

# MKT 3330 - Advertising Promotion Mgt

## Fall 2024 Syllabus, Section 180, CRN 15072

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### Instructor Information

Dr. Cristina Reinert

Email: cristina.reinert@tamiu.edu

Office Hours:

Virtual Office Hours Available by Appointment Monday - Saturday

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### Times and Location

Does Not Meet Face-to-Face

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### Course Description

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### Additional Course Information

#### Academic Honesty

#### TAMIU Honor Code: Plagiarism and Cheating

The university is committed to strict enforcement of the Honor Code. Students should conduct themselves ethically in all activities, in and out of the classroom. Ethical behavior also includes reporting violations of the Honor Code to the appropriate office. Please read the Student Handbook to review the university's Honor Code.

There are several violations of the Honor Code that involve plagiarism and cheating.

Plagiarism: The act of passing off some other person's ideas, words, or works as one's own. It includes, but is not limited to, the appropriating, buying, receiving as a "gift," or obtaining, by any other means, another's work for submission as one's own academic work. Examples include, but are not limited to:

1. Failing to credit sources used in a work product in an attempt to present the work as one's own.
2. Intentionally, knowingly, or carelessly presenting the work of another as one's own (i.e., without crediting the author or creator).
3. Copying test answers or the words or phrases of another without crediting the author or claim credit for the ideas of another.
4. Borrowing or lending a term paper, handing in as your own work a paper purchased from an individual or off the Internet, or submitting, as one's own any papers or work product from the files of any group, club, or organization.
5. Submitting the same paper in more than one class without the permission of the instructor.

Students must provide citations for facts, ideas, and opinions that are not their own. If students are unsure about providing proper documentation, they are encouraged to seek advice from professors or the Academic Center of Excellence (ACE). It is the professor's prerogative to ask students to submit work to one of TAMIU's Plagiarism detection tools: Turnitin or Blackboard's SafeAssign.

Professors must report incidents of plagiarism to the Honor Council. It is the professor's prerogative and/or discretion, to issue an "F" in the course should he/she discover that a student has committed plagiarism. The professor, however, *may* elect to give students, particularly freshmen and sophomore students, a "zero" for the assignment if he/she believes that the student plagiarized out of carelessness and not out of an attempt to deceive the professor to earn an unmerited grade. Serious cases of plagiarism, especially those that involve flagrant incidents of plagiarism by graduate or doctoral students, may lead to suspension or expulsion from the university.

Cheating: An act of deception in which a student misrepresents that he/she has mastered information related to an academic exercise. Examples include, but are not limited to:

- a. Copying from another student's test, lab report, computer file, data listing, logs, or any other type of report or academic exercise.
- b. Using unauthorized materials during a test. Consulting a cell phone, text messages, PDAs, programmable calculators with materials that give an advantage over other students during an exam.
- c. Using crib sheets or other hidden notes in an examination or looking at another student's test paper to copy strategies or answers.
- d. Having another person supply questions or answers from an examination to be given or in progress.
- e. Having a person other than oneself (registered for the class) attempt to take or take an examination or any other graded activity. In these cases, all consenting parties to the attempt to gain unfair advantage may be charged with an Honor Pledge violation.
- f. Deliberately falsifying laboratory results, or submission of samples or findings not legitimately derived in the situation and by the procedures prescribed or allowable.
- g. Revising and resubmitting a quiz or exam for regrading, without the instructor's knowledge and consent.
- h. Giving or receiving unauthorized aid on a take-home examination.
- i. Facilitating academic violation: intentionally or knowingly helping or attempting to help another to violate the Honor Pledge.
- j. Signing in another student's name on attendance sheets, rosters, Scantrons.
- k. Submitting in a paper, thesis, lab report, or other academic exercise falsified, invented, or fictitious data or evidence, or deliberate or knowingly concealing or distorting the true nature, origin, or function of such data or evidence.
- l. Procuring and/or altering without permission from appropriate authority of examinations, papers, lab reports, or other academic exercises, whether discarded or used, and either before or after such materials have been handed in to the appropriate recipient.
- m. Using, buying, selling, stealing, transporting, soliciting, copying or possessing, the contents of an un-administered test, a required assignment or a past test which has, by the professor, not been allowed to be kept by their students.
- n. Using generative artificial intelligence (AI) tools such as ChatGPT. Unless allowed by each professor, students are expected to complete each assignment without assistance from others, including automated writing tools. **I DO NOT allow the use of ANY AI on submitted work.**

It is important to note that professors may ask students to work in groups. However, if someone in a group commits academic misconduct, the entire group could be held responsible for it as well. Members of groups must clearly document who contributes what parts of the joint project and know what group members are doing and how they are getting the material they provide. **Ignorance is no excuse.**

It is also important to be aware of group texts or chats. If another student is attempting to violate the Honor Code, it is your ethical responsibility to report him/her to the Honor Council. Again, membership in a group that attempts or engages in cheating may lead to all members of the group being subject to disciplinary action including suspension or expulsion.

Should professors discover that a student has cheated 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 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."

