Syllabus/Class Schedule subject to change due to guest speaker scheduling.
Graduate Students See Addendum Below

**Course Name:** JOUR 4270/Jour 5330 Strategic Social Media
**Class Meetings:** Monday, Tuesday, Wednesday, Thursday 6:00 – 7:50 p.m.
Chemistry Building 109

**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 : By appointment, but I’m usually in my office one hour before class starts.
E-mail : Samra.Bufkins@unt.edu   Twitter: @samjb
A note on accessibility: I try to be available to students but if you text/tweet/email me on a weekend or late at night, don’t panic if I don’t respond right away. If you need immediate response, call.

**Class hashtag:** #UNTJ4270 (for both grad students and undergraduate students—keeps it simpler)
**Class blog:** [http://unteaglestrategies.com/](http://unteaglestrategies.com/)
Look for login instructions at LEARN.UNT.EDU

**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, 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 dilemmas in social media strategic communications case studies.
- 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 will be uploaded to Blackboard for your perusal. Students are encouraged to add to that list as they find useful information to share. The class Facebook group is an excellent means of sharing and discussing blogs and articles about social media.
Technical requirements:

- Bring a laptop to class—if you don’t have one I understand you can borrow one from the library.
- LinkedIn profile—you must connect with me and each other by the date on the course schedule. Post your link in the discussion area of Blackboard LEARN. It is recommended that you connect with all guest speakers on LinkedIn as soon as possible after they visit class.
- Open and maintain a Twitter account and monitor and send daily 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 will see their grade reduced.
- Maintain and use Blackboard LEARN to access course materials and required supplemental readings as well as turn in assignments and take online assessments. Perform a browser check to be sure you are using a supported browser.
- 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: By law, all course-related communication between faculty and students must be through UNT email. UNT also has a thick firewall and I do not always receive email, especially emails with attachments, sent from gmail, Yahoo, Hotmail and other non-UNT accounts.
- Maintain an active personal Facebook account in order to join and post to the course Facebook group. (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.
- Open and maintain Hootsuite and Tweetdeck accounts.

IMPORTANT: Due to the compressed time frame of the summer session, contact me immediately if you don’t understand something. 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. If you need a private tutorial or small group tech session, let me know and we’ll schedule it—the sooner the better.

Classroom protocol. Class meetings will consist of a combination of lecture, guest speakers, in-class exercises 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 not being used during class, 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.

- 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.
ACADEMIC INTEGRITY (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, 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) or falsifying research (including lying about personally interviewing sources or clients), facilitating cheating (writing work for another student or having another student write your work).

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. 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.

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 or other social media accounts—only UNT email, in person, or via phone.
Assessment and Description of Assignments

Evaluation is based on a possible total of 1,000 points. (Graduate Students see Grad Student Addendum)

<table>
<thead>
<tr>
<th>Assignment</th>
<th>Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>Individual Exercises and assignments</td>
<td>300</td>
</tr>
<tr>
<td>Postings to class blog (total of ten)</td>
<td>200</td>
</tr>
<tr>
<td>Book Review</td>
<td>100</td>
</tr>
<tr>
<td>Class participation and online engagement</td>
<td>100</td>
</tr>
<tr>
<td>Group project</td>
<td>100</td>
</tr>
<tr>
<td>Exam and quizzes</td>
<td>200</td>
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</table>

Grading System for Journalism 4270

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

Individual assignment grade appeals:
If you are unhappy or have a question about the grading of an individual assignment, you must notify me in writing (email is fine) by the beginning of the next class after the graded work is returned. We'll meet to discuss the grade. Under no circumstances will I consider changing the grade on any individual assignment after final grades are posted at the end of the semester.

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

- **Individual Exercises**—subject to change if something new comes along
  - #1 Online personal profile of one classmate and your instructor by 7/15 (instructions in Blackboard) (20 points)
  - #2 Post required information to “Getting to Know You” discussion forum by beginning of class Wednesday 7/15 (10 points)
  - #3 Twitter assignment due at beginning of class Thursday, 7/16 (hard copy, pages stapled.) (10 points)
  - #4 One-page bullet summary of each guest speaker’s presentation, including graduate student presentations, submitted via Turnitin before the beginning of the next class period (Thursday guest speaker summaries are due Friday.) (Seven total, 20 points each, total of 140 points)
  - #5 One multimedia piece, app to be determined, submitted on the Facebook page and possibly the Blog, to be submitted Wednesday 8/5. (25 points)
  - #6 Storify due Monday 8/3 (15 points)
  - #7 Completed LinkedIn profile (Part 1 by 7/15, completion by 8/9.) (20 points)
  - #8 Minimum of four Tweetchats (one per week, first due 7/22, every Wednesday after that) (40 points total)
  - #9 Social Media Review—Brief summary and analysis of the social media output of a company of your choice, pending instructor approval, due Tuesday 8/4. (20 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 the due date (see schedule) via Turnitin as well as live on the blog. When you post, Tweet the link to the post using the #untj4270 hashtag. (20 points each, 200 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. You will submit your review via Turnitin and post a .pdf summary in the class Facebook group. Due Monday August 10. (100 points)

