

MKT 3310 - Principles of Marketing

Fall 2024 Syllabus, Section 181, CRN 15078

Instructor Information

Dr. Cristina Reinert

Email: cristina.reinert@tamiu.edu

Office Hours:

Available Monday - Saturday by appointment.

Times and Location

Does Not Meet Face-to-Face

Course Description

An introductory course in marketing presenting the basic components of marketing including product policy, promotion, pricing, and distribution of goods, services and ideas to consumers and other buyers within a set of environmental forces that affect marketing decisions. Written and/or oral presentations are required. Prerequisite: Junior standing.

Intl Banking&Finance Studies Department, Sanchez School of Business

Student Learning Outcomes

This course is designed to provide you with a decision-oriented overview of marketing management in modern organizations. The most basic objective of the course is to develop your understanding of the marketing strategy planning process and the ability to apply it.

Course Learning Objectives

Upon completion of this class, you will be able to:

1. Describe and recall the basic "language of marketing," which includes terms, concepts, and frameworks used by marketing managers and professionals.
2. Identify and apply the steps and concepts in the marketing strategy planning process to business setting.
3. Design product strategy, price strategy, promotion strategy and place strategy (i.e., the marketing mix) for selected target market to meet their needs and wants.

Important Dates

Visit the Academic Calendar ([tamiu.edu](https://www.tamiu.edu)) (<https://www.tamiu.edu/academiccalendar/>) page to view the term's important dates.

Textbooks

| Group | Title | Author | ISBN |
|----------|-------------------------------------|-----------|---------------|
| Required | Essentials of Marketing - Looseleaf | Perreault | 9781260260373 |

Grading Criteria

| GRADE | PERCENTAGE |
|-------|------------|
| A | 90-100 |
| B | 80-89 |
| C | 70-79 |
| D | 60-69 |
| F | Below 60 |

Grading and Evaluation

Quiz on Syllabus and Deadlines (30 Points)

This quiz is tested for your understanding of the syllabus and deadlines for this class. It has 40 questions for 30 points. Only when you **make 80% on this quiz, you will be able to access the first three chapters' course content**. You have **five times of trials for this quiz**, but it will be completely closed before the first test. You can access this quiz from the Blackboard syllabus area.

Practice Test (10 Points)

Respondus LockDown Browser and Monitor and **an external webcam** are required for our online exams. The practice test is used to check whether each student truly knows the setup instruction and testing rules for Respondus Lockdown Browser and Monitor (please see last 2 pages of the syllabus) and how to correctly apply all the rules during the exam. It takes **only 1-2 minutes** for you to get the practice test done. The practice test is located in the folder of the practice test in the Content Area of the course website. After you submit your practice test and once your testing recording video is available online, Dr. Reinert will review it, provide you feedback and let you know whether you did everything right, where are the problems and how to correct the mistakes. **Every student must submit and pass the practice test before or by Sunday September 8th at 9:00 pm in order to receive the 10 points of credit**. It takes time for the system to process your practice test. It depends on the traffic online, sometimes a few hours and other times 12-48 hours. Thus, please do not leave the practice test to the last minute. The testing folders will be released only after you have successfully completed the practice test and received the 10 points.

Weekly Chapter Quizzes (195 Points)

For each chapter, you can take a quiz to help you understand whether you master the knowledge in that chapter. The purpose of the quizzes is to help you become actively involved in learning and reinforce your understanding from the chapter reading.

Each chapter quiz will be closed by every Sunday at 11:59 pm. You have **four times of trials** for chapter quizzes before that time. **The computer will record the best performance as your grade**. You should **print every quiz for your later review in order to help you prepare for the tests and the final exam**. **No make-up quizzes will be allowed**.

Tests and Final Exam (440 Points + 220 Points)

Four tests (100 points each for the first 3 tests and 140 for the last test = 440 points) and one final exam (220 points) will be given to test your knowledge of all materials covered in the textbook and PowerPoint slides. The first 3 tests cover 3 chapters and the last test covers 4 chapters. The final exam is comprehensive and covers all 13 chapters.

PowerPoint slides contain detailed lecture notes on each slide's note section, which can help you understand the knowledge points on each slide.

The PowerPoint slides intend to explain some of the important issues and difficult concepts in each chapter. However, the PowerPoint slides **cannot discuss everything covered in the textbook**. **So, it is very important to read the textbook very well** and ask questions about anything that you do not understand.

The tests and exam will be multiple-choice. All the questions are from the national standard test bank. The questions will be about general concepts as well as details discussed in the textbook and in the PowerPoint slides.

All the reviews for each chapter are available online in the exam folder. The dates for tests and exams are indicated on the website and also at the end of the syllabus. **You are fully responsible for being prepared for all exams on time**. Please go to the section on online testing policies to learn in more detail about how to prepare and conduct online tests and exams.

We provide a forum called "Questions and Answers" on Blackboard Discussion Boards to let the students ask and discuss questions. TAMIU **strongly discourages students to use any external study/chat groups** because most of the widespread violations of the Honor code have occurred with those groups. If you are in such a group and participating in viewing purloined exam questions/answers, you are guilty of violating the Honor Code.

