



TEXAS A&M UNIVERSITY  
**SAN ANTONIO**

MKTG 3311:602, **Principles of Marketing**, FALL 2025, CRN:11423

Department of Management & Marketing, College of Business

**Course Syllabus**

**Class Meeting Time and Place:** ONLINE  
**Class Duration:** 8/25/25-12/12/25  
**Instructor:** Lisa Siegal  
Office: remote  
E-Mail: [lisa.siegal@tamusa.edu](mailto:lisa.siegal@tamusa.edu)  
Student emails will receive a reply within two business days.  
**Course Website:** <https://tamusa.blackboard.com/>  
**Office Hours:** By appointment (virtual via zoom or phone)

**Catalog Course Description:** Examination of marketing goods and services by organizations and individuals in a free enterprise economy. Topics covered include product, channels, price, promotion, consumer behavior, the legal & other uncontrollable environments & research international marketing, strategy & control.

**Course Objectives:** Students will gain an understanding of the strategic marketing process, while building a working vocabulary of the basic marketing terminology and concepts. We will relate these concepts to current events and other case studies, as examples of effective and ineffective marketing practices.

**Prerequisites:** ENGL 1301 & ENGL 1302

Student Learner Outcomes:

- 1) Describe the function of the 4P's in domestic and global marketing including how these functions create value for consumers.
- 2) Explain how marketing decisions are influenced by various forces in the external environment including social, legal and ethical issues.
- 3) Identify marketing strategies and concepts related to the successful running of a business.
- 4) Analyze the importance of information technology and the impact of digital marketing in the 2<sup>1st</sup> century.
- 5) Demonstrate a working knowledge of basic marketing terminology and concepts.
- 6) Describe the importance of Consumer behavior and the consumer decision making process.
- 7) Explain the importance of marketing research and its role in marketing decision- making.
- 8) Describe strategic market planning, implementation and control

**AACSB Assessment:**

The College of Business received AACSB accreditation in Spring 2023. As part of that ongoing process, students will be assessed on program level outcomes based on course outcomes from various courses. The materials from this course may be used for assessing such program level outcomes, and hence students must follow the necessary rigor to ensure mastery and retention of the above course outcomes.

### **Required Materials:**

- **Textbook:** Kerin, R.A. , Hartley, S.W, Rudelius, W. *Marketing The Core* . New York, N.Y: McGraw-Hill Irwin. The E-book is available on Connect.
- The Course covers the following Chapters: CH 1-4, 6-8, 9-12, 14-18
- **Blackboard:** Connect to <http://tamusa.blackboard.com>. You will have a list of all the readings, video, assignment descriptions, grading rubrics, PPT lectures, and other supplementary materials in Blackboard. To maximize your scores, review all of the material before completing your assignments.
- **Software:** You will be required to use Microsoft to complete various assignments. These products are available in the computer labs on campus. You will also be able to download the installation software from the Microsoft software center. You will receive your login name and password at your Jaguar email address.
- **Computer Hardware:** You will need a computer with an internet connection, a microphone and speakers/headphones, and a working webcam.
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- **How to access Connect:** Homework (Smartbook), quizzes and Exams) will be administered through Connect. Log into Blackboard and click on the first Connect Assignment. This will take you to the login page. All Assignments are open as of August 25. So, you can work ahead if you choose to do so.
- **Time:** Allow 4-8 hours per week to read the chapters and complete weekly homework and quiz assignments on Connect. Additional time will be needed for the other assignments and Exams
- **Computer requirements:** Online exams. You will need a laptop (with webcam) and Chrome, (Chrome plug in to download and complete the exams. Refer to Proctorio information below).
- **This course is delivered ‘asynchronously’.** (there are no scheduled virtual lectures or meetings)

**Other Recommended Reading:** Wall Street Journal (available online in the University library) and/or any relevant business/Marketing publications.

### ***Course Requirements every student must fulfill in order to succeed in course:***

#### ***MKTG 3311:602, Principles of Marketing, Fall 2025 Syllabus, Lisa Siegal***

1. Students should check the Course Calendar, Announcements, and Messages (e-mail) systems in Blackboard on a regular basis.
2. Students should keep current with all course assignments, quizzes, and examinations.
3. If the course uses remote proctoring for exams, students must schedule their exam early in the semester.
4. Students should ask questions and communicate with the instructor either in class, online, off-line or during office hours. In your email indicate which Class and Section you are in. Email only from your Jaguar email.
5. For all classwork, exams, quizzes etc., if a student is completing it off-campus, then they are responsible for availability of internet connectivity. Extensions will not be granted for lack of availability of internet connections.
6. Students should remember that Online courses assume greater responsibility and independent learning skills by the student for their own learning outcomes.
7. This course is delivered ‘asynchronously’ meaning there no set times or dates for live lectures. You are not required to meet anywhere in person for team meetings or other.
8. For OLC-A courses, students are not required to come to class, even for proctored examinations.
  - a. The instructor can require students to take examinations using proctoring software as indicated in the Proctored Exams section.
  - b. The instructor decides which type of examination works best for the class and the student must comply with their instructions – as long as they are not required to take an in-class examination, or are required to take the examination at one specific time that applies to all students. In other words, the instructor will offer the student some flexibility on test location and the time to sit for the examination. Instructors should allow 72 hours for students to complete any examination.

