



TEXAS A&M UNIVERSITY  
**SAN ANTONIO**

MKTG 3342/600:, **Integrated Marketing Communications, SPRING 2024**

CRN: 23609

Department of Management & Marketing, College of Business

**Course Syllabus**

|                                      |  |
|--------------------------------------|--|
| <b>Class Meeting Time and Place:</b> | <b>ONLINE</b>  |
| <b>Class Duration:</b>               | 1/16/24-5/7/24   |
| <b>Instructor:</b>                   | Lisa Siegal<br>Office: Remote<br>E-Mail: <a href="mailto:lisa.siegal@tamusa.edu">lisa.siegal@tamusa.edu</a><br>Student emails will receive a reply within two business days. |
| <b>Course Website:</b>               | <a href="https://tamusa.blackboard.com/">https://tamusa.blackboard.com/</a>  |
| <b>Office Hours:</b>                 | By appt.(available by phone or Zoom)   |

**Catalog Course Description:** Demand-stimulation processes of all elements of the promotional mix at all levels of the channel of distribution. Analysis of theoretical models and pragmatic applications of promotion in an organization. Prerequisite: MKTG 3311. Successful completion of business prerequisites.

**Course Objectives:** This course offers an examination of advertising and other tools of Promotion. It will provide an overview of the fundamentals of the Promotion aspect of marketing strategy. It will focus on the aspects of promotional strategy using the various promotion tools including Advertising, Publicity, Social Media and Sales Promotion. Strategic, Theoretical and Creative aspects of Promotion will be explored.

**Prerequisites:** MKTG 3311

**Student Learner Outcomes:**

1. Explain the process of using advertising and integrated brand promotion in business.
2. Analyze advertising and integrated brand promotion environments.
3. Recognize the basic concepts for preparing the advertising message—concepts of creativity, message strategy, copywriting, art direction and production.
4. Recognize the basic concepts concerning how to place the message in traditional and new media.
5. Describe how the concept of integrated brand promotion relates to advertising, sales promotion, event sponsorship, product placement, direct marketing, social media, digital marketing, personal selling and public relations.

**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:**

Belch, G.E & Belch, M.A. (2024). *Advertising and Promotion An Integrated Marketing Communications Perspective: (13e)* McGraw -Hill Publishing. (delivered as an E-book on Connect)

- Blackboard access: Connect to: <https://tamusa.blackboard.com> Monitor Blackboard for messages
- Time: Allow 4-6 hours per week to read the chapters and complete weekly reading and homework.
- Connect/ Ebook : Additional Fee, (Pay fee to bookstore OR to Publisher on Connect/Blackboard)
- Computer (Laptop with webcam). Chrome required for Exams.

**Course Requirements every student must fulfill in order to succeed in course:**  
**MKTG 3342:600, Integrated Marketing Communications, SPRING 2024, 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 on class lecture recordings.
3. Students should keep current with all course assignments, quizzes, and examinations.
4. Students should ask questions and communicate with the instructor.
5. Students should remember that Online courses assume greater responsibility by the student for their own learning outcomes.
6. This course is delivered online asynchronously.

**Grading Policy:** The final course grade will be based on your performance on the assignments as listed below.

The University grading scale is listed below.

Your final Grade will be based on a percentage of the: **1000 total points:**

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

| <b>Assignments</b>                                    | <b>POINTS</b> |
|---|---------------|
| <b>Connect HW (18@5pts)-<br/>Individual: weekly</b>   | <b>90</b>     |
| <b>Connect Quiz (18@5pts)-<br/>Individual: weekly</b> | <b>90</b>     |
| <b>Blog</b>   | <b>100</b>    |
| <b>Paper</b>  | <b>200</b>    |
| <b>PP Presentation with<br/>Speakers Notes</b>        | <b>120</b>    |
|   |               |
| <b>Midterm Exam</b>                                   | <b>150</b>    |
| <b>Final Exam</b>                                     | <b>250</b>    |
| <b>TOTAL</b>  | <b>1000</b>   |

## **Recorded Lectures and Textbook**

All Recorded lectures will be available on Connect.

## **Assignments Formatting**

All assignments are to be submitted to Blackboard. Use **Microsoft Word (no PDF files)** for all written assignments.

