Course Name: JOUR 4460 Public Relations Communications
Section Information: Section 001 (Spring 2011)
Class Meetings: Tuesday 12:30 p.m. – 3:20 p.m. GAB 111
The Twitter hashtag for this course is #untj4460

Course Description and prerequisites:
Success in Public Relations communication rests on strategic thinking, juggling multiple tasks and competing
deadlines, working independently and in teams, learning to organize ideas and possessing the necessary skills to
ensure appropriately placed communications. In this course students will continue building skills that increase
their mastery of the PR process culminating in development of a PR campaign for an actual client. The course
places heavy emphasis on writing for selected PR channels, and students are held to a high professional
standard. (Prerequisite(s): JOUR major status; JOUR 3420; consent of school). If you have not had Journalism
3420 you will have a very difficult time in this class. See me immediately.

Course Instructor: Samra Jones Bufkins, MJ, APR
Office: GAB 102 C
Office phone: 940-565-2167
Cell phone: xxx-xxx-xxxx (text anytime, include name & class, call only if emergency. I don’t get a cell signal
in my office, either.)
Office hours: Any time my door is open, Monday 3:30 – 4:30 p.m., Tuesday 3:30—4:30 p.m., Thursday 2:15 –
3:15 p.m. or by appointment.
E-mail: Samra.Bufkins@unt.edu
Twitter: @samjb

Teaching Assistant: Ms. Kali Flewellen
Email: kflewellen@gmail.com or via Blackboard email.
Twitter: @iamkalijo

Disability Accommodation
The School of Journalism cooperates with the Office of Disability Accommodations to make reasonable
accommodations for qualified students. If you have not registered with ODA, please present your written
accommodation request to me by the 12th day of class.

Texts
Textbook Policy
The Mayborn School of Journalism does not require students to purchase textbooks from the University
Bookstore. Many are available through other bookstores or online, and are available for rental.

If you have completed Journalism 3420 you should already own these books, which are required for this class:
2. Williams, Robin. The Non-Designer’s Design Book: Design and Typographic Principles for the Visual
Books, 2010 version preferred.

Additional Required Text:
In addition, please download (it’s free) the The APR Study Guide from
http://online2learn.net/docs/APRPREP/APR_StudyGuide.pdf
Print it and have it spiral bound with a plastic cover.
Additional Required Resources:
• UNT class Blackboard
• Twitter account (class hashtag #untj4460 (You must also follow @samjb, @iamkalijo and all your classmates)
• Personal blog and LinkedIn profile
• About.me or Retaggr splashpage with all social media contacts—upload link to Blackboard
• Your client from Journalism 3420

Academic Integrity (Cheating)
I have a zero tolerance policy toward cheating, and will not hesitate to file a report with the Office of Academic Integrity for any and all instances of suspected cheating including plagiarism, dual submission of work (work you submitted for another class) and falsifying research (including lying about personally interviewing sources). Such actions have resulted in students not graduating from UNT. Do not think for one moment that because you are a senior graduating this semester this cannot happen to you.

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. That’s why all assignments and blogs in this class are to be submitted via Turnitin. There are no exceptions.

Plagiarism, in a nutshell, is using other people’s written words as your own. Some people consider the use of 7-10 words in a row, copied from another source, as plagiarism. Be sure to include 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.

Copying from your client’s website and other materials is plagiarism. While there are rare situations in which you must copy verbatim (organizational mission statements, for example), DO NOT ASSUME BECAUSE YOU HAVE THE CLIENT’S PERMISSION SUCH COPYING IS ACCEPTABLE FOR THIS CLASS. This is primarily a writing class, not a “copy, paste, attribute” class. If you are in doubt or have a question contact me immediately. It is better to ask for clarification than to find yourself dealing with an academic integrity issue that will go on your permanent academic record.

Quoting large chunks of text, even with attribution, in assignments or blog posts is also unacceptable in an academic environment. This is a WRITING class and 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 for this class only.

Any situations involving potential academic dishonesty will be handled through procedures established by the UNT Office of Academic Integrity. The process also includes the opportunity for students to appeal the outcome. Read specific policies and procedures at http://vpaa.unt.edu/academic-integrity.htm

ATTENDANCE, PREPARATION AND PARTICIPATION POLICY
You are expected to attend and participate in each class meeting, complete all assignments and online assessments 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. There may also be in-class writing exercises. Don’t be late. I take roll in writing at the beginning of each class.