**Grading Policy:** The final course grade will be based on your performance on the Connect quizzes, homework assignments, Exams and Team Assignments.

| <b><u>ASSIGNMENTS</u></b>                                     | <b><u>POINTS</u></b> |
|---------------------------------------------------------------|----------------------|
| <b><u>CONNECT SMARTBOOK</u></b><br><b><u>(16@5) 5pts)</u></b> | <b>80</b>            |
| <b><u>CONNECT QUIZZ (16@5</u></b><br><b><u>pts )</u></b>      | <b>80</b>            |
| <b><u>BLOG-INDIVIDUAL</u></b>                                 | <b>150</b>           |
| <b><u>CHARTER -TEAM</u></b>                                   | <b>70</b>            |
| <b><u>TOPIC FORM-TEAM</u></b>                                 | <b>70</b>            |
| <b><u>TEAM PAPER-MKTG</u></b><br><b><u>PLAN</u></b>           | <b>300</b>           |
| <b><u>MIDTERM EXAM</u></b>                                    | <b>100</b>           |
| <b><u>FINAL EXAM</u></b>                                      | <b>150</b>           |
| <b><u>TOTAL</u></b>                                           | <b>1,000</b>         |

The **University grading scale** is listed below.

Your final Grade will be based on a percentage of the: **1,000 total points:**

**A = 90-100%; B = 80-89%; C = 70-79%; D = 60-69%; F =<60**

### **Weekly Connect (Smartbook, & Quiz) Assignments:**

There are weekly homework('Smartbook') and Quiz assignments . For the Quiz assignments, you have 2 attempts and 20 minutes to complete 10 multiple choice questions. The system will save your highest grade. For HW//Smartbook assignments(you have an unlimited number of attempts). All Connect HW (Smartbook)/quiz assignments are available starting on **Monday, August 25, 2025**. See Deliverable matrix below for due dates.

**To access Connect:** First, login into Blackboard. Then click on the CONNECT folder within 'Course Content'. Click on the assignment and complete it. Grades are automatically transferred to the BB gradebook, so be sure to check your grades. You must create an account (or log in with your existing account).

### **Blog Assignment (Individual assignment)**

Access the 'Blog' link on Blackboard on the left side menu of Blackboard. Do not post in your team blog area.

- 1) Choose an article from the University library (Current periodical or journal article —NOT another blog or website) that is related to any topic in Marketing.
- 2) DO NOT upload attachments. Enter text directly into the Text box. Choose an original article (Do NOT use the same article that another student has already chosen/posted to the Blog thread.)
- 3) Write one short summary of the article (one paragraph)
- 4) Write a second paragraph with your opinion.
- 5) Include a citation at the end of your second post.
- 6) Write a 'comment'/'reply to another student's blog. Your comment should be more than 'Oh, I agree'. You need to write something that shows some thought and that you read the student's blog.
- 7) Word Count: The minimum word count for the assignment is about 175-200 words (not including 'comment to classmate --which should be a few sentences (Points: 80% for post/20% for reply).

**Examinations:** There will be an **Online Mid-term and Final exam**. Please refer to information (see below) on 'Proctorio' (examination proctoring software). Failing to take an exam will result in a grade of zero (0) for that exam and may result in a fail grade in the course.

The Exams will consist of conceptual multiple-choice questions. The exam materials will come from the textbook. Both Exams (Midterm and Final) are closed book, timed and proctored by Proctorio.. Refer to the [Exam Review Guides](#) on Blackboard. You will need a [laptop with a working web camera](#). [Testing sessions will be recorded.](#)

## **PROCTORIO INFORMATION**

### **Proctorio-Exam Proctoring Software**

In order to ensure course integrity, students enrolled in this course may use a Remote test-Proctoring software for the administration of exams, if allowed and is set up by the instructor. Testing Sessions will be recorded.

### **Proctorio is a Learning Integrity resource**

This course will use Proctorio, a browser-locking and remote proctoring solution designed to protect the integrity of this course's assessments, within some of your Connect assignments. As your instructor, I've chosen the secure exam settings required by this course, and only I will make a judgment as to any potential academic integrity violation.

### **Assignments with Proctorio**

You'll be able to see which assignments in Connect include Proctorio settings because they will be clearly labeled with "[Proctoring Enabled](#)" in the assignment title. The settings that I use may vary depending on the assignment. When you start a proctored assignment, the settings in use will be indicated.

### **Proctorio Minimum System Requirements**

Proctorio offers a flexible service, which may include recording of video, audio, and screen activity or none of the above. The [Proctorio system requirements](#) are dependent on the exam settings and may require a webcam and a microphone. Test takers are encouraged to use a practice exam to test their system prior to taking an exam. Virtual machines and proxy connections will not work.

### **Equity and Fairness**

The reason I've chosen to enable Proctorio settings for specific assignments (Exams) in this course is to make education more equal by allowing each student to earn the grades they deserve. The US Federal Government also requires that all schools have a process in place for verifying student identity to protect against Federal Student Aid (FSA) fraud.