- **Class participation and online engagement**—This includes your daily Twitter activity, posting in the Facebook group, commenting on blogs—preferably professionals’ blogs, not just your classmate’s blogs, sharing links via Twitter, participating in class discussions, etc. (100 points)
• **Group Project**—In small groups you will develop a social media plan. *(100 points)*

• **Assessments**—(Tests)  Yep, gotta do it. Will review material covered in class, assigned readings, and information provided by guest speakers, including graduate student presentations. Two quizzes and a comprehensive final exam.

**Assignment Submission:**
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.

**No emailed submissions are accepted.**

Submitting an assignment late (“I was uploading it at 11:59 and Turnitin locked me out”) will result in a zero. Situations in which your computer clock is wrong, the system slows down because so many people are submitting at the deadline, and problems with incompatible browsers are your responsibility. 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 plan accordingly. Most problems that occur at the deadline are self-inflicted and avoided with better planning.

**If you have a documentable problem with Turnitin or Blackboard that affects your ability to submit work on time, you must do the following to receive credit for your work:**
1. IMMEDIATELY create a screen shot of the error message.
2. Report the problem to the Help Desk by phone (940-565-2324) and email (helpdesk@unt.edu).
3. Forward the trouble ticket with the screen shot to me via email.

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.

Please do not tweet that you are having problems. That won’t help, especially if I don’t see it until hours later. You may text me if it’s a true emergency.

