

# **Texas A&M University-San Antonio**

## **MKTG 3341-600, Marketing Research**

Spring 2025, CRN 23585,  
Department of Management & Marketing, College of Business

### **Course Syllabus**

**Class Modality:** Online

**Class Meeting Time and Place:** Blackboard

**Class Duration:** Jan 21–May 13

#### **Instructor Information:**

Dr. Roberto Saldivar  
Office: BLH 341F  
Office Phone: 210-784-2671  
Email: [rsaldivar@tamusa.edu](mailto:rsaldivar@tamusa.edu); professor will respond within 48 hours.

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

#### **Office Hours (By Appointment):**

T: 10:00-1:00 PM (In-Person or ZOOM)  
W: 10:00-12:00 PM and 2:00-3:00 PM (In-Person or ZOOM)

### **Course Objectives:**

The primary objective of this course is to equip students with data-driven decision-making skills. The students will learn about a wide range of marketing research methods such as in-depth interview, observations, focus group, survey and modeling, experiment, and secondary data gathering and analysis. The students will acquire the research skills to design and conduct marketing research to solve marketing or business problems. This course will also help students gain the ability to evaluate and interpret research designed and conducted by outside providers such as consulting agency.

## **Student Learning Outcomes:**

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

1. Identify and clarify the research question;
2. Evaluate alternative research methods for a research question;
3. Determine optimal research strategy among exploratory, descriptive and causal research designs;
4. Understand benefits and limitations of qualitative versus quantitative research;
5. Collect primary data by observation or survey research;
6. Design and conduct marketing experiment for hypothesis testing;
7. Evaluate quality of a research method;
8. Evaluate validity and rigor of a research design.

## **AACSB Assessment:**

The College of Business is in the process of applying for AACSB accreditation. As part of that 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 of the above course outcomes.

## **Required Materials**

**Textbook:** Essential of Marketing Research, By Hair, Ortinau, Harrison, 6<sup>th</sup> Edition, an e-book will be available on Blackboard. McGraw Hill Connect Customer Support 1-800-331-5094.

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

**Software:** Please see the TAMUSA help desk to make sure you receive your login name and password for your TAMUSA login credentials. Students are required to use Zoom and Microsoft Office applications to complete various assignments. These products are available in the computer labs on campus, and students are able to download this software from the Microsoft software center using TAMUSA login credentials (see helpdesk for guidance).

**Computer Hardware:** You will need a computer with an internet connection, a microphone, camera, 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:** I recommend you to read Wall Street Journal, The Economist, Business Week and other business publications. I also suggest you read peer reviewed academic journals such as Journal of Marketing Research, Journal of Marketing, Marketing Science, Journal of Consumer Research, etc.

## **Course Assignments**

### **Simulation 1 Marketing Metrics Simulation:**

#### **Purpose:**

- In this simulation, the goal is to understand how marketing metrics are critical for determining the next steps in any marketing plan. In addition to understanding how the metrics are determined, it is also essential to know how these metrics are applied in support of the marketing plan. Gross margin, market share, and awareness are all examples of important marketing metrics.

#### **Task:**

- Complete all tasks outlined in the simulation and make necessary decisions to meet goals.

#### **Criteria:**

- Students will have three attempts for the simulation, and the best grade will be recorded.

### **Simulation 2 Market Research Simulation:**

#### **Purpose:**

- In this simulation, the goal is to understand the process of market research and assess the information that is most impactful to the plan that is in play. The goal is to look at what information is available and determine how to best apply it to the required decisions.

#### **Task:**

- Complete all tasks outlined in the simulation and make necessary decisions to meet goals.

#### **Criteria:**

- Students will have three attempts for the simulation, and the best grade will be recorded.

### **Simulation 3 Marketing Research: Swift and Snug Furniture:**

#### **Purpose:**

- In this simulation, the goal is to place the students in the role of a marketing research consultant hired by Swift and Snug Furniture. In this simulation, students will help conduct the whole research process to help the organization make a decision on what customizable feature is best to add to the organization's offerings.