### **Privacy**

Proctorio is a trusted resource for remote proctoring because of the company's commitment to student privacy. Proctorio uses single sign-on through Connect, and only I or approved individuals, here at our institution, will have access to your exam data. Proctorio never requires personally identifiable information from students, and Proctorio will never sell your data to third parties. Read more about [Proctorio's approach to privacy](#).

### **Security**

Proctorio only runs as an [extension in your Chrome browser](#). This means that Proctorio works within a sandbox and has limited access to your computer system, unlike traditionally installed software applications that have complete access to your computer's hard drive, or other resources.

Proctorio does not continuously run in Connect. Proctorio only runs while you are taking your proctored Connect assignment. (Exam). After your proctored assignment ends, [you may uninstall the extension by right-clicking on it, to bring you peace of mind](#). Just remember, if you choose to do this, you'll need to reinstall the extension again before starting your next proctored assignment.

All student data is kept safe using zero-knowledge encryption, meaning student data is scrambled and unreadable by anyone outside of our institution's learning platform. Proctorio cannot see your proctored assignment data. Read more about [Proctorio security](#).

### **Getting Started with Proctorio**

Before getting started on your first proctored assignment, please watch the Student Orientation Video on Proctorio, and then make sure to follow the instructions in [Proctorio's Quick Start Test Taker Guide](#) for the extension. To verify your computer system meets the requirements, take the practice quiz. This will ensure that everything will run smoothly on the day of the proctored assignment.

If, after reading the Quick Start Test Taker Guide, you have any trouble while using Connect & Proctorio, you can access quick help guides or [reach out to Connect or Proctorio support for troubleshooting](#). Support can assist in troubleshooting any extension related issues before, during, and after your proctored assignment.

### **Connect Technical Issue?**

If you experience a technical issue or have a question, please contact McGraw Hills Tech support team (**make sure to get a case number**). You can reach them at **1-800-331-5094**. The **University Helpdesk** number is: **210-784-HELP**. Remember to save your Helpdesk ticket (email) and/or the Case number from McGraw Hill.

### **Written Assignments**

All written assignments are to be submitted to the **Assignments tab on Blackboard**. For all team assignments, **submit ONE paper per team**. **WORD documents only (no PDF files)**. (Refer to Blackboard for additional information). (I do not accept individual submissions)

**APA Requirements:** Use the following **APA style** formatting: 12 pt. font, 1" margins, double spacing, paragraph headings), title page, reference page, page numbers and in-text citations. (no abstracts). Refer to the Marketing Plan outline.

### **Turnitin Information and AI**

The Marketing Plan is a **'Turnitin/AI assignment'**. You may submit the paper to Turnitin multiple times (if you need to edit and resubmit the paper) if you are over the 15% match requirement. Any match in Turnitin or AI over 15% will be reviewed for plagiarism. (Refer to Student Handbook and Student Code of Conduct). **\*\* NOTE:** Turnitin has AI embedded software. Review both Turnitin match and AI match. **\*\*Submit ONE paper per team. \*\***

### **AI (Artificial Intelligence )Statement: No Use of Generative AI Permitted**

MKTG 3311 assumes that all work submitted by students will be generated by the students themselves, working individually or in groups. Students should not have another person/entity do the writing of any portion of an assignment for them, which includes hiring a person or a company to write assignments and/or using artificial intelligence (AI) tools like ChatGPT. Use of any AI-generated content in this course qualifies as academic dishonesty and violates Texas A&M-San Antonio's standards of academic integrity. Review the AI match report before your final paper submission.

### **What if my Team Member(s) are not Participating?**

You will be assigned to a **TEAM** for the **MARKETING PLAN Assignment**. (See **'Marketing Plan Outline' on BB for further instructions**.) Students who fail to engage with their team (e.g. failing to reply to voice messages, text, and or email messages; failure to attend online team meetings or chat; failure to post to the assigned team virtual work space), risk being dropped from their team.

A unanimous vote of active members is required to pursue a drop. Members planning on a *vote to drop* a member must email the student (and copy me) alerting them of this action. Students dropped from their team will receive a score of zero for the semester project (and will likely have to drop the course). Students dropped may appeal this action and must provide evidence of their engagement for consideration of reinstatement. My decision will be final.

### **How Many Team Assignments are Required?**

Your team will complete a total of 3 Team assignments:

- 1) **TEAM CHARTER**
- 2) **TEAM TOPIC FORM**
- 3) **MARKETING PLAN**

1) The **Team Charter** is your team 'Contract'. It spells out what the rules and expectations are for your team.  
2) The **Topic Form** identifies your topic and includes a few other marketing questions. You must have your topic approved first before beginning to work on your paper. You can select your own topic OR choose one of the '**Pre-approved topics**', which are listed on the Marketing Plan Outline.  
3) The **Marketing Plan** is due at the end of the semester. Refer to the **Marketing Plan Outline for instructions**.

