



MKTG 5362:600, **Applied Buyer Behavior**, Spring 2026, CRN: 25564

Department of Management and Marketing, College of Business

Course Syllabus

Class Meeting Time and Place: T 7:00 PM - 9:45 PM, Online Synchronous

Class Duration: 03/17-05/12

Instructor: Dr. Weixing Ford

Office: CAB 434 C

Tel: 210-784-2309

E-Mail: weixing.ford@tamusa.edu

Student emails will receive a reply within two business days.

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

Office Hours: M 7:30 am – 11:00 am; 12:15 pm – 3:15 pm;

9:30 pm – 10:30 pm (ZOOM)

F 9:45 pm – 10:45 pm

and by appointment.

COURSE DESCRIPTION: This course is an introduction to the subject of consumer behavior, which studies consumers' decision-making process and post-decision outcomes. The knowledge about consumer behavior has been developed upon multiple disciplines including cognitive psychology, social psychology, anthropology, and sociology, etc. In this course, the students will explore how cognitive as well as social and behavioral aspects such as perceptions, learning, motivation, the concept of self, personality, and attitudes influence consumer behavior.

COURSE OBJECTIVES: The objective of the course is to provide a basic understanding of how and why consumers think the way they think and choose the way they choose in the market place. Such understanding of consumer behaviors will help business professionals to effectively market their products or brands to consumers.

PREREQUISITES: None.

STUDENT LEARNING OUTCOMES:

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

1. Define consumer behaviors;
2. Develop information about consumer behaviors;
3. Understand consumer motivations;
4. Understand how memory and knowledge (schemas, scripts, etc.) affect consumer behaviors;
5. Understand consumer's attitudes based on different effort level (high vs. low);

6. Learn about how consumers recognize problem and conduct information search;
7. Develop insights on how consumers form judgment and make decisions;
8. Explore consumer's post decision processes.

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:

- **Text:** Barry J. Babin, Eric Harris. Consumer Behavior, 9th edition. 2025. Cengage Learning.
- **Blackboard:** Connect to <http://tamusa.blackboard.com>. User ID is the K Number (K00001234). Password is the Date of Birth (MMDDYY). You will have lecture notes, solutions to problems, multimedia materials and other supplementary materials in Blackboard.
- **TIME:** You are expected to spend 3-6 hours per week for the course.

RECOMMENDED MATERIALS: I recommend you to pay attention to all types of marketing promotions in stores, print advertisement and watch TV commercials. I also encourage you to read Journal of Consumer Psychology, Journal of Consumer Research, Journal of Marketing Research, Journal of Marketing, Journal of Retailing, Marketing Science, Wall Street Journal, The Economist, Business Week and other business publications.

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

1. Students should check the Course Calendar and Announcements in Blackboard on a regular basis.
2. Students should keep current on class recordings, if not attending the live class (either in person or online).
3. Students should keep current with all course assignments, quizzes, and examinations.
4. If the course uses remote proctoring for exams, ensure that students schedule their exam early in the semester.
5. Students should ask questions and communicate with the instructor either online or off-line
6. Students should remember that hybrid and hyflex courses assume greater responsibility by the student for their own learning outcomes.
7. Students are not required to come to class, even for proctored examinations.
 - a. The instructor can require students to physically sit for an examination in a proctored environment at the facilities of university testing services – setup of exam is responsibility of the student.
 - b. The instructor can require students to take examinations using proctoring software (such as Examity – set up through Blackboard by the instructor, but at the student's expense).

c. The instructor decides which type of examination works best for the class and the student must comply with their instructions – as long as they are not required to take an in-class examination, or are required to take the examination at one specific time that applies to all students. In other words, the instructor will offer the student some flexibility on test location and the time to sit for the examination. Instructors should allow 72 hours for students to complete any examination.

GRADING POLICY: The final course grade will be based on your performance on the group project, exams, assignments and class participation using the following weights:

Quizzes	49%
Group Project (Experiential Learning)	45%
Final Exam	6%
Class Attendance	-5% each absence
Research Assignments	-10% each time if missing
Online Discussion Board	-10% if missing
 Total	100%

The final letter grades will be assigned as follows: Above 90% \Rightarrow A; 80 – 89% \Rightarrow B; 70 – 79% \Rightarrow C; 60 – 69% \Rightarrow D; Below 60% \Rightarrow F.

