



MKT 3310 - Principles of Marketing

Fall 2026 Syllabus, Section 101, CRN 18610

Instructor Information

Monique Matsuda dos Santos

Dr

Email: monique.matsuda@tamiu.edu

Office Hours:

WHT 222A

You are welcome to visit me in my office during my office hours – Mon and Wed 12 p.m. – 2 p.m. *If you would prefer to meet online, please email me to arrange an appointment during my office hours via Teams meeting.

Times and Location

MWF 10:50am-11:45am in Western Hemispheric Trade Ctr 116

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

Additional Course Information

Welcome to **Principles of Marketing**! I'm very excited to have you in this course. My goal is to make this course practical, approachable, and useful for you beyond this semester.

This introductory marketing class focuses on the basic principles of Marketing, including Value, Exchange, The Marketing Mix, Strategic Planning, Environmental Forces, Consumer Behavior, Product Development, Segmentation, Targeting, Positioning, Promotional Strategies, Personal Selling, Supply Chain Management, Pricing, Retailing, Digital and Social Media Marketing, Branding.

Due to the fluid nature of learning, this schedule is subject to change throughout the semester. Any changes will be discussed in our course shell and documented.

Student Learning Outcomes

This course introduces students to the fundamental principles of marketing and the role marketing managers play in developing, implementing, and evaluating effective marketing strategies. The course emphasizes how marketing decisions are made in response to consumer needs, competitive environments, and broader societal considerations. By the end of this course, students will be able to **apply foundational marketing concepts to real-world situations**, analyze consumer behavior, understand how marketing decisions are informed by research, and evaluate marketing practices within ethical, social, and global contexts.

Course expectations

I will do my best to make this course useful to you, and will respond to questions, concerns, and feedback as quickly as I am able.



My commitments:

- Respond to questions within 48 hours during the week. Any emails sent on Friday afternoon will be returned on Monday.
- Provide timely feedback on quizzes and exams.
- Respect you as a learner and an individual.

Your commitments

- Actively respectfully engage in civil discourse. Always chat in all forums using professional language.
- Communicate professionally. Whenever you send class-related email or messages, please include a clear, specific subject line and use the body of the email or message to explain the purpose for the email and any attached materials.
- Conduct yourself professionally.
- **Meet assignment deadlines.** We expect that you're interacting with course material multiple times during the week.
- Ask for help when you need it.

Required reading, examinations, assignments, and quizzes

Come prepared!

The foundation of this course is your presence and active participation in class, together with consistent reading of the assigned textbook chapters. Our class meetings will go beyond traditional lectures and will include discussions, hands-on activities, real-world marketing examples, group work, guest speakers, and other opportunities to apply what you are learning.

For each module, we will clearly indicate the specific textbook chapters and any additional materials you are expected to read before coming to class. Being prepared will allow you to actively participate in class activities and get the most out of the course.

Remember: reading gives you the foundation; class is where we bring marketing to life.

Important Dates

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

Textbooks

Group	Title	Author	ISBN
Required	The textbook is being finalized		

Other Course Materials

About the required book:

Hardback, paperback, and electronic versions are acceptable.

All slides, materials, and recordings will be available in Blackboard under Content. We will use Blackboard to post exams, quizzes, assignments, and all grades. It is the responsibility of each student to check the entries from time to time during the semester to check for any errors. If you have any IT related challenges, please contact the email the TAMU eLearning Team at elearning@tamtu.edu.

Grading Criteria

Online Exams – 300 Points

Two online exams will be administered during the semester: a Midterm Exam and a Final Exam, each worth 150 points. Exams will assess your understanding and application of the concepts covered in the assigned textbook chapters, class discussions, examples, cases, and activities. Additional information regarding the format and availability window for each exam will be provided in advance.

Online Chapter Quizzes – 160 Points



There will be one online quiz for each of the 16 textbook chapters, with each quiz worth 10 points. Quizzes are designed to encourage you to read the assigned chapter before coming to class and arrive prepared to participate in discussions and activities. Unless otherwise indicated, chapter quizzes must be completed before the class meeting in which the corresponding chapter is discussed.