Other Assignments (105 Points)

I also give some other types of assignments and exercises. The purpose of these exercises is to help you become actively involved in learning, deepen your knowledge from the reading, and motivate you to apply key concepts and frameworks in the real world. The format includes participating in the discussion forum, a response to questions of how to apply the learned concepts to the real world, and a free writing assignment regarding marketing issues. Those exercises will ask you to organize your ideas, display your thoughts, and show your understanding of what you have learned in the textbook. In this semester, two assignments are required for you to work on:

(1) Discussion forum (Individual assignment, 40 Points for Participations)

There are 10 discussion forums across the semester. Each student will be required to work on 5 of the discussion forums (5 X 8 points = 40 participation points).

Each week's discussion forum starts on Monday and ends on Sunday at 11:59 pm. Late posts after the deadline will not be graded. Submissions would be on a post-first basis (which means you have to post first, then be able to see other classmates' responses). **An empty post is not allowed.** After the first submission, you should be able to see other students' submissions. You have to respond to at least 2 other students.

The detailed requirements for discussion board posts are, a) for the first post: you have to clearly answer the questions, and address all parts of the discussion questions. It is worth 5 points. b) for the 2 response posts: each post should be at least 3-5 sentences long. It is worth 1.5 point each. Please make sure that your posts demonstrate **constructive, specific, and substantial thoughts, answers, and comments, or recommendations.**

In addition, **submissions after the deadline will receive "0"**.

(2) Marketing 4Ps Strategy's Application (Individual assignment, 65 Points)

In this assignment, each student needs to conduct simple marketing research and apply the marketing 4Ps strategy to a job market. The assignment should be submitted to the Dropbox set in the assignment folder. Students should save an electronic copy of the submitted assignments on their personal computers until the end of the semester. SafeAssign is used for the plagiarism detection system. This assignment is due almost at the end of the semester. A rubric will be provided to evaluate this assignment. Please review it very carefully to understand the criteria and ensure that you include all expected components to earn the best grade you desire and deserve.

| GRADED Submissions | POINTS |
|------------------------------------|---------------------|
| Syllabus Quiz | 30 points |
| Practice Test | 10 points |
| Test 1 | 100 points |
| Test 2 | 100 points |
| Test 3 | 100 points |
| Marketing 4Ps Strategy Application | 65 points |
| Test 4 | 140 points |
| Final Exam | 220 points |
| Weekly Quizes | 13 x 15 points each |
| Discussions | 5 x 8 points each |
| TOTAL POINTS | 1000 |

Schedule of Topics and Assignments

| Week of | Agenda/Topic | Reading(s) | Due |
|---------|-------------------------------------|--|--|
| 8/26 | Introduction & Syllabus Module 1 | Chapter 1: Marketing's Value to Consumers, Firms, and Society | Syllabus Quiz 8/27 by 11:59 pm Chapter 1 Quiz 9/1 by 11:59 pm Discussion 1 9/1 by 11:59 pm |
| 9/2 | Module 2 | Chapter 2: Marketing Strategy Planning | Chapter 2 Quiz 9/8 by 11:59 pm Practice Test 9/8 by 11:59 pm Discussion 2 9/8 by 11:59 pm |
| 9/9 | Module 3 | Chapter 4: Focusing Marketing Strategy with Segmentation and Positioning | Test 1 9/15 by 11:59 pm Chapter 4 Quiz 9/15 by 11:59 pm Discussion 3 9/15 by 11:59 pm |
| 9/16 | Module 4 | Chapter 5: Final Consumers and Their Buying Behavior | Chapter 5 Quiz 9/22 by 11:59 pm Discussion 4 9/22 by 11:59 pm |



| | | | |
|-------|--|---|--|
| 9/23 | Module 5 | Chapter 7: Improving Decisions with Marketing Information | Chapter 7 Quiz 9/29 by 11:59 pm Discussion 5 9/29 by 11:59 pm |
| 9/30 | Module 6 | Chapter 8: Elements of Product Planning for Goods and Services | Test 2 10/6 by 11:59 pm Chapter 8 Quiz 10/6 by 11:59 pm Discussion 6 10/6 by 11:59 pm |
| 10/7 | Module 7 | Chapter 9: Product Management and New Product Development | Chapter 9 Quiz 10/13 by 11:59 pm Discussion 7 10/13 by 11:59 pm |
| 10/14 | Module 8 | Chapter 10: Place and Development of Channel Systems | Chapter 10 Quiz by 10/20 by 11:59 pm Discussion 8 10/20 by 11:59 pm |
| 10/21 | Module 9 | Chapter 12: Retailers, Wholesalers, and Their Strategy Planning | Test 3 10/27 by 11:59 pm Chapter 12 Quiz 10/27 by 11:59 pm |
| 10/28 | Module 10 | Chapter 13: Promotion - Introduction to IMC | Chapter 13 Quiz 11/3 by 11:59 pm Discussion 9 11/3 by 11:59 pm |
| 11/4 | Module 11 | Chapter 15: Advertising and Sales Promotion | Chapter 15 Quiz 11/10 by 11:59 pm Discussion 10 11/10 by 11:59 pm |
| 11/11 | Module 12 | Chapter 17: Pricing Objectives and Policies | Chapter 17 Quiz 11/17 by 11:59 pm |
| 11/18 | Module 13 | Chapter 18: Price Setting in the Business World | Marketing 4Ps Strategy Application Assignment 11/19 by 11:59 pm Test 4 11/24 by 11:59 pm Chapter 18 Quiz 11/24 by 11:59 pm |
| 11/25 | Reading Day/Final Exam Prep/Thanksgiving Holiday | | |
| 12/2 | Final Exam Available 12/4 | | |
| 12/9 | Final Exam 12/10 by 11:59 pm | | |

University/College Policies

Please see the University Policies below.