#### **Task:**

- Complete all tasks outlined in the simulation and make necessary decisions to meet goals.

#### **Criteria:**

- Students will have three attempts for the simulation, and the best grade will be recorded.

### **Application-Based Activities (ABA) Simulation Reflections:**

#### **Purpose: (why are we doing this?)**

- Simulation reflections will help students discuss factors that affect the research process.

#### **Task:**

- Each student must record a 2–3-minute video reflecting on each simulation. Submit videos by recording them and then using the paper clip icon on the submission link to upload the videos.

#### **Criteria:**

- The video must include the student talking on camera and must show their face. Students should reflect on the simulation.
- Some talking points could be the following. 1) what the simulation was about, 2) what they learned after taking the simulations, 3) what they would do differently in the future, and 4) how and why the lessons learned can help them in their careers.

### **Connect Chapter Quizzes:**

#### **Purpose: (why are we doing this?)**

- Understanding and using key marketing concepts is fundamental to student and professional success.

#### **Task: (what do we need to do?)**

- Students will complete chapter quizzes consisting of multiple-choice and true and false questions related to understanding key terms.
- Students are responsible for completing quizzes outside the class. Students have **25 minutes to complete 20 questions. Once the time is up, the quiz will auto-submit.**

- All quizzes use Proctorio; students must use Google Chrome on a desktop or laptop to complete the exams. [Please click here for a student orientation video on Proctorio.](#) Assignments will be subject to all the proctoring tools provided by McGraw-Hill during this assignment, including camera recording and strict control over access to websites and tabs. Thus, while completing the assignment, students cannot access the eBook, use dual monitors, or use other browsers or websites. A 15-second tolerance is built in to account for accidental pop-ups (e.g., a Zoom update opening unexpectedly) and to give students time to close the alert without being diverted from their exam. Students will be kicked out of the assignment if they do not close or access other unauthorized tools during the assignment. If this occurs, students will be allowed to log back in; however, the time for each assignment will still run. Therefore, students must make sure to close all other applications and devote their sole time to completing the assignment.

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

- A grade will be assessed.

**Exams:**

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

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

**Task: (what do we need to do?)**

- Students will complete a midterm and a final exam each consisting of multiple-choice, true and false, and open-ended questions.
- The student will have 60 minutes to complete 50 questions.
- All quizzes use Proctorio; students must use Google Chrome on a desktop or laptop to complete the exams. [Please click here for a student orientation video on Proctorio.](#) Assignments will be subject to all the proctoring tools provided by McGraw-Hill during this assignment, including camera recording and strict control over access to websites and tabs. Thus, while completing the assignment, students cannot access the eBook, use dual monitors, or use other browsers or websites. A 15-second tolerance is built in to account for accidental pop-ups (e.g., a Zoom update opening unexpectedly) and to give students time to close the alert without being diverted from their exam. Students will be kicked out of the assignment if they do not close or access other unauthorized tools during the assignment. If this occurs, students will be allowed to log back in; however, the time for each assignment will still run. Therefore, students must make sure to close all other applications and devote their sole time to completing the assignment.

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

- A grade will be assessed for each exam.

## **Late Work and Makeup Policy:**

All work will be open from the first day of class, so you are welcome to get ahead of the outlined schedule below. If for some reason you miss a deadline, the specifics for each assignment are outlined below. Just as in life, sometimes you get second chances, and sometimes you don't, and the same goes for this class as you will see below.

Exceptions may be made for students participating official university activity and for students facing extreme situations. However, students must provide comprehensive documentation and inform the professor via email before the due date for the missed assignment.

- **Simulation:** Late work will be accepted after the due date 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.
- **Simulations 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.

1. **Connect Chapter Quizzes:** No opportunity will be given for missed assignments in this category.
- **Exams:** There is an opportunity to complete a missed exam after the due date, but with a 20% penalty regardless of the reason for missing the original date. Student must contact the professor via email 24 hours after missing the exam to schedule a date. The exam must be completed before the following class.