Laredo New Venture Project: In-Class Missions – 420 Points

The Laredo New Venture Project will be developed progressively throughout the semester through 14 in-class project missions, each worth 30 points. During these class meetings, you will work with your team to apply concepts from the course directly to the development of your new venture and marketing plan.

These missions are in-class assignments. To receive credit for a project stage, you must be present in class, actively participate with your team, and submit the required handout/deliverable by the end of the class period. Students who are absent from class will not receive credit for that day's project stage, even if their team completes and submits the assignment.

Because the 16 in-class missions account for 42% of your final course grade, class presence is an essential and non-negotiable component of this course. These activities are intentionally designed to take place in the classroom through collaboration, discussion, decision-making, instructor feedback, and short presentations; therefore, they cannot simply be replaced by completing the handout independently outside of class.

Laredo New Venture Project: Executive Summary and Individual Reflection— 80 Points

At the end of the semester, each team will submit a Final Executive Summary that brings together the major decisions developed throughout the 14 missions of the Laredo New Venture Project - 80 points. The Executive Summary should provide a concise and cohesive overview of the business opportunity, target customer, value proposition, and key elements of the team's final marketing strategy.

The purpose of the Executive Summary is not to start the project over at the end of the semester. Instead, teams should use the work developed throughout the semester, incorporate feedback and revisions, and demonstrate how the individual missions come together to form a coherent marketing strategy.

In addition, each student will submit an Individual Reflection - 40 points: A one-paragraph reflection on your experience developing the Laredo New Venture Project, including what you learned and how the project shaped your understanding of marketing. This reflection must be written in your own words without the use of generative AI.

Important: Nearly half of your final course grade (42%) comes directly from the 14 graded in-class project missions. Coming to class, being prepared, and actively participating are therefore fundamental to succeeding in this course.

****Grades are non-negotiable, and final grades can only be changed to correct calculation or input errors on our part. If you have any questions as to the validity of a grade this must be brought to our attention within three days of the date the grade is posted/received. Grades will strictly depend on the number of points accumulated relative to the total number of points allotted in the course per assignment****

Class Participation

Due to the nature of the class, active participation of each student is necessary to ensure a passing grade. Of course, class participation begins with preparation. Be sure to keep up on our readings, and you will do well to follow the course's content, quizzes, and exams.

GRADE	PERCENTAGE
A	91-100
B	80-90.9
C	70-79.9
D	60-69.9
F	Below 60

Semester Assignments

Chapter Quizzes

We will also have 16 online quizzes (completed through McGraw-Hill Connect, which is linked directly in our course on Uconnect) after each chapter we cover. These are done to ensure you keep up with the reading and to stress some of the more important concepts we cover in each chapter. The material these quizzes may cover will be clearly labeled (Chapter 1 quiz, etc). Please contact me right away if you have any questions about deadlines. **Considering that the quizzes are online and open for several days, there will be no make-up for a missed quiz.**

**** Quizzes are due every Sunday (10:00 p.m.) Every exact due date will also be visible on Uconnect, either in the 'To Do' list or under the appropriate Module.**



Semester-long New Venture Marketing Challenge

Throughout the semester, you will work in a team to develop a realistic new business, product, or service designed for the Laredo market. Your challenge is to identify a real consumer need or market opportunity and develop a marketing strategy that demonstrates how your business will create value for customers and successfully compete in the marketplace.

Rather than completing one large marketing plan at the end of the semester, the project will be organized around a series of Marketing Missions. Each Marketing Mission will focus on a specific area of marketing and will allow you to build your marketing plan step by step as we learn new concepts in class. Your work throughout the semester will ultimately come together to form your final marketing plan.