Use **APA style** formatting,). For APA formatting requirements: Introduction and Conclusion paragraphs, 12 pt. font, 1” margins, double spacing, paragraph headings, indent start of paragraphs title page, reference page, page numbers and in-text citations. **No Abstracts.** Refer to the APA document in BB for examples of APA formatting. Use high quality sources for written assignments (University library has access to: periodicals, journals. **Do not use Blogs, Wikipedia or nonacademic websites).**

## **Connect HW & Quiz :**

You will need to create an account, or if you already have a Connect account you use it. Pay the fee. (or you can pay through the bookstore).

-Log into Blackboard and click on the first assignment. Then log into Connect. The quizzes are timed. You have two (2) attempts and 20 minutes to answer 10 questions.

-The HW (Smartbook) assignments are not timed and you have unlimited attempts (up until the due date).

-All HW and quiz assignments are available on **January 16, 2024** For technical issues, contact McGraw-Hill Tech support at: **1-800-331-5094**. (Remember to ask for and save your Case number).

## **Exams:**

The Midterm and Final Exams are proctored and are closed book/closed note Exams. Each will be delivered Online and Proctored via Proctorio. (see BB and information below on Proctorio). Proctorio is an Exam proctoring program.

Please refer to information (see below)on ‘Proctorio’ (examination 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/quiz materials will come from the textbook. A laptop with webcam and speakers is required. Refer to the Exam Review Guide(s) on Blackboard.

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

Late CONNECT quiz/ HW /EXAM requests will not be honored unless you have a documented emergency or illness and contact me in advance. **Late submissions for written assignments/papers will receive a 5% penalty per day late (up to 3 days after the due date).**

## **BLOG Assignment**

Click on the 'Blog' link on Blackboard (on the left side menu of Blackboard).

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 IMC (or Promotion)

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).

## **PAPER: IMC Analysis**

Choose a medium to large publicly traded company (look up the stock symbol) that you are familiar with or interested in and whose marketing communications information is readily available (through library research). Make sure that your company is one that utilizes a sufficient amount of Promotion/ so that you have something to work with.

Write a 5-6 page paper (not including title page and reference page) (typed and double spaced—see APA formatting information below) including the following criteria.

**1)** Introduction to company. (1/2 page) **2)** Select ONE product/product line (or service(s) which will be the focus of your paper. What is it? Describe the product/product line (1/2 page) **3)** Describe the competitive market and industry. Describe the profile target market(s), and clear description of positioning used by your organization. (1 page)

**4)** Describe the organization's current and one past IMC campaign(s) (objectives, media mix, timing, message(s). If they employ different media options, describe each fully. (1.5-2 pages) **5)** Write a detailed critical analysis of a prior campaign. Provide your opinion as to whether the campaign was effective or not. Why? What would you have changed?(1 page)

**6)** Write a minimum of 3 (three) Recommendations for the company moving forward, related to Promotion/IMC. Provide detailed suggestions for improvement to this campaign and ideas for future campaigns. (1/2 page)

## **3) POWERPOINT PRESENTATION**

Create a 5-6 slide Powerpoint slide deck with Speakers Notes. (doesn't include title slide and reference slide).

## **Written Assignments**

- 1) All written assignments are to be submitted to the **Assignments folder on Blackboard.** **WORD documents only (no PDF files)**. (Refer to Blackboard for additional information).
- 2) **APA Requirements:** Use the following **APA style** formatting: 12 pt. font, 1" margins, double spacing, section/paragraph headings, \*title page, reference page, page numbers and in-text citations. (no abstract) are required.
- 4) **Research** quality and number of sources count. Use a **minimum of 3** quality sources (you may also use the textbook and company website). Ask the business librarian for help in finding adequate sources.

## **Turnitin Requirement**

The IMC Analysis Paper is a 'Turnitin 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**. **Anything over 15% will be reviewed for plagiarism**. (Refer to Student Handbook and Student Code of Conduct).

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

MKTG 3342 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.

## **Technical Issue?**

If you experience a technical issue or have a question, please contact **McGraw Hills Tech support team (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.

## **Proctorio (Read/Review at least a few days prior to Exams)**

### **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

Anyone violating these policies may be subject to disciplinary actions.

