

## Contact Information and Meeting Times

**Instructor:** Dr. Jordan Smith ([jordan.smith2@unt.edu](mailto:jordan.smith2@unt.edu))

**Office hours:** By appointment via Zoom

**Office location:** LANG 407K (though I won't be there this semester)

## Overview

This class will cover various aspects of content strategy, including web content strategy and content management. By the end of this course you should be able to

- understand the importance of developing high quality web content
- write content that follows best practices for usability
- understand cultural and linguistic differences that shape global content strategy
- communicate content strategy deliverables in written and visual reports
- understand principles of content management, including content reuse using technologies such as XML

## Textbooks

You have two required texts for this course:

- Frik, Tim and Eyler-Weve, Kate. *Return on Engagement: Content Strategy and Web Design Techniques for Digital Marketing*. 2<sup>nd</sup> edition. (available online for free through the UNT library at <https://iii.library.unt.edu/record=b5525394~S12> (Links to an external site.)).
- Swisher, Val. *Global Content Strategy: A Primer*. ISBN-13: 978-1937434403

## Grading

I will give you written feedback for all of your assignments other than the reading assessments. For the final project, I will use a rubric to evaluate the following criteria: Design (10%), Organization (30%), Content (40%), Sentences (15%), and Delivery (5%).

There are 1,000 points possible in the class. I don't round points, so if you earn 899/1000 points at the end of the semester, your grade will be a B. Letter grades are assigned for the course based on the total sum of points earned on the assignments listed previously. Those letter grades correspond to the following levels of performance:

|       | Grading Scale & Criteria |          |
|-------|--------------------------|----------|
| Scale |                          | Criteria |

|                     |  |
|---------------------|--|
| A (900-1000 points) | A manager/client would be very impressed and would remember the work when a promotion is discussed. In this course, that means work that is a pleasure to read, with excellent content, grammar, sentence structure, mechanics, and visual design. In addition, work is thorough, complete, coherent, well organized, supported sufficiently, and demonstrates a superior understanding of audience, purpose, and rationale. |
| B (800-899 points)  | A manager/client would be satisfied with the job, but not especially impressed. This means that work is well written and well produced, and demonstrates a substantial addition to the learning process. Work is sufficiently developed, organized, and supported, and demonstrates a solid understanding of audience, purpose, and rationale.   |
| C (700-799 points)  | A manager/client would be disappointed and ask you to revise or rewrite the work before allowing clients and others to see it. In other words, the work may have clear, but underdeveloped ideas, or it might not engage or affect the reader. The work may contain some errors in grammar, mechanics, or logic.   |
| D (600-699 points)  | A manager/client would be troubled by the poor quality of work. This level of work forces the reader to work too hard to understand the main ideas. The work may contain incomplete information, have serious grammar and mechanical problems, lack clear organization, or be conceptually unclear.  |
| F (599< points)     | A manager/client would start looking for someone to replace you. In particular, the work fails to address the tasks of the assignment, is so underdeveloped as to demonstrate incompetence, and is mechanically and grammatically incomprehensible.  |

## Submitting Assignments

The specifics for each assignment will included in the description of the assignment on Canvas. Follow all assignment submission specifications listed there: file name, file type, and submission location.

Please do not use program templates (e.g., Word templates) to format any of your documents. These don't encourage you to learn the programs and generally result in dull, unimpressive documents.

## Late Work

In my late-work policy, I try to be fair and understanding while still encouraging you to keep up with the course. We move quickly, which means it can be easy to fall behind. I don't want that for you!

I do accept late work, but only under one of these three circumstances:

1. **If the assignment is submitted within the grace period.** I allow a grace period of 24 hours for each assignment due. This means that you have 24 hours from the specified due date to turn in your assignment without penalty. After 24 hours, the assignment dropbox will disappear from Canvas.

2. **If we have agreed on a deadline extension.** If you know you have an extenuating circumstance that will prevent you from meeting a deadline or submitting an assignment within in the 24-hour grace period, please let me know by email at least 48 hours before the assignment is due. We can then discuss next steps.
3. **If you missed a deadline due to a medical or pandemic-related emergency.** If you or a loved one has a medical emergency that you must attend to, please do so. When things have calmed down, email me. I will never ask for specifics about the situation or for any kind of proof that what you're telling me is true—I believe you! We'll arrange for a deadline extension.