A significant portion of the Marketing Missions will be completed during designated class meetings. These class sessions will function as hands-on marketing workshops where you will collaborate with your team, make marketing decisions, apply course concepts, and receive guidance and feedback. For this reason, class attendance and active participation are extremely important. **Missing class may mean missing project work, team decisions, activities, feedback, or instructions that cannot be fully replicated outside the classroom, and the respective project points associated with the Marketing Mission.**

The Marketing Missions will incorporate key areas of marketing, including market research, market planning, segmentation, targeting, positioning, competitive strategy, product and branding decisions, pricing, distribution, promotion, sustainability, and marketing ethics.

Creativity is encouraged, but creativity alone is not enough. Your marketing decisions should be realistic, supported by research and evidence, and appropriate for the Laredo market. You will be expected to use concepts from the course to explain and justify the decisions your team makes.

At the end of the semester, your team will integrate the work completed through the Marketing Missions into a final marketing plan and present your new venture during the Launch Laredo Final Pitch.

The goal of this project is simple: move beyond learning about marketing and experience what it means to make marketing decisions.

New Venture Marketing Challenge – Grading

The New Venture Marketing Challenge will be developed progressively throughout the semester and will account for **54% of your final course grade**. Rather than grading only the final marketing plan, your performance will be evaluated throughout the entire development process.

The project components (Missions) will be completed during designated class meetings. Therefore, attendance, preparation, teamwork, and active participation are essential to your success in this project. Each Marketing Mission will build on previous work and contribute to the development of your team's final marketing plan.

Marketing Missions

Mission 1 – Why Marketing Matters

Project Launch: What customer need/problem will your business address? What value will it create? – Explore Laredo and identify unmet needs/problems/opportunities.

Mission 2 – Strategic Planning

Business Concept & Market Planning: Mission, objectives, value proposition, SWOT/competitive strategy.

Mission 3 – Global Environment

Laredo Market Environment: Economic, cultural, technological, legal, competitive factors; cross-border considerations where relevant.

Mission 4 – Consumer Behavior

Know Your Customer: What influences your potential customers' decisions? What problem are they trying to solve?

Mission 5 – Marketing Research & Analytics

Market Research: Investigate demand, competitors, secondary data + potentially conduct primary research.

Mission 6 – Product Development

Build the Offering: Product/service decisions, features, benefits, customer value.

Mission 7 – Segmentation, Targeting & Positioning

STP: Segment the Laredo market, select target customer(s), develop positioning.

Mission 8 – Promotional Strategies

Promotion: Develop the communication strategy and promotional mix.

Mission 9 – Personal Selling



Selling the Idea: Sales strategy and/or customer sales interaction; could also help prepare them for pitching.

Mission 10 – Supply Chain & Logistics

Place: How will the product/service reach the customer? Suppliers, distribution, logistics.

Mission 11 – Pricing

Pricing Strategy: Determine price and justify the pricing approach.

Mission 12 – Retailing

Customer Experience & Place: Physical/digital location, retail experience, atmosphere, channels.

Mission 13 – Digital & Social Media

Digital Campaign: Social media platforms, content, digital strategy.

Mission 14 – Branding

Build the Brand: Name, identity, brand personality, logo/message, brand positioning.

FINAL – Executive Summary + Individual Reflection

Executive Summary – 1 Page Maximum

The group will provide a concise overview of your business idea, the market opportunity, target customer, value proposition, and the key elements of your marketing strategy. The executive summary should allow someone unfamiliar with your project to quickly understand what your business is, who it is for, and why it could succeed in Laredo.

Individual Reflection

Each student will submit a **one-paragraph individual reflection** at the end of the semester. In your reflection, briefly discuss **what you learned from developing the Laredo New Venture Project, what you found most valuable or challenging, and how the project influenced your understanding of marketing and its application to real-world business decisions.**

The reflection should represent **your own personal learning experience** and be written entirely in your own words. **The use of generative AI to write, rewrite, or generate any portion of the reflection is not permitted.** There is no “perfect” answer—I want to hear your voice, your experience, and what you actually learned from the project.

