



MKTG 3342/600: **Integrated Marketing Communications, SPRING 2026**

CRN: 23609

Department of Management & Marketing, College of Business

Course Syllabus

Class Meeting Time and Place:

ONLINE

Class Duration:

1/20/26-5/12/26

Instructor:

Lisa Siegal

Office: Remote

E-Mail: lisa.siegal@tamusa.edu

Student emails will receive a reply within two business days.

Course Website:

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

Office Hours:

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) ****Course covers CH 1-18****

- 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 is on Connect site.
- Computer (Laptop with working speakers and webcam). Chrome required for Exams. Exams are recorded.
- Assignments are to be submitted using Microsoft Word and Powerpoint

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

MKTG 3342:600, Integrated Marketing Communications, SPRING 2026, 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 with all course assignments, quizzes, and examinations.
3. Students should ask questions and communicate with the instructor.
4. Students should remember that Online courses assume greater responsibility by the student for their own learning outcomes.
5. This course is delivered online asynchronously. (There are no scheduled lectures or meetings.)

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

Assignments	POINTS
Connect HW (18@5pts)- Individual: weekly	90
Connect Quiz (18@5pts)- Individual: weekly	90
Team Contract	45
Team Topic Form	25
Team IMC Paper	250
Team PP Presentation with Speakers Notes	100
Midterm Exam	150

Final Exam	250
TOTAL	1,000

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: 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 (if you don't already have a Connect account).

- Log into Blackboard and click on the first assignment. Then log into Connect. The quizzes and Exams 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 20, 2026**. 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 timed/closed book/closed note Exams. Each will be delivered Online and Proctored via **Proctorio, an Exam Proctoring program** (see BB and information below on Proctorio).

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. Exams are recorded.

Make up and Late Assignment/exam/quiz policy:

Late CONNECT, quiz/ HW /Exam and/or assignment requests **will not be honored unless** you have a documented emergency or illness and contact me in advance.

TEAM Contract

Complete the form. Submit ONE form per team.

TEAM Topic Form

Submit one Topic Form per team. (**Topics must be approved by instructor).

TEAM PAPER: IMC Campaign/Analysis

Project Overview

Your team will develop a comprehensive Integrated Marketing Communications (IMC) campaign for either a real publicly traded company entering a new market or launching a new product/service. This project requires you to demonstrate your understanding of how various promotional tools work together to create a unified brand message across multiple channels.

Total Points: 250 points

Duration: Semester

Learning Objectives

By completing this project, you will be able to:

- Conduct situational and audience analysis for marketing communications planning
- Develop integrated communication strategies that align with business objectives
- Create cohesive messaging across multiple communication channels
- Design and justify media selection decisions with budget constraints
- Evaluate campaign effectiveness using appropriate metrics
- Collaborate effectively in a virtual team environment

Project Components & Timeline

1) Company/Product Selection & Situation Analysis

Requirements:

1. **Company/Product Selection**
 - Choose either: a) an existing publicly traded company launching a new product OR b) an existing product entering a new geographic market.
 - Submit your topic for approval on the topic form
2. **Situation Analysis**
 - Company background and current market position
 - Product/service description and unique value proposition
 - Competitive analysis (minimum 3 direct competitors)
 - Target market analysis using demographic, psychographic, behavioral, and geographic segmentation
 - SWOT analysis specific to communication opportunities and challenges
 - Current communication efforts review (if applicable)

2) IMC Strategy Development

Requirements:

1. **Communication Objectives (SMART Goals=Specific, Measurable, Achievable, Relevant, Time-bound)**

- Awareness objectives
- Attitude/perception objectives
- Behavioral objectives

2. **Target Audience Personas**

- Develop 2-3 detailed buyer personas
- Include media consumption habits, pain points, decision-making process