### **Appeals of Academic Dishonesty**

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**

Students should not submit work completed in one course for a grade in a second course unless you receive explicit permission to do so from the professor of the second course. In general, students should get credit for a work product only once.

## Student Learning Outcomes

The primary goals of this course are to introduce students to the concepts and principles of advertising. Students will be able to understand the firm and consumer perspective of ad design, placement, and content at the end of this course. Additionally, this course should make students more wise consumers.

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

1. Know what advertising and integrated brand promotion (IBP) is and their role within and without the firm.
2. Understand and apply a basic model of consumer communication.
3. Describe the segmentation process of classifying audiences for advertising and IBP.
4. Understand advertising as a business process.
5. Understand the various types of advertising.

## Important Dates

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

## Textbooks

Group	Title	Author	ISBN
Required	Integrated Advertising, Promotion, and Marketing Communications	Kenneth E. Clow and Donald E. Baack	978-0134484136

## Grading Criteria

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

## Grading and Evaluation

This is an online course. You are expected to read the text material and complete the “questions for discussion” after reading each chapter. Under the “learner support” tab, you can find further details relating to various support services including technical support from OIT along with university policies and regulations.

**One (1) Final Exam:** The final exam will contain five essay questions. This exam is comprehensive and will be available from **Wednesday December 4, 2024 - Tuesday December 10, 2024** and will require Respondus Lockdown.

**Discussions:** You are required to participate in the four (4) discussions. You will have an opportunity to interact with other students in your class, and therefore, you must respond to each other while discussing/answering questions assigned to that specific discussion. I will monitor the discussions and interact/participate whenever necessary.

**Case Studies:** During this course, you will be required to complete two case studies. These case studies will provide you with the opportunity to apply theoretical concepts to real-world scenarios, enhancing your analytical and problem-solving skills within the context of advertising, public relations, and promotions.

### Instructions and Requirements

#### Case Study 1:

- **Due Date:** October 6, 2024, by 11:59 p.m.
- **Instructions:** Detailed instructions for Case Study 1 can be found in the course materials.
- **Length:** 5-7 pages, double-spaced.
- **Formatting:** APA formatting is required, including a title page, in-text citations, and a reference list.
- **Content:** Analyze the given case, identify key issues, and provide well-supported recommendations based on course concepts.

#### ***Case Study 2:***

- **Due Date:** November 17, 2024, by 11:59 p.m.
- **Instructions:** Detailed instructions for Case Study 2 can be found in the course materials.
- **Length:** 5-7 pages, double-spaced.
- **Formatting:** APA formatting is required, including a title page, in-text citations, and a reference list.
- **Content:** Analyze the given case, identify key issues, and provide well-supported recommendations based on course concepts.

#### ***General Requirements***

- **APA Formatting:** All submissions must adhere to APA formatting guidelines, including a title page, appropriate in-text citations, and a complete reference list.
- **Submission:** Submit your case studies through the designated submission portal in the course management system by the specified due dates.
- **Evaluation:** Case studies will be evaluated based on the depth of analysis, application of course concepts, clarity of recommendations, and adherence to APA formatting.

Please refer to the course materials for detailed instructions and additional resources to help you successfully complete the case studies. If you have any questions, feel free to reach out for assistance. **Please see Academic Honesty section 2(n) for important information regarding your case studies and all other submissions for this class.**

**Group Project Assignment:** This course includes a comprehensive group project assignment designed to foster collaboration and practical application of course concepts in advertising, public relations, and promotions. Working in teams, you will develop a complete marketing campaign for a selected product or service.

#### **Instructions and Requirements**

##### ***Project Overview:***

- **Objective:** Create a comprehensive marketing campaign that includes advertising, public relations, and promotional strategies.
- **Teams:** Students will be divided into groups of 4-5 members. Group assignments will be provided in the second week of the course.

##### **Project Components:**

##### ***Campaign Proposal:***

- **Due Date:** September 22, 2024, by 11:59 p.m.
- **Instructions:** Submit a 2–3-page proposal outlining your selected product or service, target audience, campaign objectives, and a brief overview of your strategies.
- **Formatting:** APA formatting required for any references.

##### ***Campaign Report:***

- **Due Date:** November 3, 2024, by 11:59 p.m.
- **Instructions:** Develop a detailed campaign report (10-12 pages, double-spaced) covering the following aspects:
  - **Market Analysis:** Detailed analysis of the target market and competitive landscape.
  - **Advertising Strategy:** Creative concepts, media plan, and budget.
  - **Public Relations Plan:** PR activities, press releases, and media engagement strategies.
  - **Promotional Tactics:** Sales promotions, events, and digital marketing initiatives.
- **Formatting:** APA formatting required, including title page, in-text citations, and reference list.

##### ***Presentation:***

- **Due Date:** November 24, 2024, by 11:59 p.m.
- **Instructions:** Prepare a 15-minute presentation summarizing your campaign. All team members must participate in the presentation, must include BOTH audio and video.
- **Materials:** Use PowerPoint or other presentation tools. Submit via the course management system.

