

Texas A&M University-San Antonio

MKTG 3363-900, Social Media Marketing

Fall 2025, CRN: 10847

Department of Management & Marketing, College of Business

Course Syllabus

Class Modality: Hybrid Lecture

Class Meeting Time and Place: Wednesday: 12:30 PM – 1:45 PM CST, Business Library Hall 366

Class Duration: Fall 2025, Aug 25 – Dec 12

Instructor Information: Dr. Roberto Saldivar

Office: Business Library Hall 341.F

Tel: 210-784-2671

E-Mail: rsaldivar@tamusa.edu

Student emails will receive a reply within two business days.

Course Website: <https://tamusa.blackboard.com/>

Office Hours (by appointment): Wednesday: 10:00-12:00 PM and 2:00-4:00 PM (In-Person or ZOOM), Thursday: 10:00-12:00PM (In-Person or ZOOM)

Course Objectives

This course provides the practical knowledge and insights required to define objectives and strategies of social media marketing, identify and properly select the social media tools to engage consumers, and effectively evaluate and measure the results of these efforts. Topics include: infrastructure of social media, social media platforms, social media marketing strategy, social media marketing mix, social communities, social publishing, social entertainment, social commerce, social media for consumer insights, and social media metrics. Prerequisites: MKTG 3311

Student Learning Outcomes

After successful completion of this course, students will be able to:

1. Understand the social media environment and its impact on marketing
2. Define social media marketing and its relevance in today's business world
3. Review the different steps in social media marketing strategic planning
4. Define segmentation, targeting, and positioning in the social media environment
5. Describe the elements of the social media marketing mix
6. Develop a social media marketing plan and understand how to incorporate it into the integrated marketing communications (IMC) strategy
7. Review the different social media platforms, their characteristics, and purposes
8. Develop appropriate metrics and use qualitative/quantitative tools to measure the impact of a social media marketing strategy
9. Apply the concepts and strategies learned in the class to the development of a social media marketing strategy for a local business or client

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: Essential of Social Media Marketing, by Charello, Michelle. You can access your E-Book on Blackboard.

Blackboard: Students must connect to <http://tamusa.blackboard.com> where they will have access to a copy of this syllabus along with access to eBook for readings, videos, assignments with instructions, PPT lectures slides, assignments grades, and other supplementary materials in Blackboard. Review all the material before completing your assignments to improve your chances of earning a high mark.

Software: Please see the TAMUSA help desk to make sure you receive your login name and password for your TAMUSA login credentials. Students are required to use Zoom and Microsoft Office applications to complete various assignments. These products are available in the

computer labs on campus, and students are able to download this software from the Microsoft software center using TAMUSA login credentials (see helpdesk for guidance).

Computer Hardware: You will need a computer with an internet connection, a microphone and speakers/headphones.

Time: You are expected to spend 4-8 hours per week for the course. Based on the background, some students may require more time. Time spent may be longer when assignment/exams are due.

Other Recommended / Reading Materials: Additional reading materials are available on the course website as recommended by the instructor.

Course Requirements every student must fulfill in order to succeed in the course

1. Students should regularly check the Calendar, Announcements, and Messages (e-mail) system in Blackboard.
2. Students should keep up to date with all course assignments, quizzes, and examinations.
3. If the course uses remote proctoring for exams, students must schedule their exams early in the semester.
4. Students should ask questions and communicate with the instructor in class, online, or during office hours.
5. Students are responsible for the availability of internet connectivity. Extensions to complete assignments will not be granted due to a lack of internet connectivity.
6. Students should remember that online and hybrid assume greater responsibility and independent learning skills by the student for their own learning outcomes.
7. For online asynchronous courses, there will be no online class session. All material will be made available through Blackboard or online links. Students should keep up with all assigned tasks and assignments.
8. For online synchronous courses, there will be online class sessions as indicated. Students are expected to attend the online session at the given time. If a student is unable to attend a session, the instructor will make the recording of the session available for the student to view. All materials will be made available through Blackboard or through online links.
 1. The instructor can require students to take examinations using proctoring software as indicated in the Proctored Exams section.
 2. 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 exam.