Exams

There will be two exams, based on the textbook, coursework, and class exercises. Exams will include multiple-choice questions and will cover topics discussed prior to the exam date. **The textbook will serve as the primary source of material for both exams and quizzes.** Exams will be administered through eLearning (Blackboard).

Respondus LockDown Browser and Monitor

Instructions

- Tests 1 and 2 are closed-book and closed-notes.

Respondus LockDown Browser (Free) Requirement

- LockDown Browser Requirement This course requires the use of LockDown Browser for online exams. Watch this short video (<https://web.respondus.com/lockdownbrowser-student-video/>) to get a basic understanding of LockDown Browser.
- Download Instructions Click the Assist navigation link in Blackboard or visit TAMU's Respondus LockDown Browser and Respondus Monitor web page. Scroll down to the section on the Respondus LockDown Browser. Click the link to access the webpage for the software and additional information.

To Access Your Test:

1. First, be sure the Respondus LockDown Browser software is full installed on your computer.
2. Open a regular web browser (Google Chrome, Mozilla Firefox, MS Edge, Safari)
3. Log into Blackboard Learn.



4. Navigate to the course and test.
5. Start your attempt.
6. This will launch the Respondus LockDown Browser software.
7. Begin your test.

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.

Guidelines:

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

- Ensure you're in a location where you won't be interrupted;
- Turn off all other devices (e.g. tablets, phones, second computers) and place them outside of your reach;
- Before starting the test, know how much time is available for it, and also that you've allotted sufficient time to complete it;
- Clear your desk or workspace of all external materials not permitted - books, papers, other devices;
- Remain at your computer for the duration of the test;
- If the computer, Wi-Fi, or location is different than what was used previously with the "Webcam Check" and "System & Network Check" in LockDown Browser, run the checks again prior to the exam.

To produce a good webcam video, do the following:

- Avoid wearing baseball caps or hats with brims;
- Ensure your computer or device is on a firm surface (a desk or table). Do NOT have the computer on your lap, a bed, or another surface where the device (or you) are likely to move;
- If using a built-in webcam, avoid readjusting the tilt of the screen after the webcam setup is complete;
- Take the exam in a well-lit room, but avoid backlighting (such as sitting with your back to a window);
- Remember that LockDown Browser will prevent you from accessing other websites or applications; you will be unable to exit the test until all questions are completed and submitted.

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 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 TAMU eLearning Team at elearning@tamiu.edu. The office is located at Dr. Billy F. Cowart Hall 208 and is open Monday through Friday, from 8am to 6pm.

IMPORTANT: Given the online setting for exam-taking, any student's unusual activities detected DURING the exam, either by the instructor or the technical proctors (LockDown Browser) or the Canvas activity recording, will be handled most severely for academic misconduct and will result in an F in this class and Academic Integrity Violation reporting which can lead to university sanctions. **You are to use NO notes, books, electronic devices, or anything other than your own intellect to answer the questions on our exams.**

Once you enter the testing site and begin the exam, you should NOT leave the test site of the exam window until completed. **You may not wear a hat, smartwatch or have a cellphone or tablet in your testing**

area (even if it turned off). Do not click off the test page or open files or pages. Once you have started the exam, your allotted time will continue to run even if you shut down your window and your exam or quiz will automatically submit once the allotted time has expired. **All devices should be turned off and placed out of reach of the testing area. Failure to abide by the testing procedures will result in an "F" in the course.**

Technical Difficulties

Technical problems are not acceptable reasons for missing a quiz, exam or completing an individual assignment. If you experience technical difficulties, contact McGraw Hill tech support or LockDown Browser tech support immediately. Be sure to report it to me immediately with accompanying evidence (e.g. a screenshot). This must be reported to me **before** the due date and time of the assignment. Any technical problems



reported after the expiration of the deadline will not be considered and are not valid excuses for not completing an assignment (you can contact me at 307 399-8775).