### **Where do I begin?**

- 1) Review the Marketing Plan outline and Grading Rubric.
- 2) Read the Sample Marketing Plan on BB.
- 3) Read Appendix A (within CH 2). (Remember, that the paper you submit is a modified version of the Appendix A plan). \*\*Only include the sections on the Marketing Plan Outline.\*\*
- 4) Communicate regularly with your team. If you fail to hear from team members or they are not participating contact your instructor.

### **The Peer Evaluation Form : (optional):**

You may individually choose to submit a team evaluation form for each team assignment (Charter, Topic Form, Marketing Plan) on or before each assignment is due. Please download the form (on Blackboard in Course Content) fill it out completely (if you do not fill out the form completely, or submit it after the due date, I can not accept it). If you discuss your individual grades with team members, the form becomes invalid. and email it to me at: [lisa.siegal@tamusa.edu](mailto:lisa.siegal@tamusa.edu). (or through Blackboard messages). \*\* Include your Class Section and Team Letter in the subject line of the email. This form must be submitted on or before the assignment is due date. (NOTE: remember that the evaluations are submitted individually to my email PER assignment—Topic Form, Charter, Team Paper).

The Peer Evaluation Form should be considered as a Team Report Card for yourself and your teammates. It is 100% confidential.

**\*\*Please note:** Based on the LT Evaluations you submit, I reserve the right to give individual team members separate grades. Please do not discuss your grade(s) with your team members.

### **Using Group Communication Tools on BB:**

You can access the Group tools to communicate with other group members and fulfill your group assignment. Go to **My Groups**. You can use the Virtual classroom, or Chat to collaborate with group members. From My Groups, click on **Collaboration**. Then click on create collaboration session. Select chat or virtual classroom and then click submit. Any group member can create collaboration sessions.

Group members can also exchange files, send email, use Wiki's etc. The **file exchange** is



a place for group members to share files. All members can add or delete files. The group email tool enables efficient communication.

From My Groups, click send email. On the send email page, select recipients in the Available to select box. Click the right pointing arrow to add the selected names to the selected list. Click submit.

### **Other Virtual Tool Options for Team Collaboration**

As a team you must decide how you will communicate. There are lots of options, in addition to the free tools on Blackboard . Here are some as an example: Group Messaging /Chat, Google Docs, Discord, Google Meetups, Zoom, etc.).

### **Make up and Late Assignment/exam/quiz policy:**

As a general rule, make-ups or late submissions for CONNECT assignments , Blog and EXAMS will NOT be offered Late submissions may be accepted/administered only in extra-ordinary circumstances such as an excused official university activity, a severe illness, or a dire emergency. You must provide documentation. For all other written assignments (Charter, Topic Form and Paper) (not on Connect) if your assignment is late, you will receive **a 5% deduction per day (up until 3 days late).** Contact your instructor before assignment is due.

### **Class conduct and civility code:**

Everyone in class is expected to follow all rules in the Student Handbook, as well as common courtesy during classroom lectures and discussions in class and online, including the following:

Everyone in class is expected to follow all rules in the student handbook, as well as common courtesy during classroom lectures and discussions in class and online, including the following:

1. Attendance may be taken at the beginning or the end of the class.
2. It is the students' responsibility to obtain and be able to use the required materials and software for this class.
3. Student must retain copies of all assignments and graded work for verification purposes and provide it to the instructor, if necessary. Keep own copies of all computer files and e-mails till final grade is received.
4. Talking while the instructor is lecturing is extremely disruptive and discourteous to the instructor and other students.
5. Using computers or phones (except for a valid urgent need) during class for a purpose not related to class is disruptive. All cell phones and gadgets should be turned OFF and headphones removed.
6. For any questions about the exams and assignments, a student should contact the instructor, well in advance of the day they are due, so the instructor may have enough time to provide feedback.
7. All communications will be via e-mail communications to the Texas A&M University e-mail account, and students are expected to use their school provided email account. The instructor will reply to a student e-mail messages and voice messages within 2 business days (Monday-Friday).
8. All assignment submissions must be uploaded to Blackboard by the due date and time. Submission window may close or marked late, even if late by one second.

Anyone violating these policies may be subject to disciplinary actions.

### **FALL 2025: MKTG 3311:602 Class Schedule**

The provisions and information set forth in the schedule below are intended to be informational and not contractual in nature. The instructor reserves the right to amend, alter change delete or modify the provisions of the schedule