Course Assignments:

Strengthen Your Skills Quizzes:

Purpose: (why are we doing this?)

- These assignments dive deeper into the subject matter with video-based quizzes.

Task: (what do we need to do?)

- Watch a short video.
- Complete expert quizzes consisting of multiple-choice and true-and-false questions online.
- Complete the quiz before the scheduled deadline.

Criteria: (how do we know if we've been successful)

- A grade will be assessed after the quiz is taken.

Expert Session Quizzes:

Purpose: (why are we doing this?)

- To review the different steps in social media marketing strategic planning from industry professionals.

Task: (what do we need to do?)

- Watch a short video from an industry expert.
- Complete expert quizzes consisting of multiple-choice and true-and-false questions online.
- Complete the quiz before the scheduled deadline.

Criteria: (how do we know if we've been successful)

- A grade will be assessed after the quiz is taken.

Exams:

Purpose: (why are we doing this?)

- This is done to ensure that students can store and recall marketing knowledge on demand.

Task: (what do we need to do?)

- Students will complete a midterm and a final exam each consisting of multiple-choice, true and false, and open-ended questions.
- Students must bring a Scantron and pencils to complete the exam in class.

Criteria: (how do we know if we've been successful)

- A grade will be assessed for each exam.

Class Attendance:**Purpose: (why are we doing this?)**

- Regular attendance is a signal of one's commitment to the task.

Task: (what do we need to do?)

- This is the easy part, show up before the class begins and do not leave until the class ends.

Criteria: (how do we know if we've been successful)

- Although I appreciate notification of a class absence, understand that telling the professor that you will be absent does not necessarily mean that your absence does not "count." Having tests, projects, papers, etc., in other classes is not a valid reason for class absence.
- Students are allowed two excused absences during the semester for any reason (e.g., sickness, family emergencies, weddings, oversleeping, car trouble, job interviews, etc.) with no questions asked.
- Beginning with the third absence, 10 points will be deducted for each additional absence. The only exceptions to this policy are students who may be participating in sports or academic competitions recognized by the university and only for the day(s) of competition.
- You need to be in class on time, students can have one tardy that does not impact their grade, each tardy after the first will reduce attendance grade by 2 points.
- Students will be marked tardy if they leave early from class without informing the professor prior to class starting.

Social Media Marketing Plan Presentation/ PowerPoint:**Purpose: (why are we doing this?)**

- Help communicate the proposed plan and strategy.
- This will help you gain experience selling your idea to the client

Task: (what do we need to do?)

- As a group, create a PowerPoint Presentation that briefly reviews the social media marketing plan. Focus the presentation on informing the audience of the personas selected, rational for developing the videos in the manner you chose, and showing all your videos.
- Show one of the developed videos in the presentation.
- All students must submit the same copy of the PowerPoint

Criteria: (how do we know if we've been successful)

- This is an individual grade.
- When presenting, students should pay attention to their delivery during the presentation and must integrate the key terms from the book into the presentation.
- The presentation MUST be between 7-8 minutes, with two minutes of Q&A; points will be deducted if the presentation exceeds 10 minutes total.
- Points will be deducted if you use any additional written notes besides the presentation.

Social Media Marketing Plan Written Document:

Purpose: (why are we doing this?)

- Review the different steps in social media marketing strategic planning
- Develop a social media marketing plan and understand how to incorporate it into the integrated marketing communications (IMC) strategy
- Apply the concepts and strategies learned in the class to the development of a social media marketing strategy for a local business or client

Task: (what do we need to do?)

- In a group, use the social media marketing plan template and develop the plan for your client.
- Submit document in a Word file only.
- In the same link, submit recorded videos by using the paper clip icon on the submission link to upload the videos.

Criteria: (how do we know if we've been successful)

- AI must not be used for the development of the overall social media marketing plan, but AI can be used for researching purposes, include any prompts and social media output in the appendix of your document.
- Students should address all section of the social media marketing strategy and plan.
- Ten videos should be created for your client. Five must be long format, i.e., at least one-minute-long videos, and five can be video shorts, i.e., 30-second shorts/reels.