Please note that lost or corrupted files do not constitute an excuse for late or unsubmitted work.

## Computers

I expect you to be familiar with the day-to-day operation of computers including email, standard software, and Canvas. If you need to develop your computer skills, please consider consulting with the University Information Technology (<https://it.unt.edu/uit>). I also expect you to have regular access to computers whether it be your computer or the computers provided by the university. Ensure that the computer(s) and storage device(s) you use are functional and that you have, in the case of technological failure, backed up your data. As a student at UNT, you can back up data on OneDrive. All students must have a valid UNT email address.

Your computer must be equipped with a non-web-based word processor and internet access capabilities. Tablets or devices with cloud-based word processors, such as GoogleDocs, are not recommended because they do not give you the full capabilities required in this TECM course. As a UNT student, you can install a free version of MS Office Suite on your personal computer. Visit <https://it.unt.edu/installoffice365> (Links to an external site.) for more information.

## Student Behavior

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 Dean of Students 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 classroom, labs, discussion groups, field trips, etc. The Code of Student Conduct can be found at <http://www.deanofstudents.unt.edu/conduct> (Links to an external site.).

## Academic Integrity

According to UNT Policy 06.003, Student Academic Integrity, academic dishonesty occurs when students engage in behaviors including, but not limited to cheating, fabrication, facilitating academic dishonesty, forgery, plagiarism, and sabotage. A finding of academic dishonesty may result in a range of academic penalties or sanctions ranging from admonition to expulsion from the University.

In this course, I will enforce a policy against plagiarizing work that is not yours. Further, I will enforce a policy against any cheating, fabrication, facilitating academic dishonesty, forgery, bribery, or sabotage. First, I will invite you to visit with me in my office to discuss the issue privately. Then I will notify and consult with the chair or assistant chair of the department of technical communication in order to discuss consequences, which could be failure of the assignment and/or consultation with the Dean of Students. Further consequences may result from consultation with the Dean of Students.

## **Accessibility**

The University of North Texas makes reasonable academic accommodation for students with disabilities. Students seeking reasonable 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 a reasonable accommodation letter to be delivered to faculty to begin a private discussion regarding your specific needs in a course. You may request reasonable accommodations at any time; however, ODA notices of reasonable 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 reasonable 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 reasonable 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> ([Links to an external site.](#)). You may also contact them by phone at 940-565-4323.

## **Sexual Discrimination, Harassment, and Assault**

UNT is committed to providing an environment free of all forms of discrimination and sexual harassment, including sexual assault, domestic violence, dating violence, and stalking. If you (or someone you know) has experienced or experiences any of these acts of aggression, please know that you are not alone. The federal Title IX law makes it clear that violence and harassment based on sex and gender are Civil Rights offenses. UNT has staff members trained to support you in navigating campus life, accessing health and counseling services, providing academic and housing accommodations, helping with legal protective orders, and more (See UNT Policy 16.005). **I am a mandatory reporter of any signs or reports of sexual harassment. I cannot guarantee confidence, by law.** Visit <http://www.deanofstudents.unt.edu/sexual->

[misconduct \(Links to an external site.\)](#) to learn about UNT's on-campus and off-campus resources to help support survivors, depending on their unique needs. Renee LeClaire McNamara is UNT's Student Advocate. She can be reached through email at [renee.mcnamara@unt.edu](mailto:renee.mcnamara@unt.edu) or by calling 940-565-2648.

## Concealed Weapons

The University of North Texas is committed to providing a safe environment for students, faculty, staff, and visitors, and to respecting the right of individuals who are licensed to carry a **concealed handgun** where permitted by law. Individuals who are licensed to carry may do so on campus premises except in locations and at activities prohibited by law or by this policy. To learn more, read the complete policy ([https://policy.unt.edu/sites/default/files/04.001\\_CarryingOfConcealedHandgunsOnCampus\\_2016.pdf](https://policy.unt.edu/sites/default/files/04.001_CarryingOfConcealedHandgunsOnCampus_2016.pdf) (Links to an external site.)).

