



MKTG 3363-900

Social Media Marketing, Fall 2026, CRN: 10847

Department of Management and Marketing

College of Business

Course Syllabus

Class Meeting Time:	Thursdays, 2-3:15 pm
Class Meeting Location:	Business Library Hall Room 155
Class Duration:	Aug. 24 – Dec. 11
Instructor:	Camilla Montoya, M.S., M.B.A.
	Office: BLH 341 JJ
	E-Mail: cmontoya@tamusa.edu
	Student emails will usually receive a reply within one business day.
Course Website:	https://tamusa.blackboard.com/
Office Hours:	Tuesdays: 9:30 am–12:15 pm (office) & 2–2:45 pm (virtual) Thursdays: 9:30–10:45 am (office) & 12:30–1:45 pm (office)

Catalog Course Description:

This course is designed to help students understand how marketing has (and has not) changed due to the rise of social media and changes in various underlying contextual factors, such as dramatically increased speed of information dissemination across consumers and brands. The overarching goal is to obtain a clear perspective on what's really going on in digital/social/mobile marketing so that students can begin to appreciate its true value to consumers, to managers, and to other corporate stakeholders. TSI Restriction(s): Reading, Math, and Writing
Prerequisites: MKTG 3311 and Completion of College of Business prerequisites.

Course Objective:

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.

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.

Required Materials:

- **Textbook:** Charello, M. (2020). *Essentials of social media marketing*. Stukent Publishing. ISBN 978-0999630235. *Access to Stukent's platform is also required. Access to the E-book and the Stukent platform are available through Blackboard.*
- **Novela Simulation:** *Access to Novela's platform is required. Access to the platform is available through Blackboard.*
- **Blackboard:** Connect to <http://tamusa.blackboard.com>.
- **Internet access**
- **Time:** You are expected to spend 9-12 hours per week for the course. Based on the background, some student 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 Course:

- 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.
- 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 and hybrid courses assume greater responsibility and independent learning skills by the student for their own learning outcomes.
- 7) For online courses, students should keep current on class recordings, if not attending the live class (either in person or online).
- 8) For online asynchronous courses, there will be no online class sessions. All materials will be made available through Blackboard or through online links.
- 9) 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, 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.

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.

GRADING

Grading Policy: The final course grade will be based on your performance on the quizzes, exams, assignments and class participation using the following weights:

ASSIGNMENTS	POINTS (EACH)	COMBINED POINTS
Class Attendance and Participation	80	80
Self-Presentation Video	20	20
Current News Presentation – Date Selection	3	3
Current News Presentation – Delivery	22	22
Chapter Readings/Check Your Understanding (CYU) (x12)	5	60
Chapter Quizzes (x 12)	15	180
Stukent Strengthen Your Skills (x 12)	10	120
Stukent Expert Sessions (x4)	15	60
Novela Simulation Practice Round (x1)	10	10
Novela Simulations (x3)	30	90
Exams (Midterm and Final)	80	160
Social Media Campaign – Group Formation (Individual)	5	5
Social Media Campaign – Check-in (Group)	10	10
Social Media Campaign – Pre- and Post-Reflections (Individual)	5	10
Social Media Campaign – Final Presentation (Group)	170	170
Total	–	1,000

A = 900 to 1,000 | B = 800 to 899 | C = 700 to 799 | D = 600 to 699 | F = 599 and below

Attendance: Attendance is required. Class absences will be allowed only under very special circumstances. The student is responsible for completing any class work missed and obtaining the assignment for the missing class.

If you missed more than 25% of the classes, your final grade will be adjusted to one letter lower.

If you missed more than 50% of the classes, your final grade will be F.

The instructor reserves the right to adjust the student's final grade based on the overall performance.

Current News Presentation: This is an individual presentation. Please refer to the Current News on Blackboard (under Course Content) for detailed instructions on completing this assignment.

Self-Presentation Video: This is an individual presentation. Please refer to Blackboard (under the Week 1 folder and under Discussions) for detailed instructions on completing this assignment.

Online Assignments: We will be using Stukent's platform (access via Blackboard) for the Check Your Understanding (CYU), Strengthen Your Skills, and Expert Session assignments, as well as chapter quizzes.

Chapter Quizzes, CYUs, Strengthen Your Skills, and Expert Sessions: Administered weekly throughout the semester to evaluate comprehension of course content along with other assignments.

Novela Simulations: We will be using Novela's platform (access via Blackboard) for these simulations. The first round will be for practice only, while all future rounds will be graded.

Social Media Campaign Presentation: This is a group assignment with individual components. Please refer to the Blackboard (Course Content) for detailed instructions on completing this assignment.

Academic Integrity sanctions:

Incidents of academic misconduct such as cheating will result in the assignment/ quiz/exam being graded as an F. All cases of suspected academic misconduct will be reported to the office of student rights and responsibilities.