### **Optional Work - SmartBook Activities:**

One SmartBook activity per chapter includes fill-in-the-blank, rank order, and multiple-choice questions. This optional assignment does not count towards the overall class grade. However, this is a great tool to practice for quizzes and exams and can be taken as often as possible.

## **Grading Policy**

### **Individual Assignments:**

Simulation 1 Marketing Metrics Simulation, 5%

Simulation 1 Marketing Metrics Simulation Reflection, 10%

Simulation 2 Market Research Simulation, 5%

Simulation 2 Market Research Simulation Reflection, 10%

Simulation 3 Marketing Research: Swift and Snug Furniture Simulation, 5%

Simulation 3 Marketing Research: Swift and Snug Furniture Simulation Reflection, 10%

Connect Chapter Quizzes and Introduction Video, 15%

Midterm Exam, 20%

Final Exam, 20%

**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.

## **Week: 1**

**Date:** 1/20-1/23

### **Topic/Readings:**

1. Syllabus Overview
2. Ch. 1 Marketing Research for Managerial Decision Making

### **Assignments/Tasks/Assessments:**

1. Watch Ch 1 Lecture
2. Submit Introduction Video, Due at End of Day on 1/22

## **Week: 2**

**Date:** 1/26-1/30

### **Topic/Readings:**

1. Ch. 2 The Marketing Research Process and Proposals

### **Assignments/Tasks/Assessments:**

1. Watch Ch 2 Lecture
2. Ch. 2 Quiz, Due at End of Day on 1/29

## **Week: 3**

**Date:** 2/2-2/6

### **Topic/Readings:**

1. Ch. 3. Secondary Data, Literature Reviews, and Hypotheses

### **Assignments/Tasks/Assessments:**

1. Watch Ch 3 Lecture
2. Ch. 3 Quiz, Due at End of Day on 2/5

## **Week: 4**

**Date:** 2/9-2/13

### **Topic/Readings:**

1. Ch. 4 Exploratory and Observational Research Designs and Data Collection Approaches

### **Assignments/Tasks/Assessments:**

1. Watch Ch 4 Lecture
2. Simulation 1 Marketing Metrics Simulation, Due at End of Day on 2/11
3. Ch. 4 Quiz, Due at End of Day on 2/12
4. Simulation 1 Marketing Metrics Reflection, Due at End of Day on 2/13

**Week:** Week 5

**Date:** 2/16-2/20

**Topic/Readings:**

1. Ch. 5 Descriptive and Casual Research Designs

**Assignments/Tasks/Assessments:**

1. Watch Ch 5 Lecture
2. Ch 5 Quiz, Due at the End of the Day on 2/19

**Week:** Week 6

**Date:** 2/23-2/27

**Topic/Readings:**

1. Ch. 6 Sampling: Theory and Methods

**Assignments/Tasks/Assessments:**

1. Watch Ch 6 Lecture
2. Ch 6 Quiz, Due at End of Day on 2/26

**Week:** Week 7

**Date:** 3/2-3/6

**Topic/Readings:**

1. Prepare for the Midterm Exam by reviewing Chapters 2-6.

**Assignments/Tasks/Assessments:**

1. Midterm: Ch. 2-6, Open on 3/2 and Due at End of Day on 3/5

**Week:** Week 8

**Date:** 3/9-3/13

**Topic/Readings:**

1. Spring Break

**Assignments/Tasks/Assessments:**

1. None

**Week:** Week 9

**Date:** 3/16-3/20

**Topic/Readings:**

1. Ch. 7 Measuring and Scaling

**Assignments/Tasks/Assessments:**

1. Watch Ch 7 Lecture
2. Simulation 2 Market Research Simulation, Due at End of Day on 3/18
3. Ch. 7 Quiz, Due at End of Day on 3/19
4. Simulation 2 Market Research Reflection, Due at End of Day on 3/20