This class meets once a week, so missing one class means you’ve missed an entire week of class.
• 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).
• Two absences will result in 20 points taken off your final course grade, with 20 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.
• Instances of your illness or death in the immediate family (persons residing in your household) must be documented in writing.
• Coming to class late or leaving early constitutes 1/2 of an absence for that day.
• You are late if you arrive after I have taken roll.
• Leaving class to feed a parking meter will result in an absence for that class day, and you will not be re-admitted to the classroom.
• Absence from class to meet a shadowing class commitment is not permitted under any circumstances.
• Absence from class due to internship conflicts will be excused only if I am contacted well in advance, by telephone, by your internship supervisor, and only then for extraordinary circumstances.
• With prior arrangement, missed classes may be made up by attending the other 4460 section for that week, but only if there is room in the classroom.
• 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 based accordingly.

ONCE IN THE CLASSROOM SILENCE ALL ELECTRONIC DEVICES AND PUT THEM AWAY. THIS INCLUDES MUSIC HEADPHONES. I RESERVE THE RIGHT TO CONFISCATE ANY UNAUTHORIZED DEVICES IN USE DURING THE CLASS PERIOD. DO NOT USE THE COMPUTER DURING CLASS UNLESS INSTRUCTED TO DO SO.

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 sleeping in class, playing on Facebook or with mobile devices, working on assignments for other classes, muttering and talking in class, talking back, and disrespectful and/or inappropriate comments.

Communication:
Communication between students and instructor will primarily be via email and Twitter.
• IT IS YOUR RESPONSIBILITY TO CHECK YOUR UNT EMAIL ADDRESS OR FORWARD IT TO YOUR PERSONAL EMAIL.
• If you must reach me at night or on a weekend and need a quick response, DO NOT EMAIL ME THROUGH BLACKBOARD because I cannot respond via mobile device.
• If I need to cancel a class or change a class meeting location I will do so via Twitter using the class hashtag.
• 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).
• Please address any confidential or grade-related email through Blackboard, as that is the most secure platform.

Course Objectives
After taking JOUR 4460, each student will be able to:
• Think critically, creatively and independently.
• Develop and utilize strategic planning skills in a client-focused manner.
• Conduct research and evaluate information by methods appropriate to the PR profession.
• Write correctly and clearly in forms and styles appropriate for the communications profession, targeted audiences, media and purposes.
• Critically evaluate his/her own work for accuracy and fairness, clarity, appropriate style, and grammatical correctness.
• Work ethically in pursuit of truth, accuracy, fairness and diversity.
• Demonstrate an understanding of the diversity of individuals and groups in a global society in relationship to communications.
Class Format
This course consists of lecture, discussion and lab exercises. It is writing intensive and deadline-dependent. I expect you to read the assigned material as well as supplemental material forwarded via Twitter, uploaded to Blackboard or handed out in class and be ready to produce quality work. That means you will have read the assigned readings before coming to class and are ready to actively discuss or apply concepts from the readings. I’ll post announcements, activities and Web links on the class Blackboard and via Twitter. Please be sure you check these resources often, and be prepared to discuss articles and links in class. You may see elements of these readings again on an exam.

In this course, you will:
• Practice applying good writing techniques and visual communications techniques to specific contexts in public relations
• Engage with actual clients in analytical and creative problem solving communications
• Build on the professional portfolio begun in Jour 3420
• Create a professional public relations campaign for an actual client.

DEADLINES: As demanded in a professional environment, deadlines and formats are strictly observed.

Evaluation
Blackboard exercises 12 %
Writing assignments 24 %
Class participation, pop quizzes & in-class exercises (# TBD) 10 %
• Social media interaction with other students, PR professionals and the instructor counts toward class participation points.
Exams 10 %
Blog 14 %
Publicity campaign 30 %

Grading System—1000 possible points
920 points or higher A
820-819 points B
720-719 points C
620-619 points D
Fewer than 620 points F

Evaluation Explanation
Blackboard exercises—online GSP quizzes based on the Kessler/McDonald book and the AP Stylebook. I do not lecture on this material, you are responsible for independent study of these chapters. You will have one week to complete each quiz, and you have two chances to complete each quiz with the highest grade recorded. You will have 12 online quizzes, so don’t blow them off—they can mean the difference between an “A” and a “B.” These assignments can be found on Blackboard, and will be timed and due by the closing time each week. It is your responsibility to keep up with these assessments. I will not send email reminders of these.