## DELIVERABLES MATRIX

| DATE : WEEK OF:             | READING DUE                                                                                                                         | DELIVERABLE/DUE                                                         |
|-----------------------------|-------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------|
|                             |                                                                                                                                     | <b>SUNDAY 11:30 pm</b>                                                  |
|                             |                                                                                                                                     |                                                                         |
| <b>WEEK 1</b>               |                                                                                                                                     |                                                                         |
| <b>M AUG 25</b>             | Review Syllabus & all Course Materials on Blackboard and Connect.                                                                   | <b>SUN AUG 31: None</b>                                                 |
|                             |                                                                                                                                     |                                                                         |
|                             |                                                                                                                                     |                                                                         |
| <b>WEEK 2</b>               |                                                                                                                                     |                                                                         |
| <b>M SEPT 1 (Labor day)</b> | <b>CH1:</b> Creating Customer Relationships and Value<br><b>CH 2:</b> Successful Organizational & Marketing Strategies + Appendix A | <b>SUN SEPT 7: CH 1,2, Connect assignments, due</b>                     |
|                             |                                                                                                                                     |                                                                         |
|                             |                                                                                                                                     |                                                                         |
| <b>WEEK 3</b>               |                                                                                                                                     |                                                                         |
| <b>M SEPT 8</b>             | <b>CH 3:</b> Understanding the Marketing Environment<br><b>CH 4:</b> Understanding Consumer Behavior                                | <b>SUN SEPT 14</b><br><b>CH 3,4 Connect assignments + (TEAM CHARTER</b> |
|                             |                                                                                                                                     |                                                                         |
|                             |                                                                                                                                     |                                                                         |
| <b>WEEK 4</b>               |                                                                                                                                     |                                                                         |
| <b>M SEPT 15</b>            | <b>CH 6:</b> Understanding & Reaching                                                                                               | <b>SUN SEPT 21</b><br><b>CH 6 Connect assignments +</b>                 |
|                             | Global Consumers & Markets                                                                                                          | <b>TEAM TOPIC FORM</b>                                                  |
|                             |                                                                                                                                     |                                                                         |
| <b>WEEK 5</b>               |                                                                                                                                     |                                                                         |
| <b>M SEPT 22</b>            | <b>CH 7:</b> Marketing Research                                                                                                     | <b>SUN SEPT. 28</b><br><b>CH 7 CONNECT</b>                              |
|                             |                                                                                                                                     |                                                                         |
| <b>WEEK 6</b>               |                                                                                                                                     |                                                                         |
| <b>M SEPT 29</b>            | <b>CH 8:</b> Market Segmentation, Targeting & Positioning                                                                           | <b>SUN OCT 5. CH 8 Connect assignments due BLOG Assignment,</b>         |



|                 |                                                                                                                                    |                                                                                                   |
|-----------------|------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------|
|                 |                                                                                                                                    |                                                                                                   |
|                 |                                                                                                                                    |                                                                                                   |
| <b>WEEK 7</b>   |                                                                                                                                    |                                                                                                   |
| <b>M OCT 6</b>  | <b>MIDTERM EXAM (CH 1-4, 6-8): OCT 10-12</b>                                                                                       | <b>Available online from :<br/>FRI OCT -10- SUN OCT 12<br/>** MIDTERM EXAM**<br/>CH 1-4, 6-8)</b> |
|                 |                                                                                                                                    |                                                                                                   |
|                 |                                                                                                                                    |                                                                                                   |
| <b>WEEK 8</b>   |                                                                                                                                    |                                                                                                   |
| <b>M OCT 13</b> | <b>CH 9: Developing New Products &amp; Services</b><br><br><b>CH 10: Managing Successful Products, Services &amp; Brands</b>       | <b>SUN. OCT 19<br/>CH 9,10</b>                                                                    |
|                 |                                                                                                                                    |                                                                                                   |
| <b>WEEK 9</b>   |                                                                                                                                    |                                                                                                   |
| <b>M OCT 20</b> | <b>CH 11: Pricing Products &amp; Services</b><br><b>CH 12: Managing Marketing Channels &amp; Supply Chains</b>                     | <b>SUN. OCT 26<br/>CH 11,12: Connect</b>                                                          |
|                 |                                                                                                                                    |                                                                                                   |
| <b>WEEK 10</b>  |                                                                                                                                    |                                                                                                   |
| <b>M OCT 27</b> | <b>CH 14: Interactive &amp; Multichannel Marketing</b><br><b>CH 15: Integrated Marketing Communications &amp; Direct Marketing</b> | <b>SUN. NOV 2<br/>CH 14,15 Connect</b>                                                            |
|                 |                                                                                                                                    |                                                                                                   |
| <b>WEEK 11</b>  |                                                                                                                                    |                                                                                                   |
| <b>M NOV 3</b>  | <b>CH 16: Advertising, Sales Promotion &amp; PR</b>                                                                                | <b>SUN NOV. 9<br/>CH 16: Connect</b>                                                              |
|                 |                                                                                                                                    |                                                                                                   |
| <b>WEEK 12</b>  |                                                                                                                                    |                                                                                                   |
| <b>M NOV 10</b> | <b>CH 17: Using Social Media &amp; Mobile Mktg</b>                                                                                 | <b>SUN NOV 16 CH 17:<br/>CONNECT.</b>                                                             |
|                 |                                                                                                                                    |                                                                                                   |

|                                    |                                                               |                                          |
|------------------------------------|---------------------------------------------------------------|------------------------------------------|
| <b>WEEK 13</b>                     |                                                               |                                          |
| <b>M NOV 17</b>                    | <b>CHAPTER 18:</b> Personal Selling and Sales Management      | <b>SUN NOV. 23. CH 18 CONNECT.</b>       |
|                                    | .                                                             |                                          |
| <b>WEEK 14</b>                     |                                                               |                                          |
| <b>M NOV 24</b>                    | <b>THANKSGIVING BREAK</b>                                     | <b>SUN NOV. 30: NONE</b>                 |
| <b>WEEK 15:</b><br><b>M DEC. 1</b> | <b>MARKETING PLANS DUE TH DEC 4</b>                           | <b>TH DEC. 4 MARKETING PLANS DUE</b>     |
|                                    |                                                               |                                          |
| <b>FINAL EXAM WEEK</b>             | <b>FINAL EXAM: AVAILABLE ONLINE SAT. SAT DEC. 6- M DEC. 8</b> | <b>FINAL EXAM: SAT. DEC. 6- M DEC. 8</b> |