Optional Work - Social Media Marketing Simternship:

The Student social media Simternship provides students hands-on educational experiences with important elements of professional social media marketing practices in a fictitious scenario in which they take on the role of social media specialist at Buhi Supply Co. Most of the student work involves creating social media posts for a line of classic bags from retailer Buhi Supply Co. Students are also presented questions concerning social media and customer support issues. This can be completed at your own time and will not count towards your overall grade.

Group Guidelines:

Others must pick up the slack when someone drops the ball in a group project. However, when extreme problems with a group member arise, the other students should let me know promptly so that the students may inform the student that they will be dropped from the group. The student who was dropped is still expected to complete all the requirements for the class. All team members will receive one grade for group assignments and each student must submit their documents.

Late Work and Makeup Policy

All work will be open from the first day of class, so you are welcome to get ahead of the outlined schedule below. If for some reason you miss a deadline, the specifics for each assignment are outlined below. Just as in life, sometimes you get second chances, and sometimes you don't, and the same goes for this class as you will see below. Exceptions may be made for students participating official university activity. However, students must provide comprehensive documentation and inform the professor via email before the due date for the missed assignment.

- **Strengthen Your Skills Quizzes:** No opportunity will be given for missed assignments in this category. However, the lowest grade will be omitted from the final grade calculation.
- **Expert Session Quizzes:** No opportunity will be given for missed assignments in this category. However, the lowest grade will be omitted from the final grade calculation.
- **Exams:** There is an opportunity to complete a missed exam after the due date, but with a 20% penalty regardless of the reason for missing the original date. Student must contact the professor via email 24 hours after missing the exam to schedule a date. The exam must be completed before the following class.
- **Social Media Marketing Plan Written Document:** There is an opportunity to complete the document after the due date, but with a 20% penalty regardless of the reason for missing the original date. Student must contact the professor via email and complete the document no later than two days after the original scheduled date.
- **Social Media Marketing Plan Presentation/PowerPoint:** No makeup opportunities will be given for this assignment.

Grading Policy

The final course grade will be based on your performance on the exams and assignments using the following weights:

Individual Assignments:

Strengthen Your Skills Quizzes, 10%

Expert Session Quizzes, 10%

Midterm Exam, 20%

Final Exam, 20%

Attendance, 10%

Social Media Marketing Plan Presentation/PowerPoint, 15%

Group Assignment:

Social Media Marketing Plan Written Document, 15%

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

Tentative Class Schedule

The professor reserves the right to amend this class schedule at any time but will inform you of any changes in advance. All due dates are in Central Time Zone. Abbreviations are as followed: DBC; Due Before Class, DED; Due at End of the Day.

Week: Week 1

Date: 8/27

Topic/Readings: None

Assignments/Tasks/Assessments: Class introductions and group formation

Week: Week 2

Date: 9/3

Topic/Readings: Ch. 1: Introduction to Social Media Marketing and Ch. 2: Developing Your Personal Brand

Assignments/Tasks/Assessments: Start Researching Client

Week: Week 3

Date: 9/10

Topic/Readings: Ch. 3: Social Media Marketing Strategy and Ch. 4: Marketing with Facebook

Assignments/Tasks/Assessments:

Strengthen Your Skills Quizzes: DED 9/11/25

Ch 3

Ch 4

Expert Session Quizzes: DED 9/11/25

Ch 3 Expert Session Quiz Sam Hirbod

Ch 3 Expert Session Quiz Julia McCoy

Ch 4 Expert Session Quiz Akvile DeFazo

Ch 4 Expert Session Quiz Larry Kim

Week: Week 4

Date: 9/17

Topic/Readings: Ch. 7: Marketing with Snapchat and Ch. 8: Marketing with Pinterest

Assignments/Tasks/Assessments:

Strengthen Your Skills Quizzes: DED 9/18/25

Ch 7

Ch 8

Expert Session Quizzes: DED 9/18/25

Ch 8 Expert Session Quiz Anastasis Gutnikova 1

Ch 8 Expert Session Quiz Anastasis Gutnikova 2

Week: Week 5

Date: 9/24

Topic/Readings: Ch. 5: Marketing with Instagram and Ch. 6: Marketing with X

Assignments/Tasks/Assessments:

