

MKT 3310 - Principles of Marketing: Principles of Marketing (F13- Feb 05 to May 14) Spring 2026 Syllabus, Section 280, CRN 28216

Instructor Information

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Times and Location

Does Not Meet Face-to-Face

Course Description

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

Additional Course Information

OVERVIEW AND COURSE FORMAT

This course is organized into 13 chapters for learning. Each chapter folder can be found in the course content menu on the class website's Blackboard, including learning objectives, instructional materials, activities, and assessments. To successfully complete this class, students are encouraged to **follow the national university standard and spend at least 9 hours per week (for a 3-credit-hour class) reading the textbook, studying the learning materials, and completing the assessment tasks** in the course content folder.

This is a completely online class. The course format includes a set of interrelated activities:

- Read the chapter, study the PowerPoint slides and notes, watch the videos, practice the interactive exercises, check the answers for the interactive exercise, and read and participate in class discussion forums, etc.
- Practice the quiz on the Smart Book, and for the extra credit for the chapter, independently prepare for tests and exams.
- Websites, emails, web-based conferences, and online office hours are used for learning and communication.

OUTCOME ASSESSMENTS

Your grades will be determined at the end of the semester, after taking into consideration the following assessment components:

Course Assessment Components and Points of Course Assessment Components

- 1). **Quiz on Syllabus** (5 times of access before Test 1): (You must make at least 80% to access the first three chapters' course content), (0.5 points each × 40) = 20 Points, 80 minutes for 40 questions;

2). **Submission of Acknowledgment: 5 points;**

3). **Practice Test** (5 times of Trials before 2/16 at 8:00 pm): **15 Points** (You must pass the practice test in order to continue the class);

4). **13 Chapters' Readings & Quizzes** (Due Every Saturday at 11:59 pm): **Through Smart Book (15 points each × 13) = 195 Points (For Learning objectives 1 and 2);**

5). **4 Tests** (2/23, 3/23, 4/6, 5/3) (6:30 pm - 8:00 pm) **(100 points each × 3+140) = 440 Points (For Learning objectives 1, 2, and 3):** Test 1-3: Each test has 3 chapters, and **90** minutes for 50 questions; and Test 4: This test has 4 chapters, and **120** minutes for 70 questions;

6). **Final Comprehensive Exam** (5/6 at 6:30 pm-9:00 pm): **220 Points (For Learning objectives 1, 2, and 3):** The final exam has 13 chapters, and **150** minutes for 110 questions.

7). **Other Assignments (For Learning objectives 1, 2, and 3):**

Discussion Forum (Every Sunday at 11:59 pm): **40 Points, 5 discussions, each worth 8 points;**

Marketing 4P's Applications (5/1 at 11:59 pm): **65 points;**

Total: 1000 points

Extra-Credit

Chapter quiz practice: 13 chapters * 2.5 points each = 32.5 points

Meet and Greet Forum: 10 Points (Due 2/23 at 6:00 pm)

Test reviews: 5 tests * 1 points each = 5 Points (Due before each test)

Following the Testing Rules: 5 tests * 5 points each = 25 Points

Total: 72.5 Points

All the questions for quizzes, tests, and exams are selected from the national test bank. You may assume approximately 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), and less than 60% (F: less than 600 Points) cut off for final grades. However, your final grades will be curved based on the class's overall performance. Your grade is available in Blackboard's grade book. The details of each assessment component are described below:

Quiz on Syllabus and Deadlines (20 Points)

This quiz tests your understanding of the syllabus and deadlines for this class. It consists of 40 questions, each worth 20 points. Only when you **make 80% on this quiz will you be able to access the first three chapters' course content**. You have **five trials for this quiz**, but it will be completely closed before the first test. You can access this quiz from the Blackboard syllabus area.

Practice Test (15 Points)

Respondus LockDown Browser and Monitor, along with an external webcam, are required for our online exams. The practice test is used to verify whether each student thoroughly understands the setup instructions and testing rules for Respondus Lockdown Browser and Monitor (please refer to the last two pages of the syllabus) and how to correctly apply these rules during the exam. It takes **only 1-2 minutes** to complete the practice test. The practice test is located in the "Practice Test" folder within the course website's Content Area. After you submit your practice test and once your test recording video is available online, Dr. Wei will review it, provide you with feedback, and let you know whether you did everything right, where the problems are, and how to correct the mistakes. You should immediately redo it. **Every student has 5 trials to submit their practice test, and you must pass it by Monday, Feb 16th, at 8:00 pm to receive 15 points of credit. Please start working on it as soon as possible.** It takes time for the system to process your practice test. It depends on the online traffic; sometimes it takes a few hours, and other times it takes 12-48 hours. Thus, please don't leave the practice test until the last minute.