**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 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 30 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.
<table>
<thead>
<tr>
<th>Day</th>
<th>Topic</th>
<th>Reading (before class)</th>
<th>Assignment Due</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 7/13</td>
<td>Getting organized, Q&amp;A, Pre-test, administrivia Blog login, etc.</td>
<td>Hopefully you read the emails I’ve sent and looked at Blackboard.</td>
<td></td>
</tr>
<tr>
<td>2 7/14</td>
<td>History and state of social media today.</td>
<td>Start reading Google Semantic Search book (Amerland) Chapters 1 &amp; 2</td>
<td></td>
</tr>
</tbody>
</table>
| 3 7/15 | Technical sessions—bring a laptop  
- All-a-Twitter  
- Hootsuite, Tweetdeck  
- TweetChats  
- Blogs | Read Albarran Introduction, Chapters 1, 2 and 3  
Amerland Chapters 3 & 4.  
“Stalking” Exercise presentations in class.  
Upload to Turnitin before class.  
Required info (Photo, Twitter, LinkedIn, etc.) uploaded to discussion forum (“Getting to Know You”). |
| 4 7/16 | Technical sessions—bring a laptop  
- Whatever we didn’t get to last night. | Amerland Chapters 5 & 6  
Albarran, Chapters 4 & 5  
Twitter Assignment due at beginning of class. Hard copies must be stapled and readable.  
Blog Post #1 due by 11:59 p.m. tonight.  
Blog Post #2 due by 11:59 p.m. Sunday 7/19 |
| 5 7/20 | Technical sessions—bring a laptop and maybe your phone or tablet—if we have time we’ll get into some neat mobile apps. | Amerland Chapters 7 & 8. |
| 6 7/21 | Social Media Terms of Service—why we have them, why we need them, and why you need to know them. | Amerland Chapters 9 & 10  
Read articles posted in Blackboard and scan Terms of Service folder.  
Blog post #3 due 11:59 p.m. tonight. |
| 7 7/22 | Communications planning and developing a social media plan. Group project assignments. | Amerland Chapters 11 & 12  
Articles in Blackboard.  
Tweetchat #1 completed—upload a Storify summary embedded into a Word document to Turnitin by 11:59 p.m. |
| 8 7/23 | Search Engine Optimization—or what it’s really all about. | Ideally you’ve finished the Google book by now.  
Blog post #4 due 11:59 p.m. tonight.  
Blog post #5 due 11:59 p.m. Sunday 7/26. |
| 9 7/27 | Facebook—Inside the Belly of the Beast. (Guest Speaker Amber Morgan Freeland, @AM_Freeland of | Albarran, Chapters 6 & 10.  
Facebook Terms of Service.  
Project client submissions due for approval before class. |
| 10 7/28 | Officer Ryan Grelle, PIO for Denton PD (@DentonPD) and social media manager for Denton PD and the Denton Animal Shelter. | Albarran Chapters 7 & 9  
Summary of Amber’s presentation due via Turnitin before class. |
| 11 7/29 | First half of class—Quiz #1 on material to date. LinkedIn—it’s not as boring as you think. | First half of class—Quiz #1 on material to date.  
Quiz #1 on material to date.  
Summary of Office Grelle’s presentation uploaded to Turnitin by 5:59 p.m.  
Tweetchat #2 completed & uploaded to Turnitin by 11:59 p.m. |
<table>
<thead>
<tr>
<th>12 7/30</th>
<th>Amber Morgan Freeland, Pinterest and Instagram</th>
<th>Amerland Chapters 7 &amp; 8 Pinterest and Instagram Terms of Service.</th>
<th>Blog post #6 due 11:59 p.m tonight. Summary of Amber’s second presentation due by 6:00 p.m. tomorrow. Blog post #7 due 11:59 p.m. Sunday 8/2.</th>
</tr>
</thead>
<tbody>
<tr>
<td>13 8/3</td>
<td>Guest Speakers: Rob Cox (@RobCoxDFW) and Kimberly Sims (@KymberSims) of OCG PR talking about the @35Express project.</td>
<td>Readings in Blackboard</td>
<td>Storyify project due before beginning of class.</td>
</tr>
<tr>
<td>14 8/4</td>
<td>Social media ethics and regulations. Source verification in social media.</td>
<td>Albarran Chapter 8</td>
<td>Summary of Guest Speaker Presentation via Turnitin by 5:59 p.m. Social Media Review due via Turnitin before the start of class.</td>
</tr>
<tr>
<td>15 8/5</td>
<td>Group Project presentations</td>
<td>Readings in Blackboard</td>
<td>Group project (social media plan) due via Turnitin before class (1 per group) and hard copy submitted at the beginning of class. Tweetchat #3 completed &amp; uploaded to Turnitin by 11:59 p.m.</td>
</tr>
<tr>
<td>16 8/6</td>
<td>Quiz #2 on material since first quiz. Second half of class—wild card. (Show and tell? In-class exercise?)</td>
<td>Quiz #2 on material since first quiz.</td>
<td>Quiz #2 Blog post #8 due 11:59 p.m tonight. LinkedIn profile completed (for grading) by 11:59 p.m. Sunday 8/9 (post in Discussion board). Blog post #9 due 11:59 p.m. Sunday 8/9.</td>
</tr>
<tr>
<td>17 8/10</td>
<td>“What do people who get paid to play on Facebook do all day?” Guest speaker Abigail Monico, (@AbigailMonico) UNT alumna and social media community manager at Best Friends Animal Society.</td>
<td>Readings in Blackboard.</td>
<td>Book Reviews due—submit via Turnitin before the beginning of class, and post “handout” in Facebook Group.</td>
</tr>
<tr>
<td>18 8/11</td>
<td>Graduate Student Presentations Book discussion. Review for Final Exam.</td>
<td></td>
<td>Summary of guest speaker due via Turnitin by the start of class Blog post #10 due 11:59 p.m. tonight.</td>
</tr>
<tr>
<td>19 8/12</td>
<td>Probable Guest speaker TBA.</td>
<td>Albarran Chapter 13</td>
<td>Tweetchat #4 completed &amp; uploaded to Turnitin by 11:59 p.m. Summary of grad student presentations due via Turnitin by the start of class.</td>
</tr>
<tr>
<td>20 8/13</td>
<td>Final Exam during class time</td>
<td>Final Exam during class time</td>
<td>Summary of guest speaker due via Turnitin by the start of class. Final Exam during class time</td>
</tr>
</tbody>
</table>

Syllabus © 2015 by Samra Jones Bufkins, MJ, APR
Evaluation is based on a possible total of 1,190 points.