MKT 3310 101 AI Policy

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

The use of generative AI will vary by assignment. **Each assignment will clearly indicate whether the use of AI tools is permitted, limited, or prohibited.** Students are responsible for following the AI guidelines provided for each activity.

The use of any generative AI tool is strictly prohibited during exams. Exams must reflect your own knowledge and understanding of the course material.

- The instructor will provide you with their personal policy on the use of AI in the classroom setting and associated coursework.
- The use of generative AI will vary by assignment. **Each assignment will clearly indicate whether the use of AI tools is permitted, limited, or prohibited.** Students are responsible for following the AI guidelines provided for each activity.
- The use of any generative AI tool is strictly prohibited during exams. Exams must reflect your own knowledge and understanding of the course material.

How is this going to work in our classes?

We will follow the AI Assessment Scale. Which is a published “framework with two fundamental purposes: to facilitate open dialogue between educators and students about appropriate GenAI use and to support educators in redesigning assessments in an era of expanding AI capabilities” (Perkins, Roe & Furze, 2024). The framework has five levels as follows:

1 – NO AI

The assessment is completed entirely without AI assistance in a controlled environment, ensuring that students rely solely on their existing knowledge, understanding, and skills.

You must not use AI at any point during the assessment. You must demonstrate your core skills and knowledge.

2 – AI PLANNING

AI may be used for pre-task activities such as brainstorming, outlining and initial research. This level focuses on the effective use of AI for planning, synthesis, and ideation, but assessments should emphasise the ability to develop and refine these ideas independently.

You may use AI for planning, idea development, and research. Your final submission should show how you have developed and refined these ideas.

3 – AI COLLABORATION

AI may be used to help complete the task, including idea generation, drafting, feedback, and refinement. Students should critically evaluate and modify the AI suggested outputs, demonstrating their understanding.

You may use AI to assist with specific tasks such as drafting text, refining and evaluating your work. You must critically evaluate and modify any AI-generated content you use.

4 – FULL AI

AI may be used to complete any elements of the task, with students directing AI to achieve the assessment goals. Assessments at this level may also require engagement with AI to achieve goals and solve problems.

You may use AI extensively throughout your work either as you wish, or as specifically directed in your assessment. Focus on directing AI to achieve your goals while demonstrating your critical thinking.



5 – AI EXPLORATION

AI is used creatively to enhance problem-solving, generate novel insights, or develop innovative solutions to solve problems. Students and educators co-design assessments to explore unique AI applications within the field of study.

You should use AI creatively to solve the task, potentially co-designing new approaches with your instructor.

Perkins, M., Roe, J., & Furze, L. (2024). The AI Assessment Scale Revisited: A Framework for Educational Assessment. arXiv preprint arXiv:2412.09029.

What should you expect?

Each assignment will include a handout indicating the level of interaction with GenAI you are allowed to have. You will follow the instructions to complete and deliver your assignments.

For written assignments, you always have to provide an AI statement on writing indicating if you have used GenAI to improve your writing. Examples:

Basic disclosure: "I used generative AI to improve the grammar, clarity, and flow of my writing. The ideas, analysis, and content are my own."

Grammar and proofreading only: "I used generative AI to proofread this assignment and identify grammar, spelling, and sentence-structure issues. I reviewed and made the final decisions about all changes."

Clarity and academic tone: "I used generative AI to help improve the clarity, organization, and academic tone of my writing. AI was not used to generate the ideas, analysis, or conclusions presented in this assignment."

Rewording: "I used generative AI to suggest alternative wording for selected sentences and paragraphs. I reviewed, revised, and approved the final wording, and the underlying ideas are my own."

More detailed disclosure: "I used ChatGPT to assist with editing this assignment. Specifically, I asked it to improve grammar, sentence structure, clarity, and readability. I did not use AI to generate the assignment content, conduct the analysis, or develop my conclusions. I reviewed all AI-assisted revisions and take responsibility for the final submission."