COVID-19 Related Policies

If you have tested positive for COVID-19, please refer to the Student Handbook, Appendix A (Attendance Rule) for instructions.

Required Class Attendance

Students are expected to attend every class in person (or virtually, if the class is online) and to complete all assignments. If you cannot attend class, it is your responsibility to communicate absences with your professors. The faculty member will decide if your excuse is valid and thus may provide lecture materials of the class. According to University policy, acceptable reasons for an absence, which cannot affect a student's grade, include:

- Participation in an authorized University activity.
- Death or major illness in a student's immediate family.
- Illness of a dependent family member.
- Participation in legal proceedings or administrative procedures that require a student's presence.
- Religious holy day.
- Illness that is too severe or contagious for the student to attend class.
- Required participation in military duties.
- Mandatory admission interviews for professional or graduate school which cannot be rescheduled.

Students are responsible for providing satisfactory evidence to faculty members within seven calendar days of their absence and return to class. They must substantiate the reason for the absence. If the absence is excused, faculty members must either provide students with the opportunity to make up the exam or other work missed, or provide a satisfactory alternative to complete the exam or other work missed within 30 calendar days from the date of absence. Students who miss class due to a University-sponsored activity are responsible for identifying their absences to their instructors with as much advance notice as possible.

Classroom Behavior (applies to online or Face-to-Face Classes)

TAMU encourages classroom discussion and academic debate as an essential intellectual activity. It is essential that students learn to express and defend their beliefs, but it is also essential that they learn to listen and respond respectfully to others whose beliefs they may not share. The University will always tolerate different, unorthodox, and unpopular points of view, but it will not tolerate condescending or insulting remarks. When students verbally abuse or ridicule and intimidate others whose views they do not agree with, they subvert the free exchange of ideas that should characterize a university classroom. If their actions are deemed by the professor to be disruptive, they will be subject to appropriate disciplinary action (please refer to Student Handbook Article 4).

TAMU Honor Code: Plagiarism and Cheating

As a TAMU student, you are bound by the TAMU Honor Code to conduct yourself ethically in all your activities as a TAMU student and to report violations of the Honor Code. Please read carefully the Student Handbook Article 7 and Article 10 available at <https://www.tamui.edu/scce/studenthandbook.shtml> (<https://www.tamui.edu/scce/studenthandbook.shtml>).

We are committed to strict enforcement of the Honor Code. Violations of the Honor Code tend to involve claiming work that is not one's own, most commonly plagiarism in written assignments and any form of cheating on exams and other types of assignments.

Plagiarism is the presentation of someone else's work as your own. It occurs when you:

1. Borrow someone else's facts, ideas, or opinions and put them entirely in your own words. You must acknowledge that these thoughts are not your own by immediately citing the source in your paper. Failure to do this is plagiarism.
2. Borrow someone else's words (short phrases, clauses, or sentences), you must enclose the copied words in quotation marks as well as citing the source. Failure to do this is plagiarism.
3. Present someone else's paper or exam (stolen, borrowed, or bought) as your own. You have committed a clearly intentional form of intellectual theft and have put your academic future in jeopardy. This is the worst form of plagiarism.

Here is another explanation from the 2020, seventh edition of the Manual of The American Psychological Association (APA):

"Plagiarism is the act of presenting the words, idea, or images of another as your own; it denies authors or creators of content the credit they are due. Whether deliberate or unintentional, plagiarism violates ethical standards in scholarship" (p. 254). This same principle applies to the illicit use of AI.

Plagiarism: Researchers do not claim the words and ideas of another as their own; they give credit where credit is due. Quotations marks should be used to indicate the exact words of another. Each time you paraphrase another author (i.e., summarize a passage or rearrange the order of a sentence and change some of the words), you need to credit the source in the text. The key element of this principle is that authors do not present the work of another as if it were their own words. This can extend to ideas as well as written words. If authors model a study after one done by someone else, the originating author should be given credit. If the rationale for a study was suggested in the discussion section of someone else's article, the person should be given credit. Given the free exchange of ideas, which is very important for the health of intellectual discourse, authors may not know where an idea for a study originated. If authors do know, however, they should acknowledge the source; this includes personal communications (p. 11). For guidance on proper documentation, consult the Academic Success Center or a recommended guide to documentation and research such as the Manual of the APA or the MLA Handbook for Writers of Research Papers. If you still have doubts concerning proper documentation, seek advice from your instructor prior to submitting a final draft.