<table>
<thead>
<tr>
<th>Activity</th>
<th>Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>Individual Exercises and assignments</td>
<td>300</td>
</tr>
<tr>
<td>Postings to class blog (12)</td>
<td>240</td>
</tr>
<tr>
<td>Book Review</td>
<td>150</td>
</tr>
<tr>
<td>Class participation and online engagement</td>
<td>100</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 or 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 on the Undergraduate Syllabus

Individual Exercises—subject to change if something new comes along

1. Online personal profile of one classmate and your instructor by 7/15 (instructions in Blackboard) (20 points)
2. Post required information to “Getting to Know You” discussion forum by beginning of class Wednesday 7/15 (10 points)
3. Twitter assignment due at beginning of class Thursday, 7/16 (hard copy, pages stapled.) (10 points)
4. One-page bullet summary of each guest speaker’s presentation, including graduate student presentations, submitted via Turnitin before the beginning of the next class period (Thursday guest speaker summaries are due Friday.) (Seven total, 20 points each, total of 140 points)
5. One multimedia piece, app to be determined, submitted on the Facebook page and possibly the Blog, to be submitted Wednesday 8/5. (25 points)
6. Storify due Monday 8/3 (15 points)
7. Completed LinkedIn profile (Part 1 by 7/15, completion by 8/9) (20 points)
8. Minimum of four Tweetchats (one per week, first due 7/22, every Wednesday after that) (40 points total)
9. Social Media Review—Brief summary and analysis of the social media output of a company of your choice, pending instructor approval, due Tuesday 8/4. (20 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 the due date (see schedule) via Turnitin as well as live on the blog. When you post, Tweet the link to the post using the #untj4270 hashtag. (20 points each, 200 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. You will write a more detailed review (referencing other sources, comparing/contrasting with another book, etc.) than the undergraduates. You will submit your review via Turnitin and post a .pdf summary in the class Facebook group. Due Monday August 10. (150 points)

- Choose ONE of the following:
  1. 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 don’t have to do a paper—if you want to create a multimedia deliverable of your research, that would be awesome. You will present your project in class (12-15 minutes maximum) on August 11.
  2. 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 the date on the syllabus. You will present this in class on Aug. 11.
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.

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.

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 SUMMER 2015 DATES

SUMMER 5W2

July 13, 2015
First Class Day

July 13, 2015
Student-requested schedule changes may be made during add/drop.

July 13, 2015
Last day for change of schedule other than a drop. (Last day to add a class.)

July 17 – August 5, 2015
Student may drop a course with written consent of instructor.

July 23, 2015
Last day for change in pass/no pass status.

July 23, 2015
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.

July 24 – August 5, 2015
Instructors may drop students with a grade of WF for nonattendance.

August 5, 2015
Last day to withdraw from the semester. Process must be completed by 5 p.m. in the Dean of Students Office.

August 6, 2015
Beginning this date a student who qualifies may request a grade of I, incomplete. (See "Grading system" in the Academics section of this catalog.)

August 13, 2015
Last Class Day

August 14, 2015
Finals
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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Individual Faculty Member/Advisor
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Director, Mayborn Graduate Institute
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Dean, Mayborn School of Journalism
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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. You may also contact them by phone at 940.565.4323.

COURSE SAFETY STATEMENTS

Students in the Mayborn School of Journalism are urged to use proper safety procedures and guidelines. While working in laboratory sessions, students are expected and required to identify and use property safety guidelines in all activities requiring lifting, climbing, walking on slippery surfaces, using equipment and tools, handling chemical solutions and hot and cold products. Students should be aware that the University of North Texas is not liable for injuries incurred while students are participating in class activities. All students are encouraged to secure adequate insurance coverage in the event of accidental injury. Students who do not have insurance coverage should consider obtaining Student Health Insurance for this insurance program. Brochures for this insurance are available in the UNT Health and Wellness Center on campus. Students who are injured during class activities may seek medical attention at the UNT Health and Wellness Center at rates that are reduced compared to other medical facilities. If you have an insurance plan other than Student Health Insurance at UNT, please be sure that your plan covers treatment at this facility. If you choose not to go to the UNT Health and Wellness Center, you may be transported to an emergency room at a local hospital. You are responsible for expenses incurred there.

ACADEMIC DISHONESTY

Academic dishonesty includes, but is not limited to, the use of any unauthorized assistance in taking quizzes, tests, or exams; dependence upon the aid of sources beyond those authorized by the instructor; the acquisition of tests or other material belonging to a faculty member, dual submission of a paper or project, resubmission of a paper or project to a different class without express permission from the instructors, or any other act designed to give a student an unfair advantage. Plagiarism includes the paraphrase or direct quotation of published or unpublished works without full and clear acknowledgment of the author/source. Academic dishonesty will bring about disciplinary action which may include expulsion from the university. This is explained in the UNT Student Handbook. Individual faculty should include penalties for academic dishonesty in their courses.

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](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](http://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/](http://eagleconnect.unt.edu/)

**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](http://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.