3. **Core Message Strategy**

- Big Idea/Creative Concept
- Key brand messages
- Positioning statement

4. **Channel Strategy**

- Select minimum 5 communication channels from: advertising, public relations, sales promotion, direct marketing, digital/social media, content marketing, events, sponsorships, personal selling
- Justify each channel selection based on target audience and objectives
- Explain how channels will work together for integration

5. **Budget Allocation**

- Total campaign budget: \$500,000 (hypothetical)
- Breakdown by channel with justification
- Timeline/flight schedule

3)Creative Execution & Tactical Plans

Requirements:

1. **Creative Brief**
 - Campaign overview and objectives
 - Target audience insights
 - Key message and tone
 - Mandatories (brand guidelines, legal requirements)
2. **Campaign Materials** (Create mockups/samples for at least 4 channels) Examples might include:
 - Social media content calendar (2 weeks) with sample posts
 - Digital ad designs (banner, social, or video storyboard)
 - Press release or PR pitch
 - Email marketing series (minimum 3 emails)
 - Influencer partnership proposal
 - Sales promotion materials
 - Event activation plan
3. **Media Plan**
 - Detailed 6-month media schedule
 - Reach and frequency estimates
 - Rationale for timing and pacing
4. **Integration Plan**
 - Demonstrate how all touchpoints deliver consistent messaging
 - Customer journey map showing integration across channels
 - Explanation of how channels reinforce each other

4) Measurement

Measurement Plan Requirements

1. **KPIs for each objective**
 - o Awareness metrics (reach, impressions, brand recall)
 - o Engagement metrics (CTR, time on site, social engagement)
 - o Conversion metrics (leads, sales, ROI)
2. **Measurement Tools & Methods**
 - o Specify tools for each channel (Google Analytics, social media analytics, surveys, etc.)
 - o Pre-campaign and post-campaign measurement approach

Page Requirement: 20-25 pages (not including Title page and reference page) (double spaced Word document)

Collaboration Requirements

Since this is an online course, effective virtual collaboration is essential:

1. **Weekly Check-ins:** Each team member must post a brief progress update in your group discussion forum weekly
2. **Peer Evaluation:** Each student has the option to complete a confidential peer evaluation assessing team members' contributions (individual grades may vary)
3. **Communication Tools:** Use discussion forums, Zoom, Google Docs, Slack, or other collaborative tools. Document your collaboration.

Submission Guidelines

- All written components: 12pt font, double-spaced, APA format for citations
- Submit via Blackboard by 11:59 PM on due date
- Creative materials may be submitted as PDFs, PowerPoint, or links to online portfolios

Resources

- Course textbook chapters on IMC topics listed above (CH 1-18)
- Library Research (Periodicals, Journal articles, etc).

Academic Integrity

All work must be original. You may analyze real companies and campaigns, but all strategy and creative work must be your own team's creation. Cite all sources properly.

Tips for Success

- Start early and maintain consistent progress across all phases
- Research real campaigns in your industry for inspiration

- Be specific and realistic in your plans
- Show true integration, not just a collection of separate tactics
- Make your creative materials visually appealing but focus on strategic soundness

3) **TEAM POWERPOINT PRESENTATION (with speakers notes)**

Create a 15-20 slide Powerpoint slide deck with Speakers Notes. (doesn't include title slide and reference slide) based on your IMC paper. On title slide include team member names and team letter. Refer to the Grading Rubric for this assignment on Blackboard.

Formatting Requirements: 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. Introduction and Conclusion paragraphs.
- 4) **Research** quality and number of sources count. Use a **minimum of 7 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%** on Turnitin will be reviewed for plagiarism. **Use of AI not permitted**. (You can check for AI use on GPTZero, Scribbr AI or Pangram. (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. AI checkers you can use: GPT Zero, Scribbr AI, Pangram (or other AI detection tool).