## Student Records

I maintain student records pertaining to this course in a secure location. All records such as assignments and activities submitted during the duration of the course are kept for at least one calendar year after course completion. Course work completed through the Canvas online system, including grading information and comments, is also stored in a safe electronic environment for one year. Students have the right to view their individual record; however, information about students' records will not be divulged to other individuals without proper written consent. Students are encouraged to review the Public Information Policy and the Family Educational Rights and Privacy Act (FERPA) laws and the university's policy.

## University News

Stay connected to university news sources. When a decision is made to close the university or if another critical incident arises, UNT will notify you by:

- sending an Eagle Alert message
- providing the information to campus telephone operators
- posting a message to the university web site
- posting a message on the [UNT Facebook page \(Links to an external site.\)](#)
- tweeting a message from [@UNTEagleAlert \(Links to an external site.\)](#)
- sending campus emails
- informing news media

## About Your Professor: Dr. Smith

Connect with me on [LinkedIn \(Links to an external site.\)](#) if you like. CV available upon request.

### Education

- PhD in rhetoric and professional communication (RPC) and applied linguistics and technology (ALT), Iowa State University
- MPC in professional communication, Weber State University
- BA in English language with a minor in editing, Brigham Young University

### Work Experience

- 8+ years teaching in higher ed
- 5 years as a copywriter and editor
- 2 years as a freelance designer

### Research Interests

- Prescriptivism
- Register variation
- Technical editing

### Personal Interests

- Family + cat
- Running/weight lifting/fitness
- Chocolate milk
- Watching TV

## Course Summary:

| Date             | Details  |
|------------------|--|
| Sun Aug 30, 2020 | Assignment A1: Introductions                   |
| Wed Sep 2, 2020  | Assignment R1: Return on Engagement Ch. 1      |
| Sun Sep 6, 2020  | Assignment A2: Getting to know opalescence.com |
| Wed Sep 9, 2020  | Assignment R2: Return on Engagement Ch. 10     |
| Sun Sep 13, 2020 | Assignment A3: Content strategy worksheet      |
| Wed Sep 16, 2020 | Assignment R3: Return on Engagement Ch. 2      |
| Sun Sep 20, 2020 | Assignment A4: Content audit                   |
| Wed Sep 23, 2020 | Assignment R4: Return on Engagement Ch. 3      |
| Sun Sep 27, 2020 | Assignment A5: SEO strategy                    |
| Wed Sep 30, 2020 | Assignment R5: Return on Engagement Ch. 4      |

| <b>Date</b>      | <b>Details</b>   |
|------------------|--|
| Sun Oct 4, 2020  | Assignment A6: Card Sort for opalescence.com                       |
| Wed Oct 7, 2020  | Assignment R6: Return on Engagement Ch. 9                          |
| Sun Oct 11, 2020 | Assignment A7: Wireframes  |
| Wed Oct 14, 2020 | Assignment R7: XML Essential Training Videos 1–3                   |
| Sun Oct 18, 2020 | Assignment A8: XML Part 1 (XML deliverable)                        |
| Wed Oct 21, 2020 | Assignment R8: XML Essential Training Videos 6–9                   |
| Thu Oct 22, 2020 | Assignment Ali Brisotl ETC Event Extra Credit 102220               |
| Sun Oct 25, 2020 | Assignment A9: XML Part 2 (Revised XML and XSL deliverable)        |
| Wed Oct 28, 2020 | Assignment R9: Return on Engagement Ch. 5                          |
| Mon Nov 2, 2020  | Assignment A10: Google Analytics Lab                               |
| Wed Nov 4, 2020  | Assignment R10: Return on Engagement Ch. 6                         |
| Sun Nov 8, 2020  | Assignment A11: Email Content for Opalescence                      |
| Wed Nov 11, 2020 | Assignment R11: Return on Engagement Ch. 8                         |
| Sun Nov 15, 2020 | Assignment A12: Opalescence social media competitor review         |
| Wed Nov 18, 2020 | Assignment R12: The Competitors: The Other Guys (PDF)              |
| Sun Nov 22, 2020 | Assignment A13: Social media critique                              |
| Wed Nov 25, 2020 | Assignment R13: Global Content Strategy: A Primer Chs. 1, 3, and 4 |
| Wed Dec 2, 2020  | Assignment A14: Transcreation analysis                             |
| Thu Dec 10, 2020 | Assignment A15: Content strategy report                            |