



MKT 4360 - Digital Marketing

Fall 2026 Syllabus, Section 102, CRN 18734

Instructor Information

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Professor

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Office Hours:

Mon-Thu: 12:00 pm-1:00 pm

Office Phone: 956-326-2555

Please Always Use the Email Box on the Class Website for All Communications Except During the Testing Periods.

Times and Location

TR 1:15pm-2:35pm in Bullock Hall 208

Course Description

This course provides students with a well-rounded understanding of how to utilize various digital channels such as websites, mobile devices, social media, search engines, email marketing and others to optimize online marketing operations. Students will acquire essential knowledge and skills to analyze the digital marketing functions, evaluate the key digital decisions and design effective digital marketing campaigns for competitive advantage in the digital era. Prerequisites: MKT 3310

Intl Banking&Finance Studies Department, Sanchez School of Business

Additional Course Information

Course Format

The course is conducted primarily through lectures and simulations. Students must attend class and complete six rounds of the simulation game. Assignments include individual and group work. Bring a laptop to class for designated simulation sessions and for the midterm and final examinations. Simulation work will normally occur during Thursday classes; round submissions are due on the Wednesdays listed in the schedule.

Late Submission Policy

Late submissions incur a minimum 30% grade reduction per day. Technical or personal difficulties do not automatically excuse late work. Submit early enough to address unexpected problems and use available campus, library, technology, or personal support resources when needed. University-approved accommodations and excused absences remain subject to applicable university policy.

Assessment Details

Weekly Chapter Quizzes (195 points)

Each chapter quiz reinforces the assigned reading and helps students assess their understanding. Approximately 20%-30% of quiz questions may appear unchanged on the final examination. Quizzes are available from the first day of the semester. Students have four attempts before the weekly deadline of Saturday at 11:59 p.m.; Blackboard records the highest score. No make-up quizzes are permitted except as required by university policy.



Mimic Pro Simulation Game (400 points)

The simulation develops analytical reasoning by connecting course concepts to realistic digital marketing decisions. Students complete six rounds, a final presentation, a reflective report, and a responsible-AI learning report. A detailed assignment guide will be provided separately.

- Simulation rounds: 210 points. Each round is due on the Wednesday listed in the schedule at 10:00 a.m.
- Final presentation: 50 points, due Tuesday, November 24, at 8:00 a.m.
- Reflective game report: 90 points, due Wednesday, November 25, at 2:35 p.m. The report should be two single-spaced pages, use one-inch margins and 12-point Times New Roman, and include five to six additional tables or graphs.
- Responsible AI Use and Learning Report: 50 points, due Wednesday, November 25, at 2:35 p.m.

Simulation Games with AI Integration (50 points)

Every student is expected to learn how to use AI responsibly as a decision-support tool throughout the simulation. In each round, consult AI about at least one meaningful question or challenging decision. Record the prompt, the AI response, how the response was evaluated or validated, and whether the recommendation was accepted, modified, or rejected.

AI-use records and the final reflection must identify effective and ineffective uses of AI, explain the student's contributions and final decisions, and address accuracy, bias, privacy, security, ethics, authorship, and accountability.

Each simulation-round AI-use record is due with the corresponding round submission. The presentation and reflective-report AI-use records are due with those assignments. The final AI-use reflection is due Wednesday, November 25, at 2:35 p.m.

Midterm and Final Examinations (205 + 200 points)

The midterm and final examinations assess material covered in the textbook and course slides. The midterm covers Chapters 1-8. The final examination is comprehensive and covers all 13 chapters. The final examination may be available through the publisher's website. Students who score 80% or higher may receive a Digital Marketing certification from the publisher.

Testing and Make-Up Policy

Both examinations are online but must be taken in the classroom on a laptop during the scheduled class period. Make-up examinations are available only for legitimate, documented reasons consistent with university policy and must be arranged in advance whenever possible. Academic dishonesty will be referred through the university procedures.

Available Student Online Resources

The Blackboard Student Resources folder contains links to course technology requirements, software, accessibility and privacy statements, technical support, academic and student support services, the library, the Student Handbook, academic regulations, the academic calendar, and the schedule of classes. For Blackboard assistance, contact the University IT Help Desk at hotline@tamui.edu or 956-326-2310.

Attendance, Time Commitment, and Student Expectations

Regular attendance and participation are essential. Students are responsible for all material covered, arriving on time, participating in assigned activities, and submitting work by the deadline.

When an absence occurs, notify the instructor as soon as possible and provide documentation when required. Students participating in official university, college, departmental, or military activities should provide written notice at least three business days in advance whenever possible.

Students are expected to spend approximately 6-9 hours outside class each week for this three-credit-hour course, although individual needs may vary.

Professional conduct includes preparation, attentiveness, respectful discussion, appropriate use of technology, timely and polished work, academic integrity, and professional communication. Disruptive or disrespectful behavior is subject to applicable course and university procedures.

Email Communication, Response Time, and Feedback

Students must check their official TAMIU email and Blackboard regularly for course and university information. Email is the preferred method for individual communication; Blackboard announcements will also be used for course updates. Students should ensure that their registered email address receives course notifications. Office hours and appointments provide additional opportunities for communication.

Student Responsibilities in This Class

- Connect Blackboard course messages to your official TAMIU email and monitor both regularly.
- Ask promptly when assignment instructions or due dates are unclear.
- Bring a laptop for examinations and designated simulation sessions, normally held on Thursdays after September 23.