TAMU has penalties for plagiarism and cheating.

- **Penalties for Plagiarism:** Should a faculty member discover that a student has committed plagiarism, the student should receive a grade of 'F' in that course and the matter will be referred to the Honor Council for possible disciplinary action. The faculty member, however, may elect to give freshmen and sophomore students a "zero" for the assignment and to allow them to revise the assignment up to a grade of "F" (50%) if they believe that the student plagiarized out of ignorance or carelessness and not out of an attempt to deceive in order to earn an unmerited grade; the instructor must still report the offense to the Honor Council. This option should not be available to juniors, seniors, or graduate students, who cannot reasonably claim ignorance of documentation rules as an excuse. For repeat offenders in undergraduate courses or for an offender in any graduate course, the penalty for plagiarism is likely to include suspension or expulsion from the university.
 - *Caution:* Be very careful what you upload to Turnitin or send to your professor for evaluation. Whatever you upload for evaluation will be considered your final, approved draft. If it is plagiarized, you will be held responsible. The excuse that "it was only a draft" will not be accepted.
 - *Caution:* Also, do not share your electronic files with others. If you do, you are responsible for the possible consequences. If another student takes your file of a paper and changes the name to his or her name and submits it and you also submit the paper, we will hold both of you responsible for plagiarism. It is impossible for us to know with certainty who wrote the paper and who stole it. And, of course, we cannot know if there was collusion between you and the other student in the matter.
- **Penalties for Cheating:** Should a faculty member discover a student cheating on an exam or quiz or other class project, the student should receive a "zero" for the assignment and not be allowed to make the assignment up. The incident should be reported to the chair of the department and to the Honor Council. If the cheating is extensive, however, or if the assignment constitutes a major grade for the course (e.g., a final exam), or if the student has cheated in the past, the student should receive an "F" in the course, and the matter should be referred to the Honor Council. Additional

penalties, including suspension or expulsion from the university may be imposed. Under no circumstances should a student who deserves an “F” in the course be allowed to withdraw from the course with a “W.”

- **Caution:** Chat groups that start off as “study groups” can easily devolve into “cheating groups.” Be very careful not to join or remain any chat group if it begins to discuss specific information about exams or assignments that are meant to require individual work. If you are a member of such a group and it begins to cheat, you will be held responsible along with all the other members of the group. The TAMIU Honor Code requires that you report any such instances of cheating.
- **Student Right of Appeal:** Faculty will notify students immediately via the student’s TAMIU e-mail account that they have submitted plagiarized work. Students have the right to appeal a faculty member’s charge of academic dishonesty by notifying the TAMIU Honor Council of their intent to appeal as long as the notification of appeal comes within 10 business days of the faculty member’s e-mail message to the student and/or the Office of Student Conduct and Community Engagement. The Student Handbook provides more details.

Use of Work in Two or More Courses

You may not submit work completed in one course for a grade in a second course unless you receive explicit permission to do so by the instructor of the second course. In general, you should get credit for a work product only once.

AI Policies

Your instructor will provide you with their personal policy on the use of AI in the classroom setting and associated coursework.

TAMIU E-Mail and SafeZone

Personal Announcements sent to students through TAMIU E-mail (tamiu.edu or dusty email) are the official means of communicating course and university business with students and faculty –not the U.S. Mail and no other e-mail addresses. Students and faculty must check their TAMIU e-mail accounts regularly, if not daily. Not having seen an important TAMIU e-mail or message from a faculty member, chair, or dean is not accepted as an excuse for failure to take important action.

Students, faculty, and staff are encouraged to download the SafeZone app, which is a free mobile app for all University faculty, staff, and students. SafeZone allows you to: report safety concerns (24/7), get connected with mental health professionals, activate location sharing with authorities, and anonymously report incidents. Go to <https://www.tamiu.edu/adminis/police/safezone/index.shtml> for more information.

Copyright Restrictions

The Copyright Act of 1976 grants to copyright owners the exclusive right to reproduce their works and distribute copies of their work. Works that receive copyright protection include published works such as a textbook. Copying a textbook without permission from the owner of the copyright may constitute copyright infringement. Civil and criminal penalties may be assessed for copyright infringement. Civil penalties include damages up to \$100,000; criminal penalties include a fine up to \$250,000 and imprisonment. Copyright laws do not allow students and professors to make photocopies of copyrighted materials, but you may copy a limited portion of a work, such as article from a journal or a chapter from a book for your own personal academic use or, in the case of a professor, for personal, limited classroom use. In general, the extent of your copying should not suggest that the purpose or the effect of your copying is to avoid paying for the materials. And, of course, you may not sell these copies for a profit. Thus, students who copy textbooks to avoid buying them or professors who provide photocopies of textbooks to enable students to save money are violating the law.

Students with Disabilities

Texas A&M International University seeks to provide reasonable accommodations for all qualified persons with disabilities. This University will adhere to all applicable federal, state, and local laws, regulations and guidelines with respect to providing reasonable accommodations as required to afford equal education opportunity. It is the student’s responsibility to register with the Office of Student Counseling and Disability Services located in Student Center 126. This office will contact the faculty member to recommend specific, reasonable accommodations. Faculty are prohibited from making accommodations based solely on communications from students. They may make accommodations only when provided documentation by the Student Counseling and Disability Services office.