Make up and Late Assignment/exam/quiz policy:

As a general rule, make-ups or late submissions will **NOT** be offered or accepted for any missed assignments/exams/quizzes. Late submissions or make-ups may be accepted/administered only in extraordinary circumstances such as an excused official university activity, a severe illness, or a dire emergency. However, you must provide comprehensive documentation either before or within 3 business days of the missed assignment/quiz/simulation/etc.

Class Conduct and Civility Code

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

- 1) It is the students' responsibility to obtain and be able to use the required materials and software for this class.
- 2) 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.
- 3) Talking while the instructor is lecturing is extremely disruptive and discourteous to the instructor and other students.
- 4) 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.
- 5) 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.
- 6) 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 email messages and voice messages within 24 hours (Monday-Friday).
- 7) All assignment submissions must be uploaded by the due date.

Anyone violating these policies may be subject to disciplinary actions.

Class Attendance and Participation:

A vital part of every student's education is regular attendance of class meetings (for face-to-face/hybrid classes/online synchronous classes) or regular review of class materials posted by the instructor for asynchronous classes. Any absences tend to lower the quality of a student's work, and frequent or persistent absences may result in a failing grade. Students are responsible for the materials covered in class. The course is intensive and challenging, and you are expected to master the materials presented in class. The structure of the class makes your individual study and preparation outside of class extremely important and may vary considerably based on student background. However, a minimum of 3-4 hours of work outside the class is expected for every one hour of class period per week for a 16-week semester, and more for shorter terms.

MKTG 3363 FALL 2026 Course 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 schedule.

Date	Topic/ Readings	Assignment/Task
WEEK 1 Aug. 27	- Review syllabus and Course Schedule - Self-presentation video - Ch. 1 - Current News date selection - Group formation	☐ Review syllabus and course schedule expectation ☐ Current News Date Selection ☐ Self-presentation Video on Blackboard ☐ Ch. 1 Reading + CYU ☐ Ch. 1 Quiz ☐ Ch. 1 Strengthen Your Skills ☐ Current News date selection ☐ Group formation: Self-add on Blackboard
WEEK 2 Sept. 3	- Ch. 2 - Group formation - Current News Presentation	☐ Ch. 2 Reading + CYU ☐ Ch. 2 Quiz ☐ Ch. 2 Strengthen Your Skills ☐ Group formation: Self-add on Blackboard
WEEK 3 Sept. 10	- Ch. 3 - Stukent Expert Session - Current News Presentation	☐ Ch. 3 Reading + CYU ☐ Ch. 3 Quiz ☐ Ch. 3 Strengthen Your Skills ☐ Stukent Expert Session
WEEK 4 Sept. 17	- Ch. 4 - Novela simulation practice round - Current News Presentation	☐ Ch. 4 Reading + CYU ☐ Ch. 4 Quiz ☐ Ch. 4 Strengthen Your Skills ☐ Novela simulation Round 1 – Practice
WEEK 5 Sept. 24	- Ch. 5 - Stukent Expert Session - Current News Presentation	☐ Ch. 5 Reading + CYU ☐ Ch. 5 Quiz ☐ Ch. 5 Strengthen Your Skills ☐ Stukent Expert Session

Date	Topic/ Readings	Assignment/Task
WEEK 6 Oct. 1	- Ch. 11 - Novela simulation Round 1 - Current News Presentation	☐ Ch. 11 Reading + CYU ☐ Ch. 11 Quiz ☐ Ch. 11 Strengthen Your Skills ☐ Study for midterm
WEEK 7 Oct. 8	- EXAM 1 – MIDTERM - Extra credit – LinkedIn	☐ Novela simulation Round 2
WEEK 8 Oct. 15	- Ch. 10 - Stukent Expert Session - Current News Presentation	☐ Ch. 10 Reading + CYU ☐ Ch. 10 Quiz ☐ Ch. 10 Strengthen Your Skills ☐ Stukent Expert Session ☐ Extra credit – LinkedIn
WEEK 9 Oct. 22	- Ch. 12 - Stukent Expert Session - Current News Presentation	☐ Ch. 12 Reading + CYU ☐ Ch. 12 Quiz ☐ Ch. 12 Strengthen Your Skills ☐ Stukent Expert Session
WEEK 10 Oct. 29	- Ch. 13 - Novela simulation Round 2 - Current News Presentation	☐ Ch. 13 Reading + CYU ☐ Ch. 13 Quiz ☐ Ch. 13 Strengthen Your Skills ☐ Novela simulation Round 3
WEEK 11 Nov. 5	- Ch. 14 - SM Campaign Check-in (group) - SM Campaign Pre-Reflection (individual) - Current News Presentation	☐ Ch. 14 Reading + CYU ☐ Ch. 14 Quiz ☐ Ch. 14 Strengthen Your Skills ☐ SM Campaign Check-in (group) ☐ SM Campaign Pre-Reflection (individual)
WEEK 12 Nov. 12	- Ch. 16 - Novela simulation Round 3 - Current News Presentation	☐ Ch. 16 Reading + CYU ☐ Ch. 16 Quiz ☐ Ch. 16 Strengthen Your Skills ☐ Novela simulation Round 4
WEEK 13 Nov. 19	- Ch. 18 - Current News Presentation	☐ Ch. 18 Reading + CYU ☐ Ch. 18 Quiz ☐ Ch. 18 Strengthen Your Skills
WEEK 14 Nov. 26	- Group work on SM campaign - HAPPY THANKSGIVING	
WEEK 15 Dec. 3	- SM Campaign Post-Reflection (individual) - SM Campaign Presentation (group)	☐ SM Campaign Post-Reflection (individual) ☐ SM Campaign Presentation (group) ☐ Study for final exam
TBD	EXAM 2 – FINAL	