- Attend class, check Blackboard at least twice each week, and plan sufficient study time.
- Use Respondus LockDown Browser for examinations when directed.
- Complete chapter quizzes by Saturday at 11:59 p.m.; no make-up quiz is allowed except as required by university policy.
- Submit simulation rounds and their AI-use records by 10:00 a.m. on October 7, October 14, October 28, November 4, November 11, and November 18 (all Wednesdays).
- Submit the final presentation and its AI-use record by Tuesday, November 24, at 8:00 a.m.
- Submit the reflective game report, its AI-use record, and the final AI-use reflection by Wednesday, November 25, at 2:35 p.m.
- Take the midterm on Tuesday, October 20, and the final examination on Thursday, December 3, in the classroom.
- Manage time carefully; late submissions incur a minimum 30% deduction per day.

AI Policy

Students are expected to learn how to use generative AI responsibly as a learning and decision-support tool. AI use is permitted only when authorized by the instructor or assignment guidelines.

Acceptable Uses

Students may use AI to 1) brainstorm and refine ideas, 2) find information or develop outlines, 3) ask questions about difficult simulation decisions, 4) generate alternatives for evaluation, 5) review a student-written draft for organization, clarity, grammar, or design, and 6) identify assumptions, risks, biases, or missing information.

Student Responsibilities

Students must: 1) Complete their own initial analysis or draft before consulting AI when required, 2) Evaluate and validate AI responses using course materials, simulation evidence, or credible sources, 3) Make all final decisions themselves, 4) Disclose the AI tool, purpose, prompts, and relevant responses, 5) Explain which recommendations they accepted, modified, or rejected, 6) Protect personal, confidential, proprietary, and security-sensitive information, and 7) Consider accuracy, privacy, security, bias, ethics, authorship, and accountability.

Unacceptable Uses

Students may not use AI to 1) Complete quizzes or exams, 2) Operate the simulation or make final decisions for them, 3) Write reports, reflections, presentation scripts, or other work submitted as their own, 4) Invent data, experiences, sources, citations, or simulation results, 5) Complete work assigned specifically to another student or group member, 6) Impersonate the student in course activities or communications, and 7) Conceal or misrepresent AI use.

Academic Integrity

Students remain fully responsible for the accuracy, ethics, originality, and consequences of their submitted work. AI is a support tool and is neither the author nor the accountable decision-maker. Unauthorized, undisclosed, or misrepresented use of AI will be addressed under the course and university academic integrity procedures. If you are unsure whether a particular use is permitted, ask the instructor before using AI.

Disclaimer

This syllabus provides a general plan for this course. Based on the discretion of the professor, deviations from this syllabus may be necessary. The professor reserves the right to make changes to this syllabus as needed. You will be given sufficient notice before any changes are made to the syllabus.

HAVE A GREAT SEMESTER!

Student Learning Outcomes

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

- 1). Describe and recall the basic knowledge for the Internet marketplaces.
- 2). Analyze the digital marketing functions and evaluate the decision outcomes.
- 3). Apply the learned knowledge by making key decisions in simulation games.
- 4). Explain the steps and report the learned insights from the simulation games.

Overall, this course is designed to develop your **reasoning, thinking, analytical, and communication skills, ethical understanding, global perspective, and understanding of multicultural and diversity issues.**



Important Dates

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

Textbooks

Group	Title	Author	ISBN
	Digital Marketing Essentials and Simternship Simulation Game Bundle	Jeff Larson and Stuart Draper	978-0-9996302-0-4

Grading Criteria

You may assume an approximate 90% of the total (A: more than 900 Points), 80% (B: more than 800 Points), 70% (C: more than 700 Points), 60% (D: more than 600 Points), less than 60% (F: less than 600 Points) cut off for final grades. However, your final grades will be curved based on overall class performance. Your grade is available at the Blackboard's gradebook. Please make sure that you finish every task at the highest quality that you aim for.

Please don't forget to remove these instructions.]

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

Assessment Components

#1: Weekly Quizzes	195 Points
#2: Mimic Pro Simulation	210 Points
#3: Mimic Pro Presentation	50 Points
#4: Mimic Pro Reflective Paper	90 Points
#5: Responsible AI Use and Learning Report	50 Points
#6: Mid-Term Exam	205 Points
#7: Final Exam	200 Points
Total	1000 Points

Class Schedule with Weekly Topics

Week of	Agenda/Topic	Reading(s)	Due
8/25	Syllabus & Introduction Chp1. Digital Marketing Foundations		
9/1	Chp2. Web Design		
9/8	Chp3. Analytics		
9/15	Chp4. On-Site SEO		
9/22	Chp5. Off-Site SEO		
9/29	Chp6. Paid Search		
10/6	Chp7. Display Advertising		
10/13	Chp8. Email Marketing		
10/20	Mid-Term Exam Chp9. Social Media I		



10/27	Chp10. Social Media II
11/3	Chp11. Online Reputation
11/10	Chp12. Mobile Marketing
11/17	Chp13. Digital Marketing Strategy
11/24	Final Presentation Final Reflective Report Thanksgiving
12/1	12/3: Final Exam

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.tamui.edu/handbook/article-04.shtml>)).

TAMUI Honor Code: Plagiarism and Cheating

As a TAMUI student, you are bound by the TAMUI Honor Code to conduct yourself ethically in all your activities as a TAMUI 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.tamui.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.

TAMU E-Mail and SafeZone

Personal Announcements sent to students through TAMU 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 TAMU e-mail accounts regularly, if not daily. Not having seen an important TAMU 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, TAMU 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 TAMU 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 TAMU 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 TAMU's anonymous electronic reporting site, *Report It*, at <https://www.tamiu.edu/reportit> (<https://www.tamiu.edu/reportit/index.shtml>).

TAMU 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, TAMU urges the student to consider a Leave of Absence (LOA) as outlined in the TAMU *Student Handbook*. #As part of our efforts to assist and encourage all students towards graduation, TAMU 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 TAMU *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.