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 2026: 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
WEEK #1		
T January 20	Review Syllabus and Course Materials on Blackboard.	NONE. SUN JAN 25
WEEK #2		
M January 26	CH1: Introduction to IMC CH 2: Role of IMC in Marketing Process	DUE SUN FEB 1 CH1: Introduction to IMC CH 2: Connect HW/Quiz
WEEK# 3		
M FEB 2	CH 3: Role of Ad Agencies	DUE SUN FEB 8 CH 3: Connect HW/quiz
WEEK #4		
M February 9	CH 4: Consumer Behavior	DUE SUN FEB 15 CH 4: Connect HW/Quiz/ TEAM CONTRACT DUE
WEEK #5		
M February 16	CH 5: Communication Process CH 6: Source, Message, Channel Factors	DUE SUN FEB 22 CH 5,6: Connect HW Quiz, TEAM TOPIC FORM DUE
WEEK #6		

M February 23	CH 7: Objectives & Budgeting CH 8: Creative Strategy Planning	DUE SUN MAR 1 CH 7, 8: Connect HW/Quiz
WEEK #7	MIDTERM EXAM: CH 1-8	MIDTERM: CH 1-8
M MAR 2	MIDTERM EXAM: available online from MAR 6-7 On CH 1-8	MIDTERM EXAM, On CH 1-8, DUE MAR 6-7
WEEK #8		
M March 9	SPRING BREAK	SUN MAR 15: SPRING BREAK. NONE
WEEK #9		
MONDAY MARCH 16	CH 9: Creative Strategy Implementation CH 10: Media Planning & Strategy	DUE SUN MAR 22 CH 9,10: Connect HW/Quiz.
WEEK #10		
M March 23	CH 11: Evaluation of Media: TV & Radio CH 12: Evaluation of Media: Newspapers/Magazines	DUE SUN MAR 29 CH 11,12: Connect HW/ Quiz
WEEK #11		
M. March 30	CH 13: Support Media	DUE SUN APRIL 5 CH 13: Connect HW/Quiz, Sunday, APR 6.
WEEK #12		
M April 6	CH 14: Direct Marketing CH 15: The Internet: Digital & Social Media	DUE SUN APRIL 12 CH 14,15: Connect HW/Quiz

WEEK #13		
M April 13	CH 16: Sales Promotion CH 17: Public Relations, Publicity & Corporate Advertising	DUE SUN APRIL 19 CH 16,17: Connect HW/Quiz,

WEEK #14		
M April 20	CH 18: Measuring Effectiveness	DUE APRIL 26 CH 18: Connect HW/Quiz,
WEEK #15		
M. April 27	PAPER and POWERPOINT	Due SUN MAY 3 Paper and Powerpoint DUE
FINAL EXAM: CH 9-18 5/8-5/9	FINAL EXAM: CH 9-18. 5/8-5/9	FINAL EXAM MAY 5/8-5/9

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 for further guidance.

UPDATED POLICIES 2026

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 or at 210-784-HELP (4357). If you don't hear back within 48 hours, contact them again. They have many requests during the first part of the semester, so you may need to follow up with them.

Academic Accommodations for Individuals with Disabilities: Texas A&M University-San Antonio is committed to providing all students with reasonable access to learning opportunities and accommodations in accordance with The Americans with Disabilities Act, as amended, and Section 504 of the Rehabilitation Act. If you experience barriers to your education due to a disability or think you may have a disability, Disability Support Services is located in the Central Academic Building, Suite 210. You can also contact us via phone at (210) 784-1335, visit us at the [website](#) or email us at dss@tamusa.edu. Disabilities may include, but are not limited to, attentional, learning, mental health, sensory, physical, or chronic health conditions. All students are encouraged to discuss their academic accommodations with Disability Support Services and their instructors as soon as possible.

Academic Learning Center: All currently enrolled students at Texas A&M University-San Antonio can utilize the Academic Learning Center for subject-area tutoring. The Academic Learning Center provides free course-based tutoring to all currently enrolled students at Texas A&M University-San Antonio. Students wishing to work with a tutor can make appointments through the Brainfuse online tutoring platform. Brainfuse can be accessed in the *Tools* section of Blackboard. You can contact the Academic Learning Center by emailing tutoring@tamusa.edu, calling (210) 784-1307, or visiting the Central Academic Building, room 202. Online tutoring is also available for after

hours and weekend assistance.