Writing assignments—listed in detail below.
You will have 12 assignments, and together they represent 240 total points toward your grade. You will be graded as follows according to content/key messages, style and grammar, design and format, and how well you executed the assignment based on my instructions. Keep in mind, however, that well executed assignments riddled with GSP errors and AP Style errors will receive a low grade and I reserve the right to stop grading anything that’s unreadable.

• A word about Spell Check. Spell Check is a great tool, and I couldn’t live without it, but IT IS NOT A PROOFREADING PROGRAM. If you’ve misspelled a word in such a way that it simply becomes another, correctly spelled word, it’s wrong, it will affect the meaning of your document, and it will affect your grade.
• YOU MUST GET INTO THE HABIT OF MANUALLY PROOFREADING YOUR WORK. Print out a copy and read it on paper—the eyes and brain work better together when reading paper. You cannot succeed in this class (or your profession) if you insist on submitting little more than a first draft as your final work. Write, print, proof, edit, re-write and do it again until it’s right. This process also means you cannot wait until the last minute to do an assignment.

Unless instructed otherwise, all assignments must be word-processed in 12-point font with margins no wider than 1”, unless the assignment involves graphic design. You will have freedom of choice for font and layout; however, be aware that you will be graded according to the style you choose, and its appropriateness for the project. Please, no cutesy or funny fonts. Keep in mind that well-executed assignments riddled with typos, GSP errors and formatting errors will receive a low grade and I reserve the right to stop reading and grading anything that’s unreadable.

There are no re-write privileges in this class. Get it right before you turn it in.

ASSIGNMENT SUBMISSIONS
• Assignments must be submitted as Word document or .pdf via Turnitin up to 5 minutes before the beginning of the class period (or at the appointed time in the case of blogs).
• “I had problems with Turnitin” and “Turnitin will not accept my work” is not an acceptable excuse unless you submit a trouble ticket and provide me with a copy. For this reason, always keep your submission confirmation tickets until the end of the semester.
• Waiting until the last minute to submit work invites disasters. Be professional and complete your work early. You’ll sleep better, too.
• Assignments must also be submitted in hard copy at the beginning of class. TURNITIN WILL LOCK YOU OUT IF YOU ARE LATE. Prepare a hard copy with a separate reference list attached—and don’t depend entirely on Internet research, either.
• Failing to prepare a hard copy, use Turnitin or attach a reference list will cost you half credit for that assignment.
• You will not be allowed to use a classroom printer to print out hard copy.
• Multiple-page hard copies MUST be stapled together.
• No e-mail submission of papers is allowed.
• Late assignments will drop one letter grade for each day.
• All source material will be cited and listed on a separate sheet to be turned in with the assignment.
• During this course, save all your work on your computer through the end of the course (or email it to yourself). “My flash drive failed” is not an excuse for a late assignment.
• In the case of inclement weather resulting in the closing of the university, any assignments due must still be submitted electronically on the due date, with hard copy to be submitted at the next class meeting. No exceptions.

I expect students in this class to perform as if they are junior employees of my public relations agency or department. As such, I hold you to very high professional standards because you are upper-level students with several previous writing classes and internship experience. This is not a beginning PR writing class, it is an advanced writing class. You should already know how to write if you’re in this class.
• Content and message appeals: Your writing will be evaluated for organization of thought, strength of message, inclusion of the human element, persuasiveness, originality, and other content issues relevant to each assignment.
• Format: Proper format is nearly as important as content and GSP. Adhere to the agreed format. This is important for your professional work, as well, as there are very good reasons for specific formatting requirements.
  • Grammar, style and format: The Associated Press Stylebook and When Words Collide will be your guides to writing. Your writing will be graded carefully for mechanical content and construction.
  • General sloppiness or lack of professionalism will result in a lowered grade.
• Originality: Your work must reflect your original ideas and existing facts. No form of academic dishonesty is tolerated. No matter how well you have done before, one incident of academic dishonesty will have grave consequences on your college career. A typical example of plagiarism is a feature
piece with minor modifications on a single news story you happen to find on the Web. Another type of academic dishonesty is submitting work you submitted to another class or submitted for publication. Lifting huge chunks, even with attribution, from client websites and other sources is also considered academic dishonesty.