Examinations (Final Exam) and Quizzes: There will be mandatory quizzes and a mandatory final exam (as per university schedule). Being absent for an exam will result in a grade of zero for that exam and may result in a fail grade in the course. The exams/quizzes will consist of conceptual multiple-choice questions, problem solving questions, and short essay questions. The exam/quiz materials will come from lecture notes, the text, and class discussions. Questions will emphasize understanding and applications of concepts and topics covered in class. There are 14 quizzes. Each quiz allows only one take; and time limit for each quiz is 25 minutes. Each quiz accounts for 3.5 points towards final grade.

Group Project: There will be a marketing project that the students will work on in team throughout the semester. This group project will provide students with an opportunity of engaging in experiential learning from the perspective of marketers. The objective of this experiential learning group project is to propose practical solutions to a (or multiple) business problem(s) proposed by the business partner (when available). Details of this group project will be provided later in the semester depending on the available time frame of the business partner. The final deliverables for the group project is a group presentation (and executive summary report or business/marketing report only if the business partner requires so). Each student must submit the group project presentation slides (and other required document if there is any) on Blackboard before the deadline. Failure to submit the slides before deadline will result in a deduction of 10 points from final score. The business partner will be the only one who evaluates and ranks all the teams' work. Each student's final score for group project is determined by the relative ranking of your team compared to all other teams.

Group Project Teamwork Evaluations: The teamwork evaluation form will be provided to all students on Blackboard. In order to incentivize each student to contribute fair amount of work to the group project, the students can choose to submit the teamwork evaluation form if they think not all teammates have contributed equal or fair amount of work for the group project. A student's score on the group project will be adjusted downward if this student has been reported by more than two (including 2) teammates as a "free rider" on the project. If there is no free rider in the team, do NOT submit this teamwork evaluation form.

Class Participation: The students are expected to attend all the lectures AND actively participate in the discussions in class. A vital part of every student's education is regular attendance of class meetings. Any absences (or not reviewing the lectures) tend to lower the quality of a student's work, and frequent or persistent absences may result in a failing grade. Students are responsible for the materials covered in class. The course covers a lot of material and most students find at least some parts of it difficult. Participation in class discussions is mandatory as it is the vital part of students' learning experience. Students are required to ask questions and participate in class discussions and problem solving. Class attendance will be taken for each class. There will be a 5 point deduction from the final score for each unexcused absence (official documentation is required for excused absence). Due to the nature of the course format, the instructor reserves the rights to modify the rules (grading policies) to evaluate students' performance on class participation throughout the semester.

The course is intensive and challenging and you are expected to master the materials presented in class. The structure of the class makes your individual study and preparation outside of class extremely important. Reading the assigned chapter(s) and having some familiarity with them before class will be very useful for understanding lectures.

Research Assignments: There will be several opportunities for the students to participate in real marketing research projects. Participation in these real marketing research projects will give students first-hand experience in how real marketing research is conducted and help students obtain in-depth understanding of various aspects of designing and implementing marketing research. The objective of these assignments is to introduce students to the cutting-edge research in the field of marketing, help students learn about how to utilize the abundant marketing research resources to investigate a business problem, and eventually apply the research skills to marketing jobs as well as business in the real world. Failure to participate in each research assignment (if there is one) will result in a deduction of 10 points from the final score.

Online Discussion Board: Students will be expected to engage in an online discussion board at least once every month, 1) sharing their thoughts and comments on experiential learning project, or 2) answering one prompt given from the professor related to the experiential learning aspect of the course, or 3) respond to other students' postings. These discussion boards are meant to challenge students to reflect on their experiential project (both the challenges and the successes). Students are required to submit their discussion record in a Word document (copy and paste their postings in the Discussion Board in this Word document) at the end of the semester before the deadline. Failure to submit this discussion board participation record will result in a deduction of 10 points from the final score.

Make up and Late Assignment/exam/quiz policy:

As a general rule, make-ups or late submissions will NOT be offered or accepted for any missed assignments/exams/quizzes. Late submissions or make-ups may be accepted/administered only in extraordinary circumstances such as an excused official university activity, a severe illness, or a dire emergency. However, you must provide comprehensive documentation either before or within a few days of the missed assignment/quiz/exam.

