



TEXAS A&M UNIVERSITY SAN ANTONIO

MKTG 3363-900, Spring 2025, CRN 10847,
Department of Management & Marketing, College of Business
Social Media Marketing Course Syllabus

Class Meeting Time and Place:	Wednesday 12:30-1:45 PM, BLH 266
Class Duration:	Jan 21–May 13
Class Modality:	Hybrid Lecture
Instructor Information:	Dr. Roberto Saldivar Office: BLH 341F Office Phone: 210-784-2671 Email: rsaldivar@tamusa.edu ; professor will respond within 48 hours.
Course Website:	https://tamusa.blackboard.com/
Office Hours:	(By Appointment): T: 10:00-12:00 PM (In-Person or ZOOM) W: 10:00-12:00 PM and 2:00-3:00 PM (In-Person or ZOOM) TH: 12:00-2:00 PM (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 (2024 Version)*, You can access your custom 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 can 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

Group Guidelines:

When someone drops the ball in a group project, others must pick up the slack. However, to hold everyone accountable, all team members will be peer-evaluated to ensure that they contributed to the development of the project.

However, when extreme problems with a group member arise, group members may drop a member from the group. Students within a group are responsible for dropping other group members from the group. To drop a student from a group, the members must inform the student via email and copy the professor on the email.

All work completed until a student is removed from said group is considered shared material. The student or students dropped from the group are still expected to complete the remaining requirements for the project. Therefore, it is in students' best interest to be active members of their group.

Social Media Marketing Applications:

Students will be presented with application activities throughout the semester to help them understand the material and, in some instances, develop material for the semester project. Specifics for each assignment will be presented on the day of class. Each application usually consists of some classwork or outside work and may be done as a group. Students must be in class and participate to receive credit (contact via text messages will not count as participation). No make-up opportunities will be given for this assignment.

Social Media Marketing Creative Deck

The creative PowerPoint Deck is used to showcase developed social media posts for your social media marketing agency. For this project focus on creating content that could be easily used on Instagram, Facebook, or LinkedIn.

1. Students should develop a minimum of 20 video posts.
2. Ten videos should help you promote your marketing agency. 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.
3. Ten videos should be mock videos for a mock 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.
4. Students must create storyboards for each video to help provide an outline of what the video will be.
5. When you promote your agency, think about mini stories you will tell throughout the year. Consider creating a series of how-to or recommendation posts for potential clients that show your expertise and knowledge in the area and that you feel comfortable giving away for free. For example, what tools are needed to shoot good-quality video with a cell phone?
6. For the mock client videos, students are free to promote any organization. Think of who you would target.
7. Videos should also include calls to action, i.e., contact us for more information, follow us, etc.
8. Once videos are recorded, upload them to your YouTube Account.
9. Then, the professor will provide a PowerPoint deck template. Students will use this template to showcase videos and document background information that guided the creation of the video.

Social Media Agency Sales Infographic:

A group of four students will create a social media marketing agency. Students will create a short infographic as a deliverable that can be given to potential clients. Students must submit an infographic, of no more than four pages, that highlights specifics from the Social Media Marketing Agency and how the organization can help them. More information will be provided later.

Social Media Marketing Sales Presentation

This will be a sales presentation of your agency to a potential client. Here you will showcase why you are the company for them and give them examples of your work. This presentation will be a group presentation, but students will be graded individually. Therefore, all students must present. Furthermore, students must develop and submit PowerPoint slides for this presentation.

When presenting, students should pay attention to their delivery during the presentation and must integrate the key terms from the book into the presentation.

- 1) The presentation **MUST** be between 8-10 minutes; points will be deducted if the presentation does not fall within this timeframe.
- 2) Points will be deducted if you use any additional written notes besides the presentation. **Therefore, you cannot have any note cards of any kind during the presentation.**
- 3) Points will also be deducted if the presenter does not make eye contact with the audience, reads off the whole slides, and/or speaks softly, and/or has distracting habits during the presentation.
- 4) **Each student will receive an individual grade based on the individual's presentation delivery. Therefore, all students must present a portion of the presentation.**

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. More information will be provided.

Simternship Reflections:

Students must create a 3-to 5-minute video reflecting on the simulation. They should describe what they learned after taking the simulations, what they would do differently in the future, and how the lessons learned can help them in their careers. This video must be a recording of yourself talking with the camera on to record your face. Completed videos must be uploaded to YouTube, and a link must be supplied for the assignment.

Chapter Quizzes:

Students will complete chapter quizzes consisting of multiple-choice and true and false questions. These are to be completed outside class. The quizzes are timed with a varying length of time based on the number of questions for each quiz. **Once the time is up, the quiz will auto-submit.**

Class Attendance:

Regular class attendance is a signal of a student's commitment to the course. This is the easy part, show up before the class begins and do not leave until the class ends. Please make not of the requirements of this issue outlined below.

- 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, each tardy is worth 1 point from the attendance grade.
 - Students will be marked tardy if they leave early from class without informing the professor prior to class starting.

Late Work and Makeup Policy:

Sometimes, you get second chances in life, and sometimes you don't; the same goes for this class. However, if you see something on the horizon, please let me know before you miss assignments. Life happens, and I understand that, but students must communicate. Please see the policies regarding each assignment below.