Important Policies and Resources

University Email Policy and Course Communications: All correspondence between professors and students must occur via TAMUSA email accounts or Blackboard. You must have your Jaguar email account ready and working. If it is not working, contact the help desk at helpdesk@tamusa.edu or at 210-784-HELP (4357). If you don't hear back within 48 hours, contact them again. They have many requests during the first part of the semester, so you may need to follow up with them.

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 at the website 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 academic accommodations with Disability Support Services and their instructors as soon as possible.

Academic Learning Center: All currently enrolled students at Texas A&M University-San Antonio can utilize the Academic Learning Center for subject-area tutoring. 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. Online tutoring is also available for after hours and weekend assistance.

While tutoring hours may change based on tutor schedules and availability, the current tutoring hours for MATH in the ALC are as follows:

	Appointments available	Walk in Tutoring No appointment needed
Monday	8 am – 6 pm	9 am – 5 pm
Tuesday	8 am – 6 pm	9 am – 5 pm
Wednesday	8 am – 6 pm	9 am – 5 pm
Thursday	8 am – 6 pm	9 am – 5 pm
Friday	8 am – 5 pm	11 am – 4 pm

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, visit our website, call 210-784-1331 or visit Madla 120 between the hours of 8 AM and 5 PM.

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 24/7/365 by calling the SCC at 210-784-1331 or through the TELUS student support App.*

The TELUS Student Support App provides a variety of mental health resources to including 24/7/365 support for in the moment distress, crisis support, 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 system. 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. 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 by the published Census Date (the first week of class). Any student receiving federal financial aid who does not attend prior to the published Census Date (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 Jaguar Writing Center provides writing support to graduate and undergraduate students in all three colleges as well as faculty and staff. Writing 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 e-portfolios, class presentations, or other digital multimedia projects. The Writing Center offers face-to-face, synchronous online, and asynchronous digital appointments. Students can schedule appointments with the Writing Center in JagWire under the Student Services tab. Click on "Writing, Language, and Digital Composing Center" to make your appointment. Students wanting to work in real-time with a tutor can schedule an "Online Appointment." Students wishing to receive asynchronous, written feedback from a tutor can schedule an "eTutoring" appointment. More information about what services we offer, how to make an appointment, and how to access your appointment can be found on our website. The Writing Center can also be reached by emailing writingcenter@tamusa.edu.

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 report for support. Furthermore, please notify the professor if you are comfortable in doing so. This will enable them to direct you to available resources. A food pantry is available on campus; click [here](#) for hours and contact information.

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 wide variety 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 on our campus and within our state, nation, and world. All decisions and actions involving students and employees are to 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, or pregnancy/parenting status. Individuals who believe they have experienced harassment or discrimination prohibited by this statement are encouraged to contact the University's Civil Rights Officer at 210-784-2061 or titleix@tamusa.edu.

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 discrimination or harassment, including sexual assault, sexual harassment, domestic or dating violence, or stalking based on sex, 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 sex-based 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. Young Jaguars can support parenting students with daycare if students meet this criteria: (1) must be enrolled in classes at Texas A&M-San Antonio in the current semester, (2) must be Pell eligible or a single parent, (3) child(ren) must be aged 3 to 12-years-old, and (4) child(ren) must be enrolled in Pre-K-3 through 6th grade. For more information, please contact Young Jaguars at youngjaguars@tamusa.edu or call (210) 784-2636.

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, 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, 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 or visit the resources available in the QSRR website.

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.

NOTE: Guidance for how to cite AI-generators, like ChatGPT, can be found here <https://apastyle.apa.org/blog/how-to-cite-chatgpt>

Important Dates: Fall 2026 Regular 16-Week Session

August 20	Tuition & fee payments deadline
August 24	First day of class
September 7	Labor Day, university closed
September 9	Census date
October 5-16	Midterm grading period
November 13	Last day to drop with an automatic "W"
November 25	Study Day – No classes
November 26-28	Thanksgiving holiday, university closed
November 30	Last day to drop a course or withdraw from the university
December 4	Last day of classes
December 5-11	Final exams
December 15	Commencement

The complete academic calendar is available online:

<https://www.tamusa.edu/academics/academiccalendar/index.html>