

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

## **MKTG 3363-900, Social Media Marketing**

**Fall 2025, CRN: 10847**

**Department of Management & Marketing, College of Business**

### **Course Syllabus**

**Class Modality:** Hybrid Lecture

**Class Meeting Time and Place:** Wednesday: 12:30 PM – 1:45 PM CST, Classroom Hall 102

**Class Duration:** Jan 21–May 13

**Instructor Information:** Dr. Roberto Saldivar

Office: Business Library Hall 341.F

Tel: 210-784-2671

E-Mail: [rsaldivar@tamusa.edu](mailto:rsaldivar@tamusa.edu)

Student emails will receive a reply within two business days.

**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**

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. You can access your 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 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:**

### **Chapter Quizzes:**

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

- These assignments allow students to develop their knowledge related to key terminology.

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

- Complete quizzes consisting of multiple-choice and true-and-false questions online.
- Complete the quiz before the scheduled deadline.

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

- A grade will be assessed after the quiz is taken.

### **Expert Session Quizzes:**

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

- To review the different steps in social media marketing strategic planning from industry professionals.

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

- Watch a short video from an industry expert.
- Complete expert quizzes consisting of multiple-choice and true-and-false questions online.
- Complete the quiz before the scheduled deadline.

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

- A grade will be assessed after the quiz is taken.

**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.
- Students must bring a Scantron and pencils to complete the exam in class.

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

- A grade will be assessed for each exam.

**Class Attendance:**

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

- Regular attendance is a signal of one's commitment to the task.

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

- This is the easy part, show up before the class begins and do not leave until the class ends.

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

- 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, students can have one tardy that does not impact their grade, each tardy after the first will reduce attendance grade by 2 points.
- Students will be marked tardy if they leave early from class without informing the professor prior to class starting.

## Reflections

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

- To critically analyze and reflect upon different parts of the semester project.

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

- Create a 1–2-minute video addressing the issues above. You can record your video on your phone or computer and upload your file using the paperclip icon on the submission link.

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

- Discuss all the issues in-depth for each reflection. Provide an explanation of what your stance is and provide a rational for your opinion.

## Social Media Marketing Campaign Presentation/ PowerPoint:

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

- Help communicate the proposed campaign.
- This will help you gain experience selling your idea to the client.

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

- As a group, create a PowerPoint presentation that briefly reviews the social media campaign. Also show two long videos in the presentation.
- Create a PowerPoint to showcase your presentation.
- All students must submit the same copy of the PowerPoint.

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

- This is an individual grade.
- When presenting, students should pay attention to their delivery during the presentation and must integrate the key terms from the book into the presentation.
- The presentation MUST be between 7-8 minutes, with two minutes of Q&A; points will be deducted if the presentation exceeds 10 minutes total.
- Points will be deducted if you use any additional written notes besides the presentation.

## Social Media Marketing Campaign Written Document:

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

- Develop a strategic social media marketing campaign for a local business or client.

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

- In a group, use the social media marketing campaign template and develop a written outline.
- Each section should have an introduction and then highlight important information in a list format.
- Submit document in a Word file on Blackboard.
- In the same link, submit recorded videos by using the paper clip icon on the submission link to upload the videos. Do not post on YouTube or any other social media platform at this time, this will help protect your work and your client.

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

- AI must not be used for the development of the campaign, but AI can be used for researching purposes, include any prompts and output in the appendix of your document.
- Students should address all section of the social media marketing campaign template and include an introduction and a conclusion for each section.
- Ten videos should be created for your 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.
- Group members will be peer evaluated. An individual's grade may be reduced due to lack of commitment to assignment.

### **Optional Work - Social Media Marketing Simternship and Chapter CYU:**

The Stukent 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.

This can be completed at your own time and will not count towards your overall grade. Also, when reading each chapter, students have the opportunity to answer imbedded questions that allow you to check one's understanding of material just read. These are optional but highly encouraged to practice for quizzes and exams.

### **Group Guidelines:**

Others must pick up the slack when someone drops the ball in a group project. However, when extreme problems with a group member arise, the other students should let me know promptly so that the students may inform the student that they will be dropped from the group. The student who was dropped is still expected to complete all the requirements for the class. All team members will receive one grade for group assignments and each student must submit their documents.

### **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.

- **Chapter Quizzes:** No opportunity will be given for missed assignments in this category.

- **Expert Session 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.
- **Reflections:** There is an opportunity to complete this assignment 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 and submit the assignment no later than one day after the original scheduled date.
- **Social Media Marketing Campaign Document:** There is an opportunity to complete the document 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 and complete the document no later than two days after the original scheduled date.
- **Social Media Marketing Campaign Presentation/PowerPoint:** 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.

### **Individual Assignments:**

Chapter Quizzes, 10%  
Expert Session Quizzes and Introduction Video, 10%  
Midterm Exam, 20%  
Final Exam, 20%  
Attendance, 10%  
Reflections, 10%  
Social Media Marketing Campaign Presentation/PowerPoint, 10%