Class conduct and civility code:

Everyone in class is expected to follow all rules in the student handbook, as well as common courtesy during classroom lectures and discussions in class and online, including the following:

1. Attendance may be taken at the beginning or the end of the class.
2. It is the students' responsibility to obtain and be able to use the required materials and software for this class.
3. Student must retain copies of all assignments and graded work for verification purposes. Keep copies of all computer files and e-mails.
4. Talking while the instructor is lecturing is extremely disruptive and discourteous to the instructor and other students.
5. Using computers or phones (except for a valid urgent need) during class for a purpose not related to class is disruptive. All cell phones and gadgets should be turned off and headphones removed.
6. For any questions about the exams and assignments, a student should contact the instructor, before the day they are due, so the instructor may have enough time to provide feedback.
7. All communications will be via e-mail communications to the Texas A&M University e-mail account, and students are expected to use their school provided email account. The instructor will reply to a student e-mail messages within 24 hours during week days (Monday-Friday).
8. All assignment submissions must be uploaded to Blackboard by the due date.

Anyone violating these policies may be subject to disciplinary actions.

Spring 2026 MKTG 5362:600 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.

Week	Dates	Chapter Reading and Quizzes	Due Tuesdays 11:59 PM
1	Mar 23	Orientation	
2	Mar 30	Self Introductions Chapter 1, What is CB Chapter 2, Consumer Behavior Value Framework	Quizzes

3	Apr 6	Business Partner Presentations Chapter 3, Consumer Learning: Perception Chapter 4, Comprehension and Cognitive Learning	Quizzes Form your team due
4	Apr 13	Chapter 5, Motivation and Emotion Chapter 6, Personality, Lifestyle and Self Concept	Quizzes BB discussion board posting
5	Apr 20	Chapter 7, Attitude and Attitude Change Chapter 8, Group and Interpersonal Influence	Quizzes
6	Apr 27	Chapter 9, Consumer Culture Chapter 10, Microcultures	Quizzes
7	May 4	Chapter 11, Consumers in Situations Chapter 12, Decision Making I Group Project Presentations	Quizzes Project slides submission due
8	May 11	Chapter 13, Decision Making II Chapter 14, Consumption to Satisfaction Final Exam All quizzes are closed on May 11, 11:59pm.	Quizzes Teamwork Evaluation Due (optional); BB discussion board Record submission due

Late assignment will NOT be accepted.

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 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) 7841307, or visiting the Central Academic Building, room 202. Online tutoring is also available for after hours and weekend assistance.

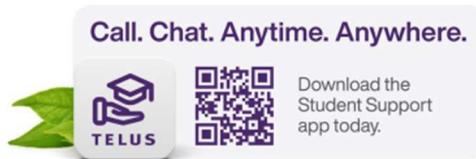
While tutoring hours may change based on tutor schedules and availability, the current tutoring hours for MATH in the ALC are as follows:

	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@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@tamusa.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@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@tamus.edu; 210-7842061; 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@tamus.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:

Spring 2026 Second 8 Week Session

October 27	Monday	Registration opens
December 24-January 2	Wednesday-Friday	Winter Break
January 19	Monday	Martin Luther King, Jr. Day - No classes

March 9-March 14	Monday-Saturday	Spring Break
March 10	Tuesday	Tuition & fee payment deadline
March 13	Friday	Drop for non-payment
March 16	Monday	Last day for students withdrawing to receive 100% refund (0% responsibility) for tuition
March 17	Tuesday	First class day
March 20	Friday	Last day to register
March 24	Tuesday	Census Date
March 25	Wednesday	Drop for non-payment
April 3	Friday	Study day - No classes
April 9-April 16	Thursday-Thursday	Midterm grading period
April 24	Friday	Last day to drop with an automatic grade of "W"
May 1	Friday	Last day to withdraw from the university
May 4	Monday	Last day of scheduled classes for weekday classes
May 5	Tuesday	Study day - No classes
May 6-May 12	Wednesday-Tuesday	Final examinations
May 12	Tuesday	End of term
May 15	Friday	All grades due by noon
May 18	Monday	Grades available in JagWire
May 19	Tuesday	Commencement

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

Broader Use of Generative AI Permitted Within Guidelines: Use of artificial intelligence (AI) tools, including ChatGPT, is permitted in this course for students who wish to use them. To adhere to our scholarly values, students must cite any AI-generated material that informed their work (this includes in-text citations and/or use of quotations, and in your reference list). Using an AI tool to generate content without proper attribution qualifies as academic dishonesty and violates Texas A & M -San Antonio's standards of academic integrity.