Strengthen Your Skills Quizzes: DED 9/25/25

Ch 5

Ch 6

Expert Session Quizzes: DED 9/25/25

Ch 4 Expert Session Quiz Molly Pittman

Ch 4 Expert Session Quiz Dennis Yu & Logan Young

Ch 5 Expert Session Quiz Anna Semyanova

Week: Week 6

Date: 10/1

Topic/Readings: Ch. 9: Marketing with LinkedIn and Ch. 10: Marketing with YouTube

Assignments/Tasks/Assessments:

Strengthen Your Skills Quizzes: DED 10/2/25

Ch 9

Ch 10

Expert Session Quizzes: DED 10/2/25

Ch 9 Expert Session Quiz AJ Wilcox

Ch 10 Expert Session Quiz Sean Cannell

Ch 10 Expert Session Quiz Fernando Silva

Week: Week 7

Date: 10/8

Topic/Readings: Midterm Exam (Ch. 3-10)

Assignments/Tasks/Assessments: Midterm Exam (Ch. 3-10) Bring Scantron and Pencil

Week: Week 8

Date: 10/15

Topic/Readings: Ch 11: Marketing With TikTok and Ch. 12: Blogs, Vlogs, Podcasts, and Webinars

Assignments/Tasks/Assessments:

Strengthen Your Skills Quizzes: DED 10/16/25

Ch 11

Ch 12

Expert Session Quizzes: 10/16/25

Ch 3 Expert Session Quiz Matt Sitala

Ch 3 Expert Session Quiz Nathan Ellering

Ch 3 Expert Session Quiz Adelyn Biedenbach

Week: Week 9

Date: 10/22

Topic/Readings: Ch. 13: Social Media Marketing Campaigns and Ch. 14: Influencer Marketing with Social Media

Assignments/Tasks/Assessments:

Strengthen Your Skills Quizzes: DED 10/23/25

Ch 13

Ch 14

Expert Session Quizzes: 10/23/25

Ch 14 Expert Session Quiz Dave Schneider

Ch 14 Expert Session Quiz Scott Paul

Ch 14 Expert Session Quiz Van Oakes

Week: Week 10

Date: 10/29

Topic/Readings: Ch. 15: Employee Advocacy and Ch. 16: Social Media Policies and Crisis Response Plan

Assignments/Tasks/Assessments:

Strengthen Your Skills Quizzes: DED 10/30/25

Ch 15

Ch 16

Expert Session Quizzes: 10/30/25

Ch 3 Expert Session Quiz Scott Cowley

Ch 3 Expert Session Quiz Erin McCoy

Ch 16 Expert Session Quiz Melissa Agnes

Week: Week 11

Date: 11/5

Topic/Readings: Ch. 17: Social Selling and Ch. 18: Social Media Analytics and Measuring ROI

Assignments/Tasks/Assessments:

Strengthen Your Skills Quizzes: DED 11/6/25

Ch 17

Ch 18

Week: Week 12

Date: 11/12

Topic/Readings: Final Exam (Ch. 12-18)

Assignments/Tasks/Assessments: Final Exam (Ch. 12-18) Bring Scantron and Pencil

Week: Week 13

Date: 11/19

Topic/Readings: Social Media Plan Workday 1 - Video Shoot

Assignments/Tasks/Assessments: Work with group to create social media videos.

Week: Week 14

Date: 11/26

Topic/Readings: Thanksgiving Holiday - No Class

Assignments/Tasks/Assessments: None

Week: Week 15

Date: 12/3

Topic/Readings: Social Media Plan Workday 2 – Finishing Touches

Assignments/Tasks/Assessments:

Social Media Marketing Plan Written Document DED on 12/3

Social Media Marketing Plan Presentation PowerPoint DED on 12/3

Week: Week 16

Date: 12/10

Topic/Readings: Social Media Plan Presentation Day

Assignments/Tasks/Assessments: Present Social Media Plan Final Period Scheduled from 10 AM to 11:50 AM

Important Policies and Resources

Academic Accommodations for Individuals 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, Disability Support Services is located in the Central Academic Building, Suite 210. You can also contact us via phone at (210) 784-1335, visit us <https://www.tamusa.edu/Disability-Support-Services/index.html> or email us at 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.