**General Requirements:**

- **Collaboration:** Regular team meetings are expected. Document your meeting minutes and submit a log of team activities as an appendix item in your *Campaign Report*.
- **APA Formatting:** All written submissions must adhere to APA formatting guidelines.
- **Submission:** Submit all components through the designated submission portal in the course management system by the specified due dates.
- **Evaluation:** Projects will be evaluated based on the depth and creativity of the campaign, application of course concepts, clarity and coherence of the report, quality of the presentation, and adherence to APA formatting.

Please refer to the course materials for detailed instructions and additional resources to help you successfully complete the group project. If you have any questions, feel free to reach out for assistance.

*Performance will be evaluated on the following criteria:*

Graded Work	Points / Percent
Case Study #1	100 points / 10%
Case Study #2	100 points / 10%
Group Project (Proposal)	75 points / 7.5%
Group Project (Report)	125 points / 12.5%
Group Project (Presentation)	150 points / 15%
Final Exam	250 points / 25%
Discussions (4x50pts each)	200 points / 20%
Total	1000 points / 100%

## Schedule of Topics and Assignments

Week of	Agenda/Topic	Reading(s)	Due
8/26	The IMC Foundation	Chapter 1: Integrated Marketing Communications Chapter 2: Brand Management Chapter 3: Buyer Behaviors Chapter 4: The IMC Planning Process	Discussion #1 Groups Assigned
9/2	The IMC Foundation continued...		Discussion #1 Sunday 9/8 by 11:59 pm
9/9	IMC Advertising Tools	Chapter 5: Advertising Campaign Management Chapter 6: Advertising Design Chapter 7: Traditional Media Channels	Discussion #2 Campaign Proposal
9/16	IMC Advertising Tools continued		Discussion #2 Sunday 9/22 by 11:59 pm Campaign Proposal Sunday 9/22 by 11:59 pm
9/23	Case Study		Case Study #1
9/30	Case Study continued...		Case Study #1 Sunday 10/6 by 11:59 pm
10/7	Digital and Alternative Marketing	Chapter 8: Digital Marketing Chapter 9: Social Media Chapter 10: Alternative Marketing Chapter 11: Database and Direct Response Marketing and Personal Selling	Discussion #3
10/14	Digital and Alternative Marketing continued...		Discussion #3 Sunday 10/20 by 11:59 pm



10/21	Promotional Tools/IMC Ethics, Regulation, and Evaluation	Chapter 12: Sales Promotions Chapter 13: Public Relations and Sponsorship Programs Chapter 14: Relations and Ethical Concerns Chapter 15: Evaluating an Integrated Marketing Program	Discussion #4 Campaign Report
10/28	Promotional Tools/IMC Ethics, Regulation, and Evaluation continued...		Discussion #4 Sunday 11/3 by 11:59 pm Campaign Report Sunday 11/3 by 11:59 pm
11/4	Case Study		Case Study #2
11/11	Case Study continued...		Case Study #2 Sunday 11/17 by 11:59 pm
11/18	Group Presentation		Group Presentation Sunday 11/24 by 11:59 pm
11/25	Reading Day/Final Exam Prep/Thanksgiving Holiday		Nothing Due
12/2	Final Exam Begins 12/4		
12/9	Final Exam ENDS 12/10		Final Exam DUE no later than 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 TAMU Honor Code requires that you report any such instances of cheating.
- **Student Right of Appeal:** Faculty will notify students immediately via the student's TAMU 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 TAMU 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](mailto: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.tamiu.edu/reportit> (<https://www.tamiu.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@tamiu.edu](mailto:lorissam.cortez@tamiu.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 and complete the “questions for discussion” after reading each chapter. Under the “learner support” tab, you can find further details relating to various support services including technical support from OIT along with university policies and regulations.

**One (1) Final Exam:** The final exam will contain five essay questions.

**Discussions:** You are required to participate in the four (4) discussions. You will have an opportunity to interact with other students in your class, and therefore, you must respond to each other while discussing/answering questions assigned to that specific discussion. I will monitor the discussions and interact/participate whenever necessary.

**Case Studies:** During this course, you will be required to complete two case studies. These case studies will provide you with the opportunity to apply theoretical concepts to real-world scenarios, enhancing your analytical and problem-solving skills within the context of advertising, public relations, and promotions.

**Group Project Assignment:** This course includes a comprehensive group project assignment designed to foster collaboration and practical application of course concepts in advertising, public relations, and promotions. Working in teams, you will develop a complete marketing campaign for a selected product or service.

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, your case study is due on Sunday, all grades will be returned by the following Sunday or before.*

## 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:

The online final exam 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.tamui.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.tamui.edu/distance/documents/Microsoft-Office-2016-Download-Instructions.pdf>).

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

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.

## 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@tamui.edu](mailto:elarning@tamui.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 from the webcam and recording. If you did, you have to conduct the environment check again.
6. 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.
7. 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 [elarning@tamiu.edu](mailto:elarning@tamiu.edu) (<https://catalog.tamiu.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.