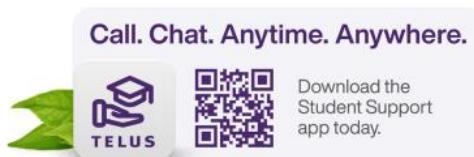
While tutoring hours may change based on tutor schedules and availability, the current tutoring hours for MATH in the ALC are as follows:

	Appointments available	Walk in Tutoring – No appointment needed
MONDAY	8 am – 6 pm	9 am – 5 pm
TUESDAY	8 am – 6 pm	9 am – 5 pm
WEDNESDAY	8 am – 6 pm	9 am – 5 pm
THURSDAY	8 am – 6 pm	9 am – 5 pm
FRIDAY	8 am – 5 pm	11 am – 4 pm

Counseling/Mental Health Resources: As a college student, there may be times when personal stressors interfere with your academic performance and negatively impact your daily functioning. If you are experiencing emotional difficulties or mental health concerns, support is available to you through the Student Counseling Center (SCC). To schedule an appointment, visit our website, call 210-784-1331 or visit Madla 120 between the hours of 8:00 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 system. In the event of an emergency, such as inclement weather, students, staff and faculty, who are registered, will have the option to receive a text message, email with instructions and updates. To register or update your information visit: <https://tamusa.bbcportal.com/>. More information about Emergency Operations Plan and the Emergency Action Plan can be found [here](#). Download the SafeZone App (<https://safezoneapp.com/>) for emergencies or call (210) 784-1911. Non-Emergency (210) 784-1900.

Financial Aid and Verification of Attendance: According to the following federal regulation, 34 CFR 668.21: U.S. Department of Education (DoE) Title IV regulation, a student can only receive Title IV funds based on Title IV eligibility criteria which include class attendance. If Title IV funds are disbursed to ineligible students (including students who fail to begin attendance), the institution must return these funds to the U.S. DoE within 30 days of becoming aware that the student will not or has not begun attendance. Faculty will provide the Office of Financial Aid with an electronic notification if a student has not attended by the published Census Date (the first week of class). Any student receiving federal financial aid who does not attend prior to the published Census Date (the first week of class) will have their aid terminated and returned to the DoE. Please note that any student who stops attending at any time during the semester may also need to return a portion of their

federal aid.

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@tamus.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 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. Texas A&M University-San Antonio faculty are committed to providing a safe learning environment

for all students and for the university as a whole. If you have experienced any form of sex discrimination or harassment, including sexual assault, sexual harassment, domestic or dating violence, or stalking based on sex, know that help and support are available. A&M-San Antonio's Title IX Coordinator can support those impacted by such conduct in navigating campus life, accessing health and counseling services, providing academic and housing accommodations, and more. The university strongly encourages all students to report any such incidents to the Title IX Coordinator. Please be aware that all A&M-San Antonio employees (other than those designated as confidential resources such as counselors and trained victim advocates) are required to report information about such discrimination and harassment to the university. This means that if you tell a faculty member about a situation of sexual harassment, sexual violence, or other related sex-based misconduct, the faculty member must share that information with the university's Title IX Coordinator (titleix@tamusa.edu, 210-784-2061, CAB 439K). If you wish to speak to a confidential employee who does not have this reporting requirement, you can contact the Student Counseling Center at (210) 784-1331 or visit them in Madla 120.