## **SPRING 2024: MKTG 3342: 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>WEEK #1</b>                            |   |  |
| M January 15<br>*(Class begins on T 1/16) | CH1: Introduction to IMC  | CH 1 Connect HW/quiz. SUNDAY, JAN 21           |
| <b>WEEK #2</b>                            |   |  |
| M January 22                              | CH 2: Role of IMC in Marketing Process                                | CH 2: Connect HW/Quiz, Sun. January 28         |
| <b>WEEK #3</b>                            |   |  |
| M January 29                              | CH 3: Role of Ad Agencies   | CH 3: Connect HW/quiz, Sun. Feb. 4             |
| <b>WEEK #4</b>                            |   |  |
| M February 5                              | CH 4: Consumer Behavior   | CH 4: Connect HW/Quiz, Sun. Feb. 11            |
| <b>WEEK #5</b>                            |   |  |
| M February 12                             | CH 5: Communication Process<br>CH 6: Source, Message, Channel Factors | CH 5,6: Connect HW Quiz, Sun. Feb. 18          |
| <b>WEEK #6</b>                            |   |  |
| M February 19                             | CH 7: Objectives & Budgeting<br>CH 8: Creative Strategy Planning      | CH 7, 8 : Connect HW/Quiz, Sunday, February 25 |
| <b>WEEK #7</b>                            | <b>MIDTERM EXAM</b>   | <b>MIDTERM CH 1-8</b>                          |
| M February 26                             | MIDTERM EXAM: available online from: FEB 29-MAR 2<br>CH 1-8           | MIDTERM EXAM, CH 1-8, DUE FEB 29-MAR 2         |
| <b>WEEK #8</b>                            |   |  |

|                        |  |  |
|------------------------|--|--|
| M March 4              | CH 9: Creative Strategy Implementation<br>CH 10: Media Planning & Strategy                 | CH 9,10: Connect HW/ Quiz, Sunday, March 10                    |
| <b>WEEK #9</b>         |  |  |
| <b>MONDAY MARCH 11</b> | <b>SPRING BREAK MAR 11-17</b>  | <b>SPRING BREAK MARCH 11-17</b>                                |
|                        |  |  |
| <b>WEEK #10</b>        |  |  |
| M March 18             | CH 11: Evaluation of Media: TV & Radio<br>CH 12: Evaluation of Media: Newspapers/Magazines | CH 11,12 : Connect HW/ Quiz Sunday, March 24                   |
|                        |  |  |
| <b>WEEK #11</b>        |  |  |
| M. March 25            | CH 13: Support Media   | CH 13: Connect HW/Quiz, Sunday, MAR 31/ <b>BLOG Assignment</b> |
| <b>WEEK #12</b>        |  |  |
|                        |  |  |
| M April 1              | CH 14: Direct Marketing<br>CH 15: The Internet: Digital & Social Media                     | CH 14,15: Connect HW/Quiz, Sunday, April 7                     |
|                        |  |  |

|                 |  |   |
|-----------------|--|---|
|                 |  |   |
| <b>WEEK #13</b> |  |   |
| M April 8       | CH 16: Sales Promotion   | CH 16: Connect HW/Quiz, Sunday, April 14            |
|                 |  |   |
| <b>WEEK #14</b> |  |   |
| M April 15      | CH 17: Public Relations, Publicity & Corporate Advertising<br>CH 18: Measuring Effectiveness | CH 17,18: Connect HW/Quiz, Sunday, April 21         |
|                 |  |   |
| <b>WEEK #15</b> |  |   |
| M. April 22     | <b>PAPER and POWERPOINT</b>  | Due Sunday April 28<br><b>Paper and Powerpt DUE</b> |
|                 |  |   |
|                 |  |   |
| T APRIL 30      | <b>STUDY DAY</b>   | <b>STUDY DAY</b>                                    |



|                                       |  |                            |
|---------------------------------------|--|----------------------------|
|                                       |  |                            |
|                                       |  |                            |
| <b>FINAL EXAM MAY 5-7<br/>CH 9-18</b> | <b>FINAL EXAM CH 9-18.<br/>MAY 5-7</b> | <b>FINAL EXAM MAY 5-7.</b> |

**Class conduct and civility code:**

Everyone in class is expected to follow all rules in the Student Handbook, as well as common courtesies 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.

**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 includes 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 his/her 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 his/her 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 the 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/TAMUSAStudentRR>.

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:**

|             |  |
|-------------|--|
| January 16  | First day of class                     |
| March 11-17 | Spring Break – No classes              |
| March 29    | Study Day – No classes                 |
| April 13    | Last day to drop with an automatic “W” |

|          |   |
|----------|---|
| April 20 | Last day to drop a course or withdraw from the University |
| April 29 | Last day of classes                                       |
| April 30 | Study Day – No classes                                    |
| May 1-7  | Final exams   |

*The complete academic calendar is available online: <https://www.tamusa.edu/academics/academic-calendar/index.html>*