Student Attendance and Leave of Absence (LOA) Policy

As part of our efforts to assist and encourage all students towards graduation, TAMIU provides LOA’s for students, including pregnant/parenting students, in accordance with the Attendance Rule (Section 3.07) and the Student LOA Rule (Section 3.08), which includes the “Leave of Absence Request” form. Both rules can be found in the TAMIU Student Handbook (URL: <http://www.tamiu.edu/studentaffairs/StudentHandbook1.shtml> (<http://www.tamiu.edu/studentaffairs/StudentHandbook1.shtml/>)).

Pregnant and Parenting Students

Under Title IX of the Education Amendments of 1972, harassment based on sex, including harassment because of pregnancy or related conditions, is prohibited. A pregnant/parenting student must be granted an absence for as long as the student’s physician deems the absence medically necessary. It is a violation of Title IX to ask for documentation relative to the pregnant/parenting student’s status beyond what would be required for other medical conditions. If a student would like to file a complaint for discrimination due to his or her pregnant/parenting status, please contact the TAMIU Title IX Coordinator (Lorissa M. Cortez, 5201 University Boulevard, KLM 159B, Laredo, TX 78041, TitleIX@tamiu.edu, 956.326.2857) and/or the Office of

Civil Rights (Dallas Office, U.S. Department of Education, 1999 Bryan Street, Suite 1620, Dallas, TX 75201-6810, 214.661.9600). You can also report it on TAMIU's anonymous electronic reporting site: <https://www.tamiau.edu/reportit> (<https://www.tamiau.edu/reportit/>).

TAMIU advises a pregnant/parenting student to notify their professor once the student is aware that accommodations for such will be necessary. It is recommended that the student and professor develop a reasonable plan for the student's completion of missed coursework or assignments. The Office of Equal Opportunity and Diversity (Lorissa M. Cortez, lorissam.cortez@tamiau.edu) can assist the student and professor in working out the reasonable accommodations. For other questions or concerns regarding Title IX compliance related to pregnant/parenting students at the University, contact the Title IX Coordinator. In the event that a student will need a leave of absence for a substantial period of time, TAMIU urges the student to consider a Leave of Absence (LOA) as outlined in the TAMIU Student Handbook. As part of our efforts to assist and encourage all students towards graduation, TAMIU provides LOA's for students, including pregnant/parenting students, in accordance with the Attendance Rule and the Student LOA Rule. Both rules can be found in the TAMIU Student Handbook (<https://www.tamiau.edu/scce/studenthandbook.shtml> (<https://www.tamiau.edu/scce/studenthandbook.shtml/>)).

Anti-Discrimination/Title IX

TAMIU does not discriminate or permit harassment against any individual on the basis of race, color, sex, religion, national origin, age, disability, genetic information, veteran status, sexual orientation or gender identity in admissions, educational programs, or employment. If you would like to file a complaint relative to Title IX or any civil rights violation, please contact the TAMIU Director of Equal Opportunity and Diversity/Title IX Coordinator, Lorissa M. Cortez, 5201 University Boulevard, Killam Library 159B, Laredo, TX 78041, TitleIX@tamiau.edu, 956.326.2857, via the anonymous electronic reporting website, ReportIt, at <https://www.tamiau.edu/reportit> (<https://www.tamiau.edu/reportit/>), and/or the Office of Civil Rights (Dallas Office), U.S. Department of Education, 1999 Bryan Street, Suite 1620, Dallas, TX 75201-6810, 214.661.9600.

Incompletes

Students who are unable to complete a course should withdraw from the course before the final date for withdrawal and receive a "W." To qualify for an "incomplete" and thus have the opportunity to complete the course at a later date, a student must meet the following criteria:

1. The student must have completed 90% of the course work assigned before the final date for withdrawing from a course with a "W", and the student must be passing the course;
2. The student cannot complete the course because an accident, an illness, or a traumatic personal or family event occurred after the final date for withdrawal from a course;
3. The student must sign an "Incomplete Grade Contract" and secure signatures of approval from the professor and the college dean.
4. The student must agree to complete the missing course work before the end of the next long semester; failure to meet this deadline will cause the "I" to automatically be converted to an "F"; extensions to this deadline may be granted by the dean of the college. This is the general policy regarding the circumstances under which an "incomplete" may be granted, but under exceptional circumstances, a student may receive an incomplete who does not meet all of the criteria above if the faculty member, department chair, and dean recommend it.

WIN Contracts

The Department of Biology and Chemistry does not permit WIN contracts. For other departments within the college, WIN Contracts are offered only under exceptional circumstances and are limited to graduating seniors. Only courses offered by full-time TAMIU faculty or TAMIU instructors are eligible to be contracted for the WIN requirement. However, a WIN contract for a course taught by an adjunct may be approved, with special permission from the department chair and dean. Students must seek approval before beginning any work for the WIN Contract. No student will contract more than one course per semester. Summer WIN Contracts must continue through both summer sessions.