### **COVID-19 protocol**

If you have COVID-19 symptoms, had exposure to COVID-19, and/or are confirmed to have COVID-19, refrain from coming to campus and self-report in the online COVID-19 Reporting Portal found at: [https://redcap.link/TAMUS\\_COVID\\_PORTAL](https://redcap.link/TAMUS_COVID_PORTAL) for further guidance.

### **Drop Policy**

You may drop the course with an automatic grade of W on or before the date listed in the academic calendar at [www.tamusa.edu](http://www.tamusa.edu). The last date to drop a course, or withdraw from the University is also indicated in the academic calendar on the university website ([www.tamusa.edu](http://www.tamusa.edu)). If you wish to drop the class, you must submit the necessary paperwork to the proper authority. Students dropping a course are subject to all conditions listed in the university catalog.

### **The Six-Drop Rule**

Students are subject to the requirements of Senate Bill (SB) 1231 passed by the Texas Legislature in 2007. SB 1231 limits students to a maximum of six (6) non-punitive course drops (i.e., courses a student chooses to drop) during their undergraduate careers. A non-punitive drop does not affect the student's GPA. However, course drops that exceed the maximum allowed by SB 1231 will be treated as "F" grades and will impact the student's GPA.

### **Financial Aid and Verification of Attendance**

According to the following federal regulation, 34 CFR 668.21: U.S. Department of Education (DoE) Title IV regulation, a student can only receive Title IV funds based on Title IV eligibility criteria which include class attendance. If Title IV funds are disbursed to ineligible students (including students who fail to begin attendance), the institution must return these funds to the U.S. DoE within 30 days of becoming aware that the student will not or has not begun attendance. Faculty will provide the Office of Financial Aid with an electronic notification if a student has not attended the first week of class. Any student receiving federal financial aid who does not attend the first week of class will have their aid

terminated and returned to the DoE. Please note that any student who stops attending at any time during the semester may also need to return a portion of their federal aid.

### **Counseling Resources**

As a college student, there may be times when personal stressors interfere with your academic performance and/or negatively impact your daily functioning. If you are experiencing emotional difficulties or mental health concerns, support is available to you through the Student Counseling Center (SCC). To schedule an appointment call 210-784-1331 or visit Modular C, Room 166 (Rear entrance).

All mental health services provided by the SCC are free and confidential (as the law allows). The Student Counseling Center provides brief individual and group therapy, crisis intervention, consultation, case management, and prevention services.

**Crisis support is available 24/7 by calling the SCC at 210-784-1331 (after-hours select option ‘2’).** For more information and self-help resources, please visit [www.tamusa.edu/studentcounseling](http://www.tamusa.edu/studentcounseling)

### **Writing, Language, and Digital Composing Center**

The Writing, Language, and Digital Composing Center supports graduate and undergraduate students in all three colleges as well as faculty and staff. Tutors work with students to develop reading skills, prepare oral presentations, and plan, draft, and revise their written assignments. Our language tutors support students enrolled in Spanish courses and students composing in Spanish for any assignment. Our digital studio tutors support students working on digital projects such as eportfolios, class presentations, or other digital multimedia projects. Students can schedule appointments through JagWire under the Student Services tab. Click on “Writing, Language, and Digital Composing Center” to make your appointment. The Center offers face-to-face, synchronous online, and asynchronous digital appointments. More information about what services we offer, how to make an appointment, and how to access your appointment can be found on our website at <https://bit.ly/WLDCCenter>.

### **Academic Learning Center**

The Academic Learning Center provides free course-based tutoring to all currently enrolled students at Texas A&M University-San Antonio. Students wishing to work with a tutor can make appointments through the Brainfuse online tutoring platform. Brainfuse can be accessed in the *Tools* section of Blackboard. You can contact the Academic Learning Center by emailing [tutoring@tamusa.edu](mailto:tutoring@tamusa.edu), calling (210) 784-1307, or visiting the Central Academic Building, room 202.

### **University Email Policy and Course Communications**

All correspondence between professors and students must occur via University email accounts. You must have Jaguar email account ready and working. If it is not working, contact the help desk at 210-784-4357.

### **Meeting Basic Needs**

Any student who has difficulty affording groceries or accessing sufficient food to eat every day, or who lacks a safe and stable place to live, and believes this may affect their performance in the course, is urged to contact the Dean of Students ([DOS@tamusa.edu](mailto:DOS@tamusa.edu)) for support. Furthermore, please notify the professor if you are comfortable in doing so. This will enable them to provide any resources they may possess.

