Instructor
Bill Ford (Summer — June 11 – July 13, 2018) bill.ford@unt.edu
Office: ACCENT UK
Mobile Phones: TBD

Office Hours
TBD (ON-CALL 24/7 — Call, Email, or Text: UK Mobile Phone: TBD)

Email communication:
Communicating with students using the UNT student email account is part of the university’s contract with students. Electronic communication with students in this class will be through the students’ my.unt accounts rather than personal email accounts.

Course Description
Whether originating in the United Kingdom, the United States, or anywhere else in the world, advertising campaigns are all similar in one respect — they are the visible culmination of extensive, systematic preparation and planning. From a physical base in in London, students will be introduced to the components, issues, and trends involved with international advertising and marketing. Aspects of commercial communication strategy, positioning, branding, creative, media, research, account planning, and management will be reviewed and discussed.

Studying international advertising in London provides a unique educational opportunity and life experience because students are actively engaged with the subject matter on a daily basis while living in the UK and/or travelling in Europe. As part of the student-driven learning experience, London and Europe become laboratories for study and research. Students will be exposed to and immersed in international advertising through field trips to London-based global advertising agencies, site visits to advertising venues, assigned readings, individual and group presentations, journal writing, ad collection and presentation, focused class discussion, mind mapping exercises, and/or case study analysis. Using this course framework as a guide, students personally experience international advertising in direct and meaningful ways.

Course Objectives
1. Provide a general introduction to international advertising issues, trends, and practices.
2. Develop a broad understanding of various conceptual and strategic processes that drive the development, creation, and execution of international advertising campaigns.
3. Explore the world of international advertising through focused observation and direct consumption.
4. Interact with advertising professionals through field visits to London-based global advertising agencies.
5. Use London as a laboratory by incorporating it as an integral component of the learning process.

Required Materials
TEXTBOOK: Another One Bites The Grass by Simon Anholt, 2000
JOURNAL: Moleskine Journal (Large, Plain or Ruled, Black)

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.

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.

**Office of Disability Accommodation**
The University of North Texas makes 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 contact the ODA <www.unt.edu/oda> or call them 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.

**Attendance**
Students who miss the first class of the semester are subject to being dropped from the course. Class discussions and in-class work are essential to a good grade in this course. A maximum of one absence is allowed. Each absence after that will result in two points deducted from the final course grade. Two late arrivals will be counted as one absence.

**Assignments and Performance Expectation**
Assignments and presentations will be evaluated and graded. All work must be turned in or presented the day it’s due. No late work will be accepted and will result in a zero for the assignment. Students who do not perform in this course are subject to dismissal from their groups and/or the course.

**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/csr/student_conduct/index.html](http://www.unt.edu/csr/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).

**Academic Honesty**

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. Plagiarism, fabrication, copyright infringement, and similar uses of other people's work are unacceptable.

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 is a firing offense in the professional world.

**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.

**Tentative Schedule of Classes, Field Trips and Activities:**

**Week 1 – June 11 - 17**
- 6/11 - First Day (Monday) - Orientation (2 pm) & Welcome tea (3:30)
- 6/12 - Second day (Tuesday) – First day of class – Syllabi/rundown/Choose groups/Assign main project
- Big Bus tour in the afternoon
- 6/13 - Third day (Wednesday) - Class - Guest Speaker (News)
- 6/14 - 4th Day (Thursday) - Class
- 6/15-17 - Free weekend

**Week 2 – June 18 - 24**
- 6/18 - Monday - Class - Afternoon BBC Visit
- 6/19 – 20 - Tuesday & Wednesday - Liverpool & Manchester (BBC) trip
- 6/21 - Thursday - Class - Guest Speaker (Advertising)
- 6/22-24 - Free weekend

**Week 3**
- 6/25 - Monday - Class - Afternoon - Advertising Institute visit & News outlet visit
- 6/26 - Tuesday – Bath & Stonehenge trip
- 6/27 - Wednesday - Class in morning
- 6/28 - Thursday – Class
- 6/29- 7/1 - Free weekend

**Week 4**
- 7/2 - Monday - Class - Afternoon - Agency & News outlet visits
- 7/3 - Tuesday – Trip to Hampton Court (All Day)
- 7/4 - Wednesday – Class – Evening Play (All)
- 7/5 - Thursday – Class
- 7/6 - 8 - Free weekend

**Week 5**
- 7/9 - Monday - Class - Afternoon - Agency & News outlet visits
- 7/10 - Tuesday - Class - Presentations
- 7/11 - Wednesday - Class - Presentations
- 7/12 - Thursday - Final class Presentations (If necessary) - Prep/orientation for leaving Friday - Farewell Dinner
- 7/13 - Friday - Back to the USA
Grading Components
Class Participation  10%
Journal    10%
UK Political Project  10%
Neighborhood Project  60%
Website Participation  10%

Grades are computed on the scale below:
A = 100 – 90  B = 89.9 – 80  C = 79.9 – 70  D = 69.9 – 60  F = Below 60

Exams
No exams will be administered in this course.

Electronic Devices
The individual use of electronic devices, such as laptops, pads, and cell phones during class is prohibited other than for taking notes.

Our Contract
Enrolling in this class and accepting the terms of this syllabus constitutes a contract. You must meet the stated prerequisites. You should participate in class, complete the readings and assignments as scheduled, work hard on your projects, play by the rules, have fun in the process, and treat fellow students and faculty with dignity and respect. Do your best to uphold these terms and we’ll all have a terrific summer in London!

The following items contain important course-related information for your review. This information is compiled from various sources, including the UNT Catalog and Mayborn School Policies. These items are components of this course syllabus, and thus, are part of our contract.

Journalism Course Registration
1. 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.
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 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.

Re-taking Failed Courses
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.

Student Perceptions of Teaching (SPOT)
Student feedback is important and an essential part of participation in this course. The student evaluation of instruction is a requirement for all organized classes at UNT. The short SPOT survey will be made available to provide you with an opportunity to evaluate how this course is taught. Please look for the email in your UNT email inbox. Simply click on the link and complete your survey. Once you complete the survey you will receive a confirmation email that the survey has been submitted. For additional information, please visit the spot website at www.spot.unt.edu or email spot@unt.edu.

Statements of Student Learning Outcomes
☐☐Understand and apply the principles and laws of freedom of speech and press for the
United States and Great Britain, as well as receive instruction in and understand the range of systems of freedom of expression around the world, including the right to dissent, to monitor and criticize power, and to assemble and petition for redress of grievances.

- Conduct research and evaluate information by methods appropriate to the communications professions in which they will work.
- Demonstrate an understanding of gender, race ethnicity, sexual orientation and, as appropriate, other forms of diversity in domestic society in relation to mass communications.
- 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.
- Apply current tools and technologies appropriate for the communications professions in which they work, and to understand the digital world.

**Changes to Syllabus**

Note that there may be slight changes to this syllabus as the course takes place due to unforeseen circumstances.