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

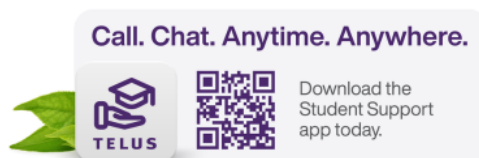
Learning Center by emailing tutoring@tamusa.edu, calling (210) 784-1307, or visiting the Central Academic Building, room 202.

Counseling/Mental Health Resources: As a college student, there may be times when personal stressors interfere with your academic performance and 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 Madla 120.

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. For more information on SCC services visit tamusa.edu/studentcounseling

Crisis support is available 24/7 by calling the SCC at 210-784-1331 (after-hours select option '2').

Additionally, the TELUS Student Support App provides a variety of mental health resources to including support for in the moment distress, an anonymous peer to peer support network, mental health screenings, podcasts, and articles to improve your mental wellbeing.



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/emergency-management/>.

Download the SafeZone App (<https://safezoneapp.com/>) for emergencies or call (210) 784-1911. Non-Emergency (210) 784-1900.

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.

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://www.tamusa.edu/academics/>.

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 submit a CARE referral (<https://www.tamusa.edu/university-policies/Student-Rights-and-Responsibilities/file-a-report.html>) for support. Furthermore, please notify the professor if you are comfortable in doing so. This will enable them to direct you to available resources.

Military Affairs: Veterans and active-duty military personnel are welcomed and encouraged to visit the Office of Military Affairs for any question involving federal or state VA Education Benefits. Visit the Patriots’ Casa building, room 202, or to contact the Office of Military Affairs with any questions at military.va@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 the policy, students are provided an opportunity to make up any examination, study, or course 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.

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.

Statement of Harassment and Discrimination: Texas A&M University-San Antonio is committed to the fundamental principles of academic freedom, equal 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, sexual violence, or other related misconduct, the faculty member must share that information with the university's Title IX Coordinator (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 such reasonable accommodations to pregnant students as would be provided to a student with a temporary medical condition 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; 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, gender identity, gender expression, and pregnancy/parenting 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, and University Catalog, and to comply with them, as well as with 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 a safe environment for learning.
5. A student has the responsibility to check their university email for any updates or official university notifications.

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. Conduct that infringes 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 (<https://www.tamusa.edu/university-policies/student-rights-and-responsibilities/documents/Student-Handbook-2022-23.pdf>) or visit the resources available in the OSRR website (<https://www.tamusa.edu/university-policies/student-rights-and-responsibilities/academic-integrity.html>).

Artificial Intelligence (AI) Policy:

Use of Generative AI Permitted Under Some Circumstances or With Explicit Permission

There are situations and contexts within this course where you may be asked to use artificial intelligence (AI) tools to explore how they can be used. Outside of those circumstances, you should not use AI tools to generate content (text, video, audio, images) that will end up in any student work (assignments, activities, discussion responses, etc.) that is part of your evaluation in this course. Any student work submitted using AI tools should clearly indicate with attribution what work is the student's work and what part is generated by the AI. In such cases, no more than 25% of the student work should be generated by AI. If any part of this is confusing or uncertain, students should reach out to their instructor for clarification before submitting work for grading. Use of AI-generated content without the instructor's permission and/or proper attribution in this course qualifies as academic dishonesty and violates Texas A&M-San Antonio's standards of academic integrity.

Important Dates:

August 25: First day of class

September 1: Labor Day Holiday

November 10: Census Date

November 14: Last day to drop with an automatic "W"

November 25: Last day to drop a course or withdraw from the University

November 26: Study Day – No classes

November 27-29: Thanksgiving Holiday – No classes

December 4: Last day of classes

December 5: Study Day – No classes

December 6-12: Final exams

December 16: Commencement

The complete academic calendar is available online:

<https://www.tamusa.edu/academics/academic-calendar/index.html>.