### **Military Affairs**

Veterans and active-duty military personnel are welcomed and encouraged to communicate, in advance if possible, about special circumstances (e.g., upcoming deployment, drill requirements, disability accommodations). You are also encouraged to visit the Patriots’ Casa in-person, Room 202, or to contact the Office of Military Affairs with any questions at [military@tamusa.edu](mailto:military@tamusa.edu) or (210)784-1397.

### **Religious Observances**

Texas A&M University-San Antonio recognizes the diversity of faiths represented among the campus community and protects the rights of students, faculty, and staff to observe religious holidays according to their tradition. Under A&M System policy, students are provided an opportunity to make up any examination, study, or work requirements that may be missed due to a religious observance provided they notify their instructors before the end of the second week of classes for regular session classes.

### **Academic Accommodations for Persons with Disabilities**

Texas A&M University-San Antonio is committed to providing all students with reasonable access to learning opportunities and accommodations in accordance with The Americans with Disabilities Act, as amended, and Section 504 of the Rehabilitation Act. If you experience barriers to your education due to a disability or think you may have a disability, please contact Disability Support Services in the Central Academic Building, Suite 210, or at (210) 784-1335 or visit <https://www.tamusa.edu/index.html> or email us at [dss@tamusa.edu](mailto:dss@tamusa.edu). Disabilities may include, but are not limited to, attentional, learning, mental health, sensory, physical, or chronic health conditions. All students are encouraged to discuss their disability-related needs with Disability Support Services and their instructors as soon as possible.

### **Emergency Preparedness**

JagE Alert is Texas A&M University-San Antonio's mass notification. In the event of an emergency, such as inclement weather, students, staff and faculty, who are registered, will have the option to receive a text message, email with instructions and updates. To register or update your information visit: <https://tamusa.bbcportal.com/>.

More information about Emergency Operations Plan and the Emergency Action Plan can be found here:

<https://www.tamusa.edu/about-us/campus-information/safety/university-police-department/documents/emergency-operations-plan.pdf> and <https://www.tamusa.edu/about-us/campus-information/safety/university-police-department/documents/emergency-action-plan.pdf>

Download the SafeZone App for emergencies or call (210) 784-1911. Non-Emergency (210) 784-1900

### **Statement of Harassment and Discrimination**

Texas A&M University-San Antonio is committed to the fundamental principles of academic freedom, equality of opportunity and human dignity. To fulfill its multiple missions as an institution of higher learning, A&M-San Antonio encourages a climate that values and nurtures collegiality and the uniqueness of the individual within our state, nation, and world. All decisions and actions involving students and employees should be based on applicable law and individual merit. Texas A&M University-San Antonio, in accordance with applicable federal and state law, prohibits discrimination, including harassment, on the basis of race, color, sex, religion, national origin, age, disability, genetic information, veteran status, sexual orientation, gender identity, gender expression, or pregnancy/parenting status. Individuals who believe they have experienced harassment or discrimination prohibited by this statement are encouraged to contact the appropriate offices within their respective units.

Texas A&M University-San Antonio faculty are committed to providing a safe learning environment for all students and for the university as a whole. If you have experienced any form of sex- or gender-based discrimination or harassment, including sexual assault, sexual harassment, domestic or dating violence, or stalking, know that help and support are available. A&M-San Antonio's Title IX Coordinator can support those impacted by such conduct in navigating campus life, accessing health and counseling services, providing academic and housing accommodations, and more. The university strongly encourages all students to report any such incidents to the Title IX Coordinator. Please be aware that all A&M-San Antonio employees (other than those designated as confidential resources such as counselors and trained victim advocates) are required to report information about such discrimination and harassment to the university. This means that if you tell a faculty member about a situation of sexual harassment or sexual violence, or other related misconduct, the faculty member must share that information with the university's Title IX Coordinator ([titleix@tamusa.edu](mailto:titleix@tamusa.edu), 210-784-2061, CAB 439K). If you wish to speak to a confidential employee who does not have this reporting requirement, you can contact the Student Counseling Center at (210) 784-1331 or visit them in Madla 120.

**Pregnant/Parenting Students:** Texas A&M-San Antonio does not require a pregnant or parenting student, solely because of that status or issues related to that status, to (1) take a leave of absence or withdraw from their degree or certificate program; (2) limit the student's studies; (3) participate in an alternative program; (4) change the student's major, degree, or certificate program; or (5) refrain from joining or cease participating in any course, activity, or program at the

University. The university will provide reasonable accommodations to pregnant students that would be provided to a student with a temporary medical condition and that are related to the health and safety of the student and the student's unborn child. These could include maintaining a safe distance from substances, areas, and activities known to be hazardous to pregnant individuals and their unborn child; excused absences because of illness or medical appointments; modified due dates for assignments; rescheduled tests/exams; taking a leave of absence; and being provided access to instructional materials and video recordings of lectures for excused absences, if these would be provided to any other student with an excused absence. Pregnant/parenting students are encouraged to contact the Title IX Coordinator with any questions or concerns related to their status ([titleix@tamusa.edu](mailto:titleix@tamusa.edu); 210-784-2061; CAB 439K).