Schedule of Topics and Assignments

Day	Date	Agenda/Topic	Reading(s)	Due
Mon	8/24	Welcome, Introductions & Syllabus		
Wed	8/26	Welcome to the World of Marketing Discussion Can you market a potato? #		
Fri	8/28	Why Marketing Matters to You	Ch. 1	Ch. 1 Quiz – due Sunday 10 p.m.
Mon	8/31	Strategic Planning	Ch. 2	Ch. 2 Quiz – due Sunday 10 p.m.
Wed	9/2	# Marketing Challenge Launch: Opportunities in Laredo Mission 1 - # Project Launch: What customer need/problem will your business address? What value will it create?		
Fri	9/4	Business Idea Lightning Pitches & Feedback Mission 2 - #Business Concept & Market Planning: Mission, objectives, value proposition, SWOT/competitive strategy		
Mon	9/7	Labor Day – No Class		
Wed	9/9	The Global Environment	Ch. 3	Ch. 3 Quiz – due Sunday 10 p.m.
Fri	9/11	# Laredo Market & Environmental Analysis Mission 3 - #Laredo Market Environment: Economic, cultural, technological, legal, competitive factors; cross-border considerations where relevant		
Mon	9/14	Consumer Behavior	Ch. 4	Ch. 4 Quiz – due Sunday 10 p.m.



Wed	9/16	Mission 4 - #Consumer Behavior Experiment Know Your Customer: What influences your potential customers' decisions? What problem are they trying to solve?		
Fri	9/18	# Marketing Rescue Lab: When the Customer Experience Goes Wrong		
Mon	9/21	Marketing Research & Analytics	Ch. 5	Ch. 5 Quiz – due Sunday 10 p.m.
Wed	9/23	Marketing Research Workshop		
Fri	9/25	Mission 5 -# Market Research Lab Market Research: Investigate demand, competitors, secondary data		
Mon	9/28	# From Data to Decisions: Big Data, AI & the Future of Marketing Research + Data Detective Challenge		
Wed	9/30	Product Development	Ch. 6	Ch. 6 Quiz – due Sunday 10 p.m.
Fri	10/2	Mission 6 - #Product Development Challenge Build the Offering: Product/service decisions, features, benefits, customer value		
Mon	10/5	Segmentation, Targeting & Positioning	Ch. 7	Ch. 7 Quiz – due Sunday 10 p.m.
Wed	10/7	Midterm Exam Covers Chapters 1 – 7 Your best study strategy? Start in Week 1, not the night before.		
Fri	10/9	Mission 7 -# STP + Value Proposition Challenge + Exam review STP. Segment the Laredo market, select target customer(s), develop positioning		
Mon	10/12	Promotional Strategies	Ch. 8	Ch. 8 Quiz – due Sunday 10 p.m.
Wed	10/14	Mission 8 - #Advertising/Promotion Challenge Promotion: Develop the communication strategy and promotional mix		
Fri	10/16	Personal Selling	Ch. 9	Ch. 9 Quiz – due Sunday 10 p.m.
Mon	10/19	# Marketing in the Real World - Guest Speaker		
Wed	10/21	# Challenge: Sell the Unsellable		
Fri	10/23	Mission 9 - # Marketing Plan Checkpoint + Selling the Idea: Sales strategy and/or customer sales interaction		
Mon	10/26	Supply Chain & Logistics	Ch. 10	Ch. 10 Quiz – due Sunday 10 p.m.
Wed	10/28	Mission 10 -# Distribution/Place Challenge Place: How will the product/service reach the customer? Suppliers, distribution, logistics		
Fri	10/30	# Marketing in the Real World - What Happens When the Supply Chain Stops?		
Mon	11/2	Pricing	Ch. 11	Ch. 11 Quiz – due Sunday 10 p.m.
Wed	11/4	Mission 11 - # Price Your Offering Pricing Strategy: Determine price and justify the pricing approach		
Fri	11/6	#The Pricing Dilemma		
Mon	11/9	Retailing	Ch. 12	Ch. 12 Quiz – due Sunday 10 p.m.
Wed	11/11	Mission 12 - #Customer Experience & Place: Physical/digital location, retail experience, atmosphere, channels		