- Always research more than you think you need and use multiple sources to discover your own ideas and story angle. Cite all sources on a separate sheet attached to your assignment. Assignments without the citation sheet will drop one letter grade.

A NOTE ON RESEARCH SOURCES: Answers.com, Ask Yahoo!, Quora, Wikipedia and 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. Use the library resources available to you—you paid for them—and your research will be more meaningful to you and your clients and will most likely result in a better grade. Do not depend solely on Internet research.

Class participation (including Twitter) pop quizzes and in-class writing assignments (10% of your total grade). I will periodically hit you with a quickie quiz about the week’s readings and current events. Be sure you’ve read the assigned chapters before coming to class, and any supplemental readings I send out via email or Twitter. Public Relations practitioners are expected to know what’s going on in the world, especially the business world. Get in the habit of reading the business section of the Dallas Morning News and New York Times and try listening to NPR Morning Edition. Anything in the news is fair game. I may also spring a writing assignment on you with little or no notice, to be done in class on tight deadline. This is to prepare you for those kinds of days in your job in PR. They happen to all of us. Deal with it.

Blog Write a short, (approximately 500 words) engaging blog about the concepts you’re learning in this class or a critical analysis of something you’ve read about PR/media/communications from other sources. Provide hyperlinks as appropriate, and SEO tags. Your blog site must have your own name prominently displayed and searchable, and comments must be enabled. There is no anonymous or pseudonymous blogging allowed in this class. Sign your name to comments you make on other blogs as well.

- You will make 14 weekly blog posts with the first one due Friday, January 21 and the last one due Friday, April 29 at midnight (no blog due during Spring Break but there’s extra credit if you write/submit one then).
- WRITE YOUR BLOG IN MICROSOFT WORD, EDIT IT, CHECK SPELLING, PRINT IT OUT AND PROOFREAD IT BEFORE YOU UPLOAD IT ONLINE.
- Upload it via Turnitin as a Microsoft Word document containing the link to your blog post and your name on the actual document (I print these out and if your name doesn’t print out, I can’t grade it).
- Submit your blog via Turnitin BEFORE you post it live online—this should keep Turnitin from showing it as copied from the Internet.
- Tweet about your update, read your classmates’ blogs and comment on them—there could be extra credit for that (as well as for commenting on my own blogs).
- IMPORTANT NOTE: You will receive a graded copy of your blog. Go back into your blog and make any noted corrections to grammar, spelling and punctuation as soon as possible. This is because your blogs are live and employers are searching for your work online. We will check periodically to see that this is done.
- EVEN MORE IMPORTANT NOTE: Last semester 8 people received B’s and C’s in this class because they did not turn in enough blog assignments and/or blew off the online quizzes. These are people who did A work on their major assignments and exams, and either “couldn’t remember” or “didn’t feel like writing” a blog that day. And just because it’s due on Friday night doesn’t mean you can’t submit it early. The little things add up, in life, and in class. Don’t blow this off and wreck your grade. Professionals manage their time and meet regular deadlines without being reminded, and those deadlines are rarely at their convenience.
GRADED ASSIGNMENTS (not necessarily in the order in which they are due):

1. **In-Class Assessment Exercise.** Completed in class the first day we meet.

2. **Twitter** – Create a personal Twitter account. Tweet/retweet/respond to at least one #untj4460 Tweet per week beginning the first week of class. You must also participate in no fewer than three Twitter chats relevant to PR/Journalism by May 6, and provide screen shots of your posts—see schedule for specific due dates. I highly recommend you familiarize yourself with Tweetdeck or Hootsuite to facilitate this process. A pretty comprehensive list of Twitter Chats is available at [https://spreadsheets.google.com/ccc?key=ruaz3GZveOsoUX0Ot86B3AQ#gid=0](https://spreadsheets.google.com/ccc?key=ruaz3GZveOsoUX0Ot86B3AQ#gid=0)

3. **Communications Plan** – Develop a basic communications plan for your current client incorporating at least three measurable objectives, a minimum of two strategies for each objective and at least two tactics for each strategy.

4. **Media list** – Compile a targeted media list that contains a minimum of 15 print journalists, 5 broadcast journalists, and 5 online sources appropriate to your client’s needs, with all contact information and relevant additional information.

5. **Telephone pitch** – Write a 30-second telephone pitch, and then pitch it.