Texas A&M-San Antonio has also designated the Title IX Coordinator as the liaison officer for current or incoming students who are the parent or guardian of a child younger than 18 years of age. The Title IX Coordinator can provide students with information regarding support services and other resources.

### **Students' Rights and Responsibilities**

The following statement of students' rights and responsibilities is intended to reflect the philosophical base upon which University Student Rules are built. This philosophy acknowledges the existence of both rights and responsibilities, which is inherent to an individual not only as a student at Texas A&M University-San Antonio but also as a citizen of this country.

#### *Students' Rights*

1. A student shall have the right to participate in a free exchange of ideas, and there shall be no University rule or administrative rule that in any way abridges the rights of freedom of speech, expression, petition and peaceful assembly as set forth in the U.S. Constitution.
2. Each student shall have the right to participate in all areas and activities of the University, free from any form of discrimination, including harassment, on the basis of race, color, national or ethnic origin, religion, sex, disability, age, sexual orientation, or veteran status in accordance with applicable federal and state laws.
3. A student has the right to personal privacy except as otherwise provided by law, and this will be observed by students and University authorities alike.
4. Each student subject to disciplinary action arising from violations of university student rules shall be assured a fundamentally fair process.

#### *Students' Responsibilities*

1. A student has the responsibility to respect the rights and property of others, including other students, the faculty and administration.
2. A student has the responsibility to be fully acquainted with the published University Student Rules found in the Student Handbook, [Student Code of Conduct](#), on our website, University Catalog and to comply with them, as well as federal, state, and local laws.
3. A student has the responsibility to recognize that student actions reflect upon the individuals involved and upon the entire University community.
4. A student has the responsibility to recognize the University's obligation to provide an environment for learning.
5. A student has the responsibility to check their university email for any updates or official university notification.

We expect that students will behave in a manner that is dignified, respectful, and courteous to all people, regardless of sex, ethnic/racial origin, religious background, sexual orientation or disability. Behaviors that infringe on the rights of another individual will not be tolerated.

Students are expected to exhibit a high level of honesty and integrity in their pursuit of higher education. Students engaging in an act that violates the standards of academic integrity will find themselves facing academic and/or disciplinary sanctions. Academic misconduct is any act, or attempt, which gives an unfair advantage to the student.

Additionally, any behavior specifically prohibited by a faculty member in the course syllabus or class discussion may be considered as academic misconduct. For more information on academic misconduct policies and procedures please review the [Student Code of Conduct](#).

### **Violations of Academic Conduct (Section 14.5 Student Handbook)**

As a member in an academic community, students at Texas A&M University-San Antonio are expected to exhibit a high level of honesty and integrity in their pursuit of higher education, be mature, be self-directed and be able to manage their own affairs. Students who are unwilling to abide by these basic expectations will find themselves facing academic and/or disciplinary sanctions. Students are expected to share in the responsibility and authority with faculty and staff to challenge and make known acts that violate the Texas A&M University-San Antonio Code of Conduct. For more information please visit the Office of Student Rights & Responsibilities website <http://bit.ly/TAMUSASStudentRR>.

Students engaging in an act that violates the standards of academic integrity will find themselves facing academic and/or disciplinary sanctions. Academic misconduct is any act, or attempt, which gives an unfair advantage to the student. Additionally, any behavior specifically prohibited by a faculty member in the course syllabus or class discussion may be considered as academic misconduct. Academic misconduct includes, but is not limited to, cheating, plagiarism, multiple submissions, collusion, lying and bribery. For more information, refer to the Student Code of Conduct, Article III: Conduct Rules and Regulations. Texas A&M University-San Antonio faculty has the discretion to impose grade penalties as deemed necessary.

Faculty members are required to report such serious breaches of academic honesty to their chair, their dean and the Office of Student Rights and Responsibilities. In cases of academic misconduct, students may be subject not only to grade sanctions in courses but to disciplinary action. Grade sanctions may be imposed only by faculty members, but suspension or expulsion may be imposed only by the Vice President for Student Affairs. If a student wishes to appeal the decision of suspension or expulsion due to violations of academic misconduct, they must initiate their appeal as outlined within the Student Code of Conduct. Extenuating circumstances may cause the University to deviate from the defined time frames.

All student term papers and other written assignments are subject to analysis by anti-plagiarism software. Posting of any class work given to student, or solutions, or discussion, on publicly accessible forums or on social media is not permissible.

Considering the potential consequences of academic misconduct, it is obviously in students' best interests to avoid even the appearance of such behavior. If a student is unclear whether a specific act might constitute academic misconduct, please she/he should contact the instructor for an assessment of the situation.

#### **Important Dates:**

|              |                     |
|--------------|---------------------|
| M AUG 25     | FIRST DAY CLASS     |
| W NOV. 26    | STUDY DAY           |
| TH NOV 27-29 | THANKSGIVING BREAK  |
| W DEC 4      | LAST DAY OF CLASSES |
| SAT DEC 6-12 | FINAL EXAMS WEEK    |
| DEC 23-JAN 2 | WINTER BREAK        |