- **Social Media Marketing Applications:** late work will be accepted but with a 30-point penalty when the assignment is submitted the day after the due date and the same penalty for each day the report is submitted after the due date.
- **Social Media Marketing Creative Deck:** late work will be accepted but with a 30-point penalty when the assignment is submitted the day after the due date and the same penalty for each day the report is submitted after the due date.
- **Social Media Agency Sales Infographic:** late work will be accepted but with a 30-point penalty when the assignment is submitted the day after the due date and the same penalty for each day the report is submitted after the due date.
- **Social Media Marketing Sales Presentation:** there is no opportunity to makeup this assignment since it must be completed as part of the group but be graded individually.
- **Social Media Marketing Simternship:** Late work will be accepted after the due date.
- **Social Media Marketing Simternship Reflection:** Late work will be accepted but with a 30-point penalty when submitted the day after the due date. The same points are deducted for each additional day the assignment is late.
- **Chapter Quizzes:** 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:

	Assignment	%
Group	Social Media Marketing Applications	12
	Social Media Marketing Creative Deck	15
	Social Media Agency Sales Infographic	6
Individual	Social Media Marketing Sales Presentation	12
	Social Media Marketing Simternship	5
	Social Media Marketing Simternship Reflection	10
	Chapter Quizzes	30
	Class Attendance	10
Total		100

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.**

Date	Topic/ Readings	Assignments/ Tasks Assessments
Week 1 W 1/22	Syllabus Review Ch 1 Introduction to Social Media Marketing	-Discuss Syllabus
Week 2 W 1/29	Ch 3 Social Media Marketing Strategy and Social Media Advertising.	Ch 3 Quiz DED 1/30 Simternship: Introduction
Week 3 W 2/5	Ch 13 Social Media Marketing Campaigns Ch 16 Social Media Policies	Simternship: Round 1 DED 2/4 Ch 13 Quiz DED 2/6 Ch 16 Quiz DED 2/6
Week 4 W 2/12	Ch 14 Influencer Marketing with Social Media	Simternship: Round 2 DED 2/11 Ch 14 Quiz DED 2/13
Week 5 W 2/19	Ch 15 Employee Advocacy	Simternship: Round 3 DED 2/18 Ch 15 Quiz DED 2/20
Week 6 W 2/26	Ch17 Social Selling Ch 18 Social Media Analytics and Measuring ROI	Simternship: Round 4 DED 2/25 Ch 17 Quiz DED 2/27 Ch 18 Quiz DED 2/27
Week 7 W 3/5		Simternship: Round 5 DED 3/4 -Form Teams Application 1: Social Media Audit DED 3/6
Week 8 W 3/12	Spring Break	
Week 9 W 3/19	Ch 12 Blogs, Vlogs, Podcasts and Webinars (self-study)	Simternship: Round 6 DED 3/18 Application 2: Develop Social Media Marketing Agency Marketing Plan, Start this Application. Social Media Marketing Simternship Reflection #1: Reflect on Rounds 1-6, DED 3/20

Week 10 W 3/26	Ch 4 Marketing on Facebook (self-study)	Simternship: Round 7 DED 3/25 Application 2: Develop Social Media Marketing Agency Business and Marketing Plan, Submit Draft on DED 3/27
Week 11 W 4/2	Ch 5 Marketing with Instagram (self-study)	Simternship: Round 8 DED 4/1 Application 3: Develop Storyboards and visual guides for videos, Summary DED 4/3
Week 12 W 4/9	Ch 9 Marketing with LinkedIn (self-study)	Simternship: Round 9 DED 4/8 Application 4: Digital Creation 1
Week 13 W 4/16	Ch 10 Marketing with YouTube (self-study)	Simternship: Round 10 DED 4/15 Application 5: Digital Creation 2
Week 14 W 4/23		Submit: Social Media Marketing Creative Deck, Social Media Agency Sales Infographic, and Social Media Marketing Sales Presentation PowerPoint on 4/21 at 11:59 PM Simternship: Round 11 DED 4/22 Student Presentations Day 1
Week 15 W 4/30		Simternship: Round 12 DED 4/29 Social Media Marketing Simternship Reflection #2: Reflect on Rounds 7-12, DED 5/1 Student Presentations Day 2
Week 16 Finals Week 5/7	CLASS TIME: 10-11:50	Student Presentations Day 3

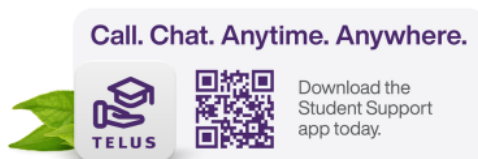
IMPORTANT POLICIES AND RESOURCES

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>).

AI Policy: Broader Use of Generative AI Permitted Within Guidelines

Use of artificial intelligence (AI) tools, including ChatGPT is permitted in this course for students who wish to use them. To adhere to our scholarly values, students must cite any AI-generated material that informed their work (this includes in-text citation and/or use of quotations, and in your reference list). Using an AI tool to generate content without proper attribution 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:

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