6. **LinkedIn** – Create a personal profile on LinkedIn that casts you as a new PR professional. Connect with other professionals (starting with your instructor) and your classmates.

7. **Op-Ed Piece** – Working with your client, write an op-ed piece about an issue of concern to them. Extra credit available if you actually get this published.

8. **Social Media News Release** – As assigned and described using the format discussed in class.

9. **Newsletter editorial calendar** – Create a detailed 3-month editorial calendar for a 4-page newsletter, as assigned.

10. **Newsletter** – Design and write a minimum 4-page newsletter from the editorial calendar you created.

11. **Podcast script** – Develop a script for a minimum 3 minute podcast on a topic for your client. Extra credit if you actually produce it.

12. **Brochure** – Design and produce a brochure for your client.

**Exams** – The exams are comprehensive and cover principles covered in class lecture and readings. They are not easy. Take them seriously, even though they’re a small percentage of the final grade. Little things add up.
Publicity Campaign
During the last half of the semester you will be teamed with another person to create a publicity campaign for an actual client. Each team will “compete” to produce a unique campaign and effectively designed collateral materials for the same client; therefore, each team should work independently of other teams. This is a fast-track project with very specific requirements based on what might be required in the real world. This is also an opportunity for you to develop material for your portfolio. Team members will complete a peer evaluation questionnaire that will be considered when grading the final project.

This assignment will be worth 300 points (nearly 1/3 of your grade), graded as follows:
Communications plan, including research protocols and SWOT analysis
- Tactics
- Timetables
- Budget
- Evaluation
- Presentation
- Overall cohesiveness of program
These are the minimum requirements for the campaign:
Communications plan:
- Situation analysis (SWOT)
- Target publics & key messages
- Measurable objectives
- Strategies
- Tactics list
Tactics:
- Backgrounder, Position Paper or Op-Ed piece
- Print or social media press release
- Email pitch
- Comprehensive Media List
- Brochure or newsletter (newsletter can be electronic)
- Five additional appropriate tactics of your choice. Examples can include media advisory, fact sheets, mobile device APP, social media, feature placement, direct mail package, alternate collateral materials, PSAs, billboards, promotional materials, location-based marketing programs, lobbying activities, events, flyers, posters, media tours, speeches, the list is endless….
Timetables:
- Detailed six-month planning timeline
- 24-hour event timeline and contingency plan (required if program includes an event)
Budget:
- Realistic, itemized budget with approximate costs (provide verifiable sources)
Evaluation:
- Criteria that will be used to evaluate the program during implementation and when it is concluded
Presentation:
- Visuals used
- How the campaign materials are packaged and presented
- Professional quality of campaign materials
- Professional persona
- Presented in allotted time & all team members speak
- Client feedback
Overall cohesiveness of the program:
- Quality of the work and graphic look
- Seamlessness of product (or could I tell who did what?)
- Feedback from client (if they attend final presentations)
Do not try to complete this project without meeting with me in my office at least twice during project development. It is a very complex project and teams that do not meet with me one-on-one are less successful than those that do.
## Syllabus/Schedule

This class outline is subject to change. Check Blackboard regularly for updates.

