critical information in an event of emergency (i.e., severe weather, campus closing, and health and public safety emergencies like chemical spills, fires, or violence). The system sends voice messages (and text messages upon permission) to the phones of all active faculty staff, and students. Please make certain to update your phone numbers at www.my.unt.edu. Some helpful emergency preparedness actions include: 1) ensuring you know the evacuation routes and severe weather shelter areas, determining how you will contact family and friends if phones are temporarily unavailable, and identifying where you will go if you need to evacuate the Denton area suddenly. In the event of a university closure, your instructor will communicate with you through Blackboard regarding assignments, exams, field trips, and other items that may be impacted by the closure.