Fri	11/13	Digital & Social Media Marketing	Ch. 13	Ch. 13 Quiz – due Sunday 10 p.m.
Mon	11/16	Mission 13 - # Build Your Digital Strategy Digital Campaign: Social media platforms, content, digital strategy		
Wed	11/18	Branding	Ch. 14	Ch. 14 Quiz – due Sunday 10 p.m.
Fri	11/20	Mission 14 -# Brand Lab Build the Brand: Name, identity, brand personality, logo/ message, brand positioning		
Mon	11/23	# “Thankful... and Shopping?” Holiday Marketing & Branding		
Wed	11/25	Thanksgiving Break – No class	Enjoy the holidays! I am thankful for you!	
Fri	11/27	Thanksgiving Break– No class		
Mon	11/30	Ch. 15 – Customer Relationship Management + Ch. 16 – Social Responsibility & Sustainability	Ch. 15 & Ch. 16	Ch. 15 & Ch. 16 Quiz – due Sunday 10 p.m.
Wed	12/2	# Launch Laredo Final Pitch New Venture Marketing Challenge	– Project Presentations	Final Submission – Executive summary + Individual Reflection
Fri	12/4	Final Exam Plot twist: all those quizzes, challenges, cases, and class discussions were actually preparing you for this. #		

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)

In the classroom, students are expected to listen attentively, participate respectfully, and adhere to established rules. Behavior that interferes with the class lecture may result in disciplinary action, ensuring a productive and respectful learning environment for everyone. Any disputes over academic matters should be addressed calmly and constructively, ideally during designated times such as office hours or after class. If a student does not agree with a decision, they can request a meeting with the instructor to discuss their concerns in more detail. Should further resolution be needed, the

student may escalate the matter to the department head or use formal grievance procedures as outlined in the sections below. (please refer to Student Handbook Article 4 (<https://www.tamiau.edu/handbook/article-04.shtml>)).

TAMIU Honor Code: Plagiarism and Cheating

As a TAMIU student, you are bound by the TAMIU Honor Code to conduct yourself ethically in all your activities as a TAMIU student and to report violations of the Honor Code. Please read carefully the Student Handbook Article 7 and Article 10 available at Student Handbook (<https://www.tamiau.edu/handbook/index.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.

TAMIU 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 SafeZone (<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 Disability Services for Students located in Student Center 124. 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 Office of Disability Services for Students.

For accommodations or assistance with disabilities, contact the Disability Coordinator, Karla Pedraza, at karla.pedraza@tamiu.edu, call 956.326.2763, or visit Student Center 124.

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: Student Handbook (<https://www.tamiu.edu/handbook/index.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. Students who experience or observe alleged or suspected discrimination due to their pregnant/parenting status, should report to 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, *Report It*, at <https://www.tamiu.edu/reportit> (<https://www.tamiu.edu/reportit/index.shtml>).

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 Compliance (Lorissa M. Cortez, lorissam.cortez@tamiu.edu) can assist the student and professor in working out the reasonable accommodation. For other questions or concerns regarding Title IX compliance related to pregnant/parenting students, contact the Title IX Coordinator. In the event that a student needs 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 LOAs 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*.

For parenting-related rights, accommodations, and resources, contact the Parenting Liaison, Mayra Hernandez, at mghernandez@tamiu.edu, call 956.326.2265, or visit Student Center 226.

For pregnancy-related rights, accommodations, and resources, contact the TIX Coordinator, Lorissa Cortez, at lorissaM.cortez@tamiu.edu, call 956.326.2857, or visit Killam Library 159.

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, 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@tamiu.edu, 956.326.2857, via the anonymous electronic reporting website, ReportIt (<https://www.tamiu.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.