Student Responsibility for Dropping a Course

It is the responsibility of the student to drop the course before the final date for withdrawal from a course. Faculty members, in fact, may not drop a student from a course without getting the approval of their department chair and dean.

Independent Study Course

Independent Study (IS) courses are offered only under exceptional circumstances. Required courses intended to build academic skills may not be taken as IS (e.g., clinical supervision and internships). No student will take more than one IS course per semester. Moreover, IS courses are limited to seniors and graduate students. Summer IS course must continue through both summer sessions.

Grade Changes & Appeals

Faculty are authorized to change final grades only when they have committed a computational error or an error in recording a grade, and they must receive the approval of their department chairs and the dean to change the grade. As part of that approval, they must attach a detailed explanation of the reason for the mistake. Only in rare cases would another reason be entertained as legitimate for a grade change. A student who is unhappy with his or her grade on an assignment must discuss the situation with the faculty member teaching the course. If students believe that they have been graded unfairly, they have the right to appeal the grade using a grade appeal process in the Student Handbook and in the Faculty Handbook.

Final Examination

All courses in all colleges must include a comprehensive exam or performance and be given on the date and time specified by the Academic Calendar and the Final Exam schedule published by the Registrar's Office. In the College of Arts & Sciences all final exams must contain a written component. The written component should comprise at least 20% of the final exam grade. Exceptions to this policy must receive the approval of the department chair and the dean at the beginning of the semester.

Mental Health and Well-Being

The university aims to provide students with essential knowledge and tools to understand and support mental health. As part of our commitment to your well-being, we offer access to Telus Health, a service available 24/7/365 via chat, phone, or webinar. Scan the QR code to download the app and explore the resources available to you for guidance and support whenever you need it. The Telus app is available to download directly from TELUS (tamiu.edu) (<https://www.tamiu.edu/counseling/telus/>) or from the Apple App Store and Google Play.

Distance Education Courses

Online Courses and On-Campus Meetings

Texas Administrative Code (TAC), Title 19, Part 1, Chapter 2, Subchapter J, Section 2.202 ([https://texreg.sos.state.tx.us/public/readtac\\$ext.TacPage?sl=R&app=9&p_dir=&p_rloc=&p_tloc=&p_ploc=&pg=1&p_tac=&ti=19&pt=1&ch=2&rl=202](https://texreg.sos.state.tx.us/public/readtac$ext.TacPage?sl=R&app=9&p_dir=&p_rloc=&p_tloc=&p_ploc=&pg=1&p_tac=&ti=19&pt=1&ch=2&rl=202)), defines distance education as the formal educational process that occurs when students and instructors are not in the same physical setting for the majority (more than 50%) of instruction. Distance education includes hybrid and 100% online courses and programs as defined by the Texas Higher Education Coordinating Board (THECB):

- **Hybrid Course** - A distance education course in which more than 50 percent but less than 100 percent of instructional activity takes place when the student(s) and instructor(s) are in separate physical locations.
- **100-Percent Online Course** - A distance education course in which 100 percent of instructional activity takes place when the student(s) and instructor(s) are in separate physical locations. **Requirements for on-campus or in-person orientation, testing, academic support services, internships/fieldwork, or other non-instructional activities do not exclude a course from this category.**

In this online course, be sure to confirm what in-person meetings may be required of you (if applicable).

Course Structure

This is an online course. You are expected to read the text material. Please see Grading and Evaluation section for the course structure and expectations.

Student-Instructor Communication Policy and Response Time

Announcements/Course Messages/Emails

Announcements will be posted every Monday and throughout the week each semester.

I will respond to course messages within 48 hours and emails within 24 hours (except on weekends).

Assignments and Assessments

All graded items will be graded, with feedback, within 1 week of the due date. For example, an assignment due on Sunday, all grades will be returned by the following Sunday or before. Some items are auto graded and will post accordingly.

Course Communication Guidelines (Netiquette)

There are course expectations concerning etiquette or how we should treat each other online. We must consider these values as we communicate with one another. Visit **Instructional Technology and Distance Education Services' web page on Netiquette** (<http://www.tamiu.edu/distance/students/netiquette.shtml/>) for further instruction.

Accommodations/Accessibility Policy

Texas A&M International University seeks to provide reasonable accommodation for all qualified persons with disabilities. This University will adhere to all applicable federal, state, and local laws, regulations, and guidelines with respect to providing reasonable accommodations as required to afford equal educational opportunity. It is the student's responsibility to register with the Director of Student Counseling and to contact the faculty member in a timely fashion to arrange for suitable accommodation. For more information, contact the online at **Office of Disability Services for Students (DSS)**, via phone at 956.326.3086 or by visiting the staff at the Student Center, room 118. A link to the Disabilities Services for Students site has also been included under the "Resources" tab inside the course.

Student Support Resources

The University wishes to have all students succeed in their courses. To provide support to our students, an array of services in the areas of technology support, academic support, student support, and accessibility support may be found at the University. For more information, visit the Instructional Technology and Distance Education Services page on **University Resources and Support Services**.

Computer/Technology Requirements

When participating in distance education courses, it is vital to consider the technology involved in order to have a successful course. Online students will need regular access to a personal computer that runs on a broadband Internet connection.