**Week:** Week 10

**Date:** W 3/23-3/27

**Topic/Readings:**

1. Ch. 8 Designing the Questionnaire

**Assignments/Tasks/Assessments:**

1. Watch Ch 8 Lecture
2. Ch. 8 Quiz, Due at End of Day on 3/26

**Week:** Week 11

**Date:** W 3/30-4/3

**Topic/Readings:**

1. Ch. 9 Qualitative Data Analysis

**Assignments/Tasks/Assessments:**

1. Watch Ch 9 Lecture
2. Ch. 9 Quiz, Due at End of Day on 4/2

**Week:** Week 12

**Date:** W 4/6-4/10

**Topic/Readings:**

1. Ch. 10 Preparing Data for Quantitative Analysis

**Assignments/Tasks/Assessments:**

1. Watch Ch 10 Lecture
2. Ch. 10 Quiz, Due at End of Day on 4/9

**Week:** Week 13

**Date:** 4/13-4/17

**Topic/Readings:**

1. Ch. 11 Basic Data Analysis for Quantitative Analysis

**Assignments/Tasks/Assessments:**

1. Watch Ch 11 Lecture
2. Simulation 3 Marketing Research Simulation: Swift and Snug Furniture, Due at End of Day on 4/15
3. Ch. 11 Quiz, Due at End of Day on 4/16
4. Simulation 3 Marketing Research Reflection: Swift and Snug Furniture, Due at End of Day on 4/17

**Week:** Week 14

**Date:** 4/20-4/24

**Topic/Readings:**

1. Ch. 12 Examining Relationships in Quantitative Research

**Assignments/Tasks/Assessments:**

1. Watch Ch 12 Lecture
2. Ch. 12 Quiz, Due at End of Day on 4/23

**Week:** Week 15

**Date:** 4/27-5/1

**Topic/Readings:**

1. Ch. 13 Communicating Marketing Research Findings

**Assignments/Tasks/Assessments:**

1. Watch Ch 13 Lecture
2. Ch. 13 Quiz, Due at End of Day on 4/30

**Week:** Week 16

**Date:** 5/4-5/8

**Topic/Readings:**

1. Prepare for the Final Exam by reviewing Chapters 7-13.

**Assignments/Tasks/Assessments:**

1. Final Exam: Ch.7-13, Open on 5/4 and Due at End of Day on 5/7

## Important Policies and Resources

**University Email Policy and Course Communications:** All correspondence between professors and students must occur via University email accounts. You must have your Jaguar email account ready and working. If it is not working, contact the help desk at [helpdesk@tamusa.edu](mailto: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](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 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](mailto: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.

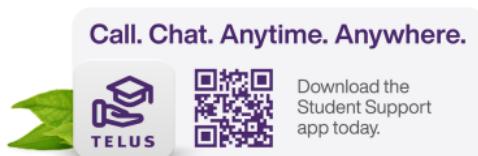
While tutoring hours may change based on tutor schedules and availability, the current tutoring hours for MATH in the ALC are as follows:

Day	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 8:00 AM and 5:00 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. 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.

**Jaguar Writing, Language, and Digital Composing Center (WLDCC):** 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 eportfolios, 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 realtime 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](mailto: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@tamus.edu](mailto:military.va@tamus.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@tamus.edu](mailto:titleix@tamus.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](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 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](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. 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](mailto: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 [OSRR website](#)

Important Spring 2026 Dates and Events:

January 13: Tuition & Fee Payment deadline  
January 19: Martin Luther King, Jr. – No Classes  
January 20: First day of class  
February 4: Census date  
March 13-March 6: Midterm grading period  
March 9-March 14: Spring Break  
April 3: Study Day – No classes  
April 17: Last day to drop with an automatic “W”  
May 1: Last day to drop a course or withdraw from the University  
May 4: Last day of classes  
May 5: Study day – No classes  
May 6-May 12: Final Exams  
May 19: Commencement

*The complete [academic calendar](#) is available online*

**Artificial Intelligence (AI) Policy:**

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

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