Pregnant/Parenting Students: Texas A&M-San Antonio does not require a pregnant or parenting student, solely because of that status or issues related to that status, to (1) take a leave of absence or withdraw from their degree or certificate program; (2) limit the student's studies; (3) participate in an alternative program; (4) change the student's major, degree, or certificate program; or (5) refrain from joining or cease participating in any course, activity, or program at the University. The university will provide such reasonable accommodations to pregnant students as would be provided to a student with a temporary medical condition that are related to the health and safety of the student and the student's unborn child. These could include maintaining a safe distance from substances, areas, and activities known to be hazardous to pregnant individuals and their unborn child; excused absences because of illness or medical appointments; modified due dates for assignments; rescheduled tests/exams; taking a leave of absence; and being provided access to instructional materials and video recordings of lectures for excused absences, if these would be provided to any other student with an excused absence. Pregnant/parenting students are encouraged to contact the Title IX Coordinator with any questions or concerns related to their status (titleix@tamusa.edu; 210-784-2061; CAB 439K).

Texas A&M-San Antonio has also designated the Title IX Coordinator as the liaison officer for current or incoming students who are the parent or guardian of a child younger than 18 years of age. The Title IX Coordinator can provide students with information regarding support services and other resources. Young Jaguars can support parenting students with daycare if students meet this criteria: (1) must be enrolled in classes at Texas A&M-San Antonio in the current semester, (2) must be Pell eligible or a single parent, (3) child(ren) must be aged 3 to 12-years-old, and (4) child(ren) must be enrolled in Pre-K-3 through 6th grade. For more information, please contact Young Jaguars at youngjaguars@tamusa.edu or call (210) 784-2636.

Students' Rights and Responsibilities: The following statement of students' rights and responsibilities is intended to reflect the philosophical base upon which University Student Rules are built. This philosophy acknowledges the existence of both rights and responsibilities, which is inherent to an individual not only as a student at Texas A&M University-San Antonio but also as a citizen of this country.

Students' Rights

1. A student shall have the right to participate in a free exchange of ideas, and there shall be no University rule or administrative rule that in any way abridges the rights of freedom of speech, expression, petition and peaceful assembly as set forth in the U.S. Constitution.
2. Each student shall have the right to participate in all areas and activities of the University, free from any form of discrimination, including harassment, on the basis of race, color, national or ethnic origin, religion, sex, disability, age, and pregnancy/parenting or veteran status in accordance with applicable federal and state laws.
3. A student has the right to personal privacy except as otherwise provided by law, and this will be observed by students and University authorities alike.
4. Each student subject to disciplinary action arising from violations of university student rules shall be assured a fundamentally fair process.

Students' Responsibilities

1. A student has the responsibility to respect the rights and property of others, including other students, the faculty, and administration.
2. A student has the responsibility to be fully acquainted with the published University Student Rules found in the Student Handbook, [Student Code of Conduct](#), on our website, and University Catalog, and to comply with them, as well as with federal, state, and local laws.
3. A student has the responsibility to recognize that student actions reflect upon the individuals involved and upon the entire University community.
4. A student has the responsibility to recognize the University's obligation to provide a safe environment for learning.
5. A student has the responsibility to check their university email for any updates or official university notifications.

We expect that students will behave in a manner that is dignified, respectful, and courteous to all people, regardless of sex, ethnic/racial origin, religious background, or disability. Conduct that infringes on the rights of another individual will not be tolerated.

Students are expected to exhibit a high level of honesty and integrity in their pursuit of higher education. Students engaging in an act that violates the standards of academic integrity will find themselves facing academic and/or disciplinary sanctions. Academic misconduct is any act, or attempt, which gives an unfair advantage to the student. Additionally, any behavior specifically prohibited by a faculty member in the course syllabus or class discussion may be considered as academic misconduct. For more information on academic misconduct policies and procedures please review the [Student Code of Conduct](#) or visit the resources available in the [OSRR website](#)

Important Spring 2026 Dates:

Dates	Event
January 13	Tuition & Fee Payments deadline
January 19	Martin Luther King, Jr. – No Classes
January 20	First day of class
February 4	Census date
February 23-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
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The complete [academic calendar](#) is available online