It is recommended that you meet the technical requirements listed on the Instructional Technology and Distance Education Services' webpage when using the learning management system (LMS) of the University.

Exam Monitoring:

All exams will use a lockdown browser, see detailed instructions at the end of the syllabus and in the online course.

Additional Hardware. For this class, you will need the following additional hardware: Microsoft PowerPoint for viewing lesson presentations and Microsoft Word for viewing course files and submitting assignments. TAMIU Students may access online versions of this software through their Dusty Office 365 account at <https://dusty.tamtu.edu/>. This site also provides students access to download the Microsoft suite for educational use. See instructions for downloading the Microsoft Office suite (<http://www.tamtu.edu/distance/documents/Microsoft-Office-2016-Download-Instructions.pdf>).

Recently purchased laptops may have these built-in web cameras. If you do not have this equipment, it is recommended to purchase a stand-alone webcam, microphone, or a webcam with a built-in microphone from your local electronic store or any online store.

NOTE: Instructional Technology and Distance Education Services may check out available webcams to students on a first-come, first-served basis. To check out a webcam, please stop by Killam Library, Room 259, and request an available webcam.

Additional Software. TAMIU Students may access online versions of this software through their Dusty Office 365 account at <https://dusty.tamtu.edu/>. This site also provides students access to download the Microsoft suite for educational use. **See instructions for downloading the Microsoft Office suite.**

Note: Students, if you do not own the required hardware or software or do not have access to the Internet, it will be highly challenging for you to make any progress in this class. However, my goal is to assist you in finding solutions and guide you appropriately most of the required materials can either be found free of charge at TAMIU's library, classrooms, and available computer labs. **Visit Media Services' web page on the availability of on-campus computer labs.** In addition, you may also purchase any of these items at any electronic store.

Learning Management System (Blackboard)

Students are provided with an orientation (*eLearning (Blackboard) Student Orientation*) and access to guides on how to use the Blackboard LMS. Guides may be available at **Instructional Technology and Distance Education Services' Student eLearning Tutorial Videos page** or by contacting the eLearning team at elarning@tamtu.edu.

Minimum Technical Skills Expected

When participating in distance education courses, it is vital to consider the technology involved in order to have a successful course. Students in distance education should have knowledge of basic computer and Internet skills, as mentioned on the **Instructional Technology and Distance Education Services' webpage**.

Technical Support Services

Because of the nature of distance education courses, the Office of Information Technology (OIT) computing and information services are vital to the success of online students. This webpage covers contact information for Distance Education Services (Blackboard Support), the OIT Help Desk, and E-mail support: **Technical Support Services**.

Web Conferences/Synchronous sessions

Live sessions are held based on need or request of students. Please contact me via email to schedule a live session.

Grading Scale/Schema (after Grade Breakdown section)

In determining the final course grade, the following scale is used in percentage or point value.

- 90 - 100 = A
- 80 - 89 = B
- 70 - 79 = C
- 60 - 69 = D
- less than 60 = F

Rubrics

See course for any applicable rubrics.

Late Work Policy

Important: Late submission of assignments will not be accepted outside of documented medical or military circumstances or other circumstances that have already been covered or as required by the University. Incomplete or partially completed assignments will not be accepted.

Course Evaluation

At the end of this course, students are encouraged to complete a course evaluation that will be distributed to them via email and through a course link.

Turnitin Policy Or Other Types of Assignments in Other Systems

Turnitin will be used for all written work at the instructors discretion.

Proctoring

Statement of Respondus LockDown Browser and Monitor (\$15 Fee)

-- Setup Instructions and Testing Rules

This class requires the use of LockDown Browser for online testing.

Webcam Checkout for Personal Computer

If students are unable to use personal or borrowed computers and equipment, students may stop by the Instructional Technology and Distance Education Services office to check out webcams (with built-in microphones). The office is located at Killam Library 259 (down the hall from the Helpdesk) and is open Monday through Friday from 8 a.m. to 7 p.m. Checkout for a webcam is on a first-come, first-service basis. Speak with an eLearning staff member to check out a camera. Students will sign an Equipment Loaner Agreement, making them responsible for the care of the camera. Webcams checked out must be returned within five business days of the checkout date.

Download Instructions <https://www.tamui.edu/distance/technology/respondus-ldb-and-monitor.shtml> (<https://catalog.tamui.edu/about:blank>)

- Watch this short video (<https://web.respondus.com/lockdownbrowser-student-video/>) to get a basic understanding of LockDown Browser and Respondus Monitor (the webcam feature). A student Quick Start Guide (PDF) (<https://web.respondus.com/he/monitor/resources/>) is also available.
- Click the Student Support top-middle tab located in Blackboard. Scroll down to the Instructional Technologies section and click on the Respondus LockDown Browser icon. Download is free.
- Once Installed
- Open LockDown Browser
- Log into Blackboard Learn
- Navigate to the test and begin

Note: You won't be able to access tests with a standard web browser. If this is tried, an error message will indicate that the test requires the use of LockDown Browser. Simply start LockDown Browser and navigate back to the exam to continue.