### **Group Assignment:**

Social Media Marketing Campaign Written Document, 10%

**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:** Week 1

**Date:** 1/21

**Topic/Readings:** None

**Assignments/Tasks/Assessments:**

1. Class Introduction and Group Formation
2. Submit Introduction Video, DED 1/22

**Week:** Week 2

**Date:** 1/28

**Topic/Readings:**

1. Ch 1 Introduction to Social Media Marketing

**Assignments/Tasks/Assessments:**

1. Ch 1, Due at End of Day on 1/29
2. Ch 1 Expert Session Quiz: Andrea Parrish, Due at End of Day on 1/29

**Week:** Week 3

**Date:** 2/4

**Topic/Readings:**

1. Ch 2 Developing Your Personal Brand

**Assignments/Tasks/Assessments:**

1. Ch 2, Due at End of Day on 2/5
2. Ch 2 Expert Session Quiz Liza Dunning, Due at End of Day on 2/5

**Week:** Week 4

**Date:** 2/11

**Topic/Readings:**

1. Ch 3 Social Media Marketing Strategy

**Assignments/Tasks/Assessments:**

1. Ch 3, Due at End of Day on 2/12
2. Ch 3 Expert Session Quiz Sam Hirbod, Due at End of Day on 2/12

**Other Assignments**

1. Client Situational Analysis

**Week:** Week 5

**Date:** 2/18

**Topic/Readings:**

1. Ch 13 Social Media Marketing Campaigns

**Assignments/Tasks/Assessments:**

1. Ch13, Due at the End of the Day on 2/19
2. Ch 3 Expert Session Quiz Julia McCoy, Due at the End of the Day on 2/19
3. Reflection 1: What are your individual goals for developing a Social Media Marketing Campaign for your client? Where are you right now with your knowledge of strategy, campaign development, and content development? What do you hope to learn and get out of this assignment? Due at the End of the Day on 2/20

**Other Assignments**

1. Competitor Situational Analysis

**Week:** Week 6

**Date:** 2/25

**Topic/Readings:**

1. Ch 14 Influencer Marketing with Social Media

**Assignments/Tasks/Assessments:**

1. Ch 14, Due at End of Day on 2/26
2. Ch 14 Expert Session Quiz Dave Schneider, Due at End of Day on 2/26
3. Ch 14 Expert Session Quiz Scott Paul Due at End of Day on 2/26

**Other Assignments**

1. Industry Situational Analysis

**Week:** Week 7

**Date:** 3/4

**Topic/Readings:**

1. Midterm Exam (Ch. 1- 3 & 13-14)

**Assignments/Tasks/Assessments:**

1. Midterm Exam (Ch. 1- 3 & 13-14) Bring Scantron and Pencil

**Week:** Week 8

**Date:** 3/9 – 3/13

**Topic/Readings:**

1. Spring Break-No Class

**Week:** Week 9

**Date:** 3/18

**Topic/Readings:**

1. Ch 15 Employee Advocacy

**Assignments/Tasks/Assessments:**

1. Ch 15, Due at End of Day on 3/19
2. Ch 3 Expert Session Quiz Matt Sitala, Due at End of Day on 3/19
3. Reflection 2: Getting to know the Client, what are your thoughts about the current state of the client's social media platform(s)? How do the client's social media platforms compare to the competitors'? Due at the end of the day on 3/20

**Other Assignments**

1. Brainstorm Ideas of SMM Campaign

**Week:** Week 10

**Date:** 3/25

**Topic/Readings:**

1. Ch 16 Social Media Policies and Crisis Response Plan

**Assignments/Tasks/Assessments:**

1. Ch 16, Due at End of Day on 3/26
2. Ch 16 Expert Session Quiz Melissa Agnes, Due at End of Day on 3/26

**Other Assignments**

1. Brainstorm Ideas of SMM Campaign

**Week:** Week 11

**Date:** 4/1

**Topic/Readings:**

1. Ch 17 Social Selling

**Assignments/Tasks/Assessments:**

1. Ch 17, Due at End of Day on 4/2
2. Ch 3 Expert Session Quiz Nathan Ellering, Due at End of Day on 4/2
3. Develop Assets for SMM Campaign

**Week:** Week 12

**Date:** 4/8

**Topic/Readings:**

1. Ch 18 Social Media Analytics and Measuring ROI

**Assignments/Tasks/Assessments:**

1. Ch 18, Due at End of Day on 4/9
2. Ch 3 Expert Session Quiz Adelyn Biedenbach, Due at End of Day on 4/9
3. Develop Assets for SMM Campaign

**Week:** Week 13

**Date:** 4/15

**Topic/Readings:**

1. Social Media Plan Platforms Summary (Ch 4-5,10-12)

**Assignments/Tasks/Assessments:**

1. Reflection 3: What impact has developing strategy and content for a client had on you? For instance, are you starting to examine social media content, channels, and accounts differently? What impact has this class had on you as a consumer of social media and a future social media manager? Now that you are close to completing this course, do you prefer being in front of or behind the camera when developing content? What other skills do you want to develop to become better at social media marketing? Due at the end of the day on 4/16
2. Develop Assets for SMM Campaign

**Week:** Week 14

**Date:** 4/22

**Topic/Readings:**

1. Final Exam (Ch. 15-18)

**Assignments/Tasks/Assessments:**

1. Final Exam (Ch. 15-18) Bring Scantron and Pencil

**Week:** Week 15

**Date:** 4/29

**Topic/Readings:**

1. Social Media Campaign Workday – Finishing Touches

**Assignments/Tasks/Assessments:**

1. Social Media Marketing Campaign Written Document, Due at End of Day on 4/30
2. Social Media Marketing Campaign Presentation PowerPoint, Due at End of Day on 4/30

**Week:** Week 16

**Date:** 5/6

**Topic/Readings:**

1. Social Media Plan Presentation Day

**Assignments/Tasks/Assessments:**

1. Present Social Media Campaign, Final Period Scheduled from 10 AM to 11:50 AM

## 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.

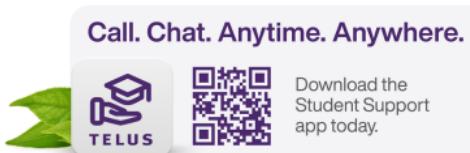
While tutoring hours may change based on tutor schedules and availability, the current tutoring hours for MATH in the ALC are as follows:

| 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@tamus.edu](mailto: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](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@tamus.edu](mailto:titleix@tamus.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.