<table>
<thead>
<tr>
<th>Date</th>
<th>Topic</th>
<th>Read before class</th>
<th>Assignment Due</th>
</tr>
</thead>
<tbody>
<tr>
<td>1/18</td>
<td>In-class writing exercise, introduction to the class, syllabus review.</td>
<td>Kessler/McDonald Chapter 1, Wilcox pages 325—333 (blogs)</td>
<td>Student Info Sheet, <strong>Blog 1 due Friday 1/21</strong></td>
</tr>
<tr>
<td>1/25</td>
<td>Communications Planning</td>
<td>APR Study Guide pp 37—50, Kessler &amp; McDonald Chapter 2</td>
<td>LinkedIn Profile, Post About.me link in BB.</td>
</tr>
<tr>
<td>2/1</td>
<td>New Media—Tweetdeck, Social Media Releases, podcasts if we have time.</td>
<td>Supplemental readings TBA, Wilcox Chapter 12, Kessler &amp; McDonald Chapter 3.</td>
<td>Communication plan for your client; Online GSP quizzes start—due each Monday at midnight</td>
</tr>
<tr>
<td>2/8</td>
<td>Media relations and pitching the media</td>
<td>Wilcox, Chapter 11, supplemental readings, and Kessler &amp; McDonald Chapter 4.</td>
<td>Social Media Release, first Tweetchat screenshots due.</td>
</tr>
<tr>
<td>2/15</td>
<td><strong>Exam (planning concepts, all material covered to date)</strong> Advocacy Public Relations—issues management and crisis communications</td>
<td>Wilcox Chapter 7, pages 181—185 plus supplemental readings TBA. Find a couple of op-ed pieces in the papers and bring them to class to discuss. Kessler &amp; McDonald, Chapter 5.</td>
<td>Media list and Telephone pitch due.</td>
</tr>
<tr>
<td>2/22</td>
<td>Newsletters and Brochures</td>
<td>Wilcox Chapter 13, (bring in examples) and Kessler &amp; McDonald Chapter 6.</td>
<td>Op-Ed piece</td>
</tr>
<tr>
<td>3/1</td>
<td>Video and Podcast scripting</td>
<td>Wilcox Chapter 12, supplemental readings &amp; handouts, Kessler &amp; McDonald Chapter 7.</td>
<td>Newsletter Editorial Calendar and minimum 4 page newsletter</td>
</tr>
<tr>
<td>3/8</td>
<td>Introduction of client for final project</td>
<td>Kessler &amp; McDonald, Chapter 8</td>
<td>Brochure and podcast script</td>
</tr>
<tr>
<td>3/15</td>
<td>Spring Break</td>
<td>Spring Break</td>
<td>Optional blog</td>
</tr>
<tr>
<td>3/22</td>
<td></td>
<td>Kessler &amp; McDonald, Chapter 9</td>
<td>Draft Communications Plan</td>
</tr>
<tr>
<td>3/29</td>
<td>Direct Mail and Advertising</td>
<td>Wilcox, Chapter 16, Kessler &amp; McDonald, Chapter 10.</td>
<td>Work on your final project</td>
</tr>
<tr>
<td>4/5</td>
<td>Events and Meetings</td>
<td>Wilcox Chapter 17, Supplemental readings TBA, Kessler &amp; McDonald Chapter 11.</td>
<td>Second Tweetchat screen shots</td>
</tr>
<tr>
<td>4/12</td>
<td>Measurement</td>
<td>Wilcox Chapter 19, supplemental readings TBA, Kessler &amp; McDonald Chapter 12</td>
<td>Work on your final project</td>
</tr>
<tr>
<td>4/19</td>
<td><strong>Exam 2—concepts covered since first exam.</strong></td>
<td>Exam 2</td>
<td>Work on your final project</td>
</tr>
<tr>
<td>5/3</td>
<td>Final Project Due (Dead Week)</td>
<td>Presentations to client during regular class time.</td>
<td>Final project due</td>
</tr>
<tr>
<td>5/10</td>
<td>Finals Week</td>
<td>Finals Week—pick up graded projects Thursday May 12 10:30 a.m.-12:30 p.m.</td>
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**Journalism Requirements and Guidelines**

The Mayborn School of Journalism, in conjunction with the Registrar’s Office, has eliminated the need for individual class codes for the majority of journalism courses. Registration will begin on the dates noted in the schedule of classes each semester. The system is a live, first come/first serve program: thus, we are unable to maintain the traditional waiting list as has been done previously.

By registering for this course, you are stating that you have taken the required pre-reqs according to your calendar 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 pre-requisites, please see an advisor.

A journalism major enrolled in any restricted 3000 and 4000 level classes must have taken and passed the GSP test, all pre-major courses, and Math 1680 and also have applied for major status. Students must earn and maintain a 2.5 UNT and/or overall GPA (depending upon catalog year) to be eligible for major-level courses. Pre-majors must file a formal application for major status in the final semester of pre-major status to be eligible for early registration of major-level classes in the following semester.

Students will not be allowed to take automatically 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.

**SETE**

The Student Evaluation of Teaching Effectiveness (SETE) is a university-wide online evaluation and a requirement for all UNT classes. The Mayborn School of Journalism needs your input to improve our teaching and curriculum. This short survey will be available at the end of the semester, providing you a chance to comment on how this class is taught. Prompt completion of the SETE will mean earlier access to final semester grades. You are a critical part of our growth and success. We look forward to your input through SETE.

**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 I have many professional contacts in the industry. Come see me in my office any time, about anything, and if I can help I will. My ultimate goal in teaching is to see you succeed and to inspire you to greatness.

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