Cost for Respondus Monitor

The student is responsible for costs. There is a \$15 fee for the webcam feature that's used with LockDown Browser (sometimes referred to as Respondus Monitor). This is a one-time fee, valid for 12 months (365 days) for all courses or exams that use Respondus Monitor. You will be prompted to make the purchase the first time an exam requires the use of LockDown Browser's webcam feature. Payment can be made with PayPal, Visa or Mastercard.

To pay for Respondus Monitor:

1. Start Respondus LockDown Browser.
2. Navigate to your test.
3. Complete the set-up process, which includes a payment screen for entering credit card information.
4. Payment and entering credit card information is only necessary one-time per course.

Testing Rules

When taking an online exam that requires LockDown Browser and a webcam, remember the following guidelines:

- Students can't use textbook, any notes, cell phone, or other electronic devices, search online, or use an e- book/printed copies. You can use only a computer or a laptop for the testing. Turn off all other devices (e.g. any tablets, phones, second computers) and move them far away from you.

Duplicating your computer screen is not allowed as well. We should clear your area by removing all external materials – any books, papers, and other devices.

- The students need to work on the exam by themselves without any other help. It is important to have a room for yourself (not a public place with other people around, no noise) with the door closed for testing. Select a location where you won't be interrupted by any other people including your family members.
- To produce a good webcam video, do the following:
 - Avoid wearing baseball caps or hats with brims
 - Ensure your computer or laptop is on a firm surface (a desk or table) – not on your lap, a bed, or other surfaces that might move
 - If using a built-in webcam, avoid tilting the screen after the webcam setup is complete
 - Take the exam in a well-lit room and avoid backlighting, such as sitting with your back to a window. Please use a lamp or add more light in our room in order to let the webcam capture your face clearly.

To set up the test correctly, you must follow the guidelines below:

1. After the student uses their cell phone to sign in, it must be powered-off and set it face down and put far away beyond you can reach. Please don't put it on the table next to your keyboard.
2. You have to start your test on time. No late testing is allowed. If you start late, the testing link will disappear. And you have to email me in order to be able to take the test.
3. The first step of environment check:
 - a. The student must show their face and TAMIU ID on camera.
 - b. Please adjust your external webcam and make sure that it can clearly view and capture your face/head, and both your hands on the desk that you are using during the whole testing period. If you use an internal webcam, using a mouse is the way to help you easily set up your webcam in the correct way.
4. Please use the external webcam to show a 360-degree view of the entire room as well as under the table and chair where the student will be sitting. (The door to the room must be kept closed at all times and any interruption to the exam such as opening the door or someone entering the room will result in an automatic zero on the exam.)
5. During the testing time,
 - a. No earphones or earbuds may be worn.
 - b. Absolutely no talking during the exam either to yourself or to someone else. No music can be played during the exam.
 - c. Remain at your computer for the duration of the test: don't get up and don't move your head away
6. from the webcam and recording. If you did, you have to conduct the environment check again.
7. LockDown Browser and Respondus Monitor record your behavior and surroundings throughout the exam. Any recorded violations of testing rules or red flag marked by the system might be viewed as cheating/dishonesty and will be submitted to the University's Student Conduct Office and Honor Council. You will automatically receive a "0" for the exam if you violate the testing rules or receive red flags.
8. You have to ensure that the internet service and speed are stable and fast enough for testing. It will be great if you can use a hard-wired Ethernet connection. If not, you should be as close to the router or access point as possible. To ensure your internet quality and speed, please ask other internet users at home to shut down their usage completely. If the unstable internet service results in the failure of recording your behavior during the testing, you are required to retake the whole test again later.

Failure to follow the above set-up guidelines will result in an automatic zero on the test.

- It may take you a few minutes to set up the test (such as checking your picture identity, desk surrounding, and using the mirror or external webcam to show the monitor and keyboard setting, etc.). Please plan around 10 minutes of extra time before you start the test. All the tests are open 10 minutes early.
- It is possible for you to experience technology/service issues. You have to solve all those issues immediately by yourself. The most occurred problem is your computer gets frozen during the testing, you have to get back into the test and resume it as quickly as you can. If you can't resume, the only way is to email me and ask me to help you log into the test again.

Getting Help

Several resources are available if you encounter problems with LockDown Browser:

- The Windows and Mac versions of LockDown Browser have a "Help Center" button located on the toolbar. Use the "System & Network Check" to troubleshoot issues.
- If you have problems downloading, installing, or taking a test with Respondus LockDown Browser, email the TAMIU eLearning Team at elearning@tamui.edu (<https://catalog.tamui.edu/about:blank>) or call at 956-326-2792.

Accessibility and Privacy Statements on Course Technologies

At Texas A&M International University, we believe that all students should have equal technology opportunities in the classroom. These technologies/sites may also require user data, such as the creation of a username and password. You may find the accessibility and privacy policies of the technologies used in this class on the following pages: **Accessibility Statements and Privacy Statements**.

Syllabus Subject to Change

While information and assurances are provided in this course syllabus, it should be understood that content may change in keeping with new research and literature and that events beyond the control of the instructor could occur. Students will be informed of any substantive occurrences that will produce syllabus changes.