Only after Dr. Wei formally writes an email to you and informs you that you passed the practice test, she will mark your practice test's grade as 15 points. She will release all the testing folders available only to the students who have passed the practice test. In other words, if you don't pass the practice test, you can't continue and take any of the tests or see any of the chapter folders for the class.

Weekly Chapter Quizzes on Smartbook (195 Points)

The purpose of the quizzes is to help you become actively involved in learning and reinforce your understanding of the chapter reading.

Smartbook lets you use **the audio feature** to listen to the textbook if that is your preferred learning method. **You must get the quizzes done before the due date.** After the due date, you will enter a recharge mode. In the recharge mode, you can continue working on the quizzes as often as possible before tests and the final exam, **but you will not earn any grades.** This is the app's default and a limitation of the technology. **Nobody can change the setup of 100% or 0%.** After the due date, *please use the personalized quiz analytics report to understand your strengths and weaknesses in each chapter, enabling targeted learning improvements.*

Smartbook uses adaptive learning: if you answer a question incorrectly on one concept, the system will continue testing you until you get it right. Please ensure that *you read the textbook thoroughly and answer the questions carefully before submitting your answers.* For each chapter, we select only 15 concepts to test your reading comprehension, and it may take around 20 minutes if you can answer them correctly the first time. If you don't read the chapter carefully, you may need to spend lots of time and answer lots of questions to earn 100% on your chapter quizzes. Therefore, it is essential to begin reading the chapter and working on the chapter quiz as soon as possible.

More normal chapter practice quizzes are available for extra credit. Please check the further instructions in extra credit session.

Tests and Final Exam (440 Points + 220 Points)

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

My PowerPoint slides include detailed lecture notes in each slide's note section, which can help you understand the key points covered on each slide. The PowerPoint slides aim to explain key issues and challenging concepts in each chapter. However, the PowerPoint slides **cannot discuss everything covered in the textbook.** Therefore, it is crucial to thoroughly read the textbook and ask questions about any content you do not understand.

The tests and exams will be multiple-choice. All the questions are from the national standard test bank. The questions will cover both general concepts and specific details discussed in the textbook and PowerPoint slides. You will be asked to pick the **best** answer from the options you are given and to mark your answer on an answer sheet.

All the reviews for each chapter are available in the exam folder online. The dates for tests and exams are indicated on the website and at the end of the syllabus. **You are fully responsible for being prepared for all exams on time.** Please refer to the online testing policies section for more detailed information on preparing and administering online tests and exams.

We provide a "Questions and Answers" forum on Blackboard Discussion Boards for students to ask and discuss questions. TAMIU **strongly discourages students from using external study/chat groups, as most Honor Code violations have occurred within these groups.** If you are in such a group and participating in viewing purloined exam questions/answers, you are guilty of violating the Honor Code.

Other Assignments (105 Points)

I also give some other types of assignments and exercises. The purpose of these exercises is to help you become actively involved in learning, deepen your knowledge from reading, and motivate you to apply key concepts and frameworks in the real world. The format includes participating in the discussion forum, responding to questions about applying the learned concepts to real-world situations, and completing a free-writing assignment on marketing issues. Those exercises will require you to organize your ideas, articulate your thoughts, and demonstrate your understanding of the textbook concepts. This semester, two assignments are required for you to work on:

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

There are 10 discussion forums across the semester. Each student will be required to work on 5 discussion forums and will be assigned either odd- or even-numbered modules to reduce each student's workload. In other words, half of the students will complete all the odd-numbered module discussion forums (Modules 3, 5, 7, 9, and 13), while the other half will complete all the even-numbered module discussion forums (Modules 2, 4, 6, 8, and 12). I will send an email and announce which discussion forum you will be assigned to (5 X 8 points = 40 participation points).

Each week's discussion forum runs from Monday at 6:00 am to Sunday at 11:59 pm. Late posts after the deadline will not be graded. Submissions would be on a post-first basis (which means you must post first before you can see other classmates' responses). **An empty post is not allowed.** After submitting your first time, you should be able to view other students' submissions. You must respond to at least 2 other students.

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

Additionally, submissions received after the deadline will receive a score of "0". I will post my answer key and let the whole class review and learn by the following Monday after the deadline.

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

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

Extra-Credit Opportunities

I'd like to encourage and reward the students who study hard, review before the tests, and follow our testing rules for each test.

If you want to improve your grades and earn extra credits, you can complete each chapter's practice quiz found in the extra credit folder. Around 10% to 20% of quiz questions will be used in the exams without any changes to reward you and help you succeed in this class.

All the quizzes are available from the first day of the semester. Each chapter quiz will be closed before the final exam. You have **unlimited trials** for chapter quizzes before that time. The computer will record the best performance as your grade. You should print every quiz for your later review to help you prepare for the tests and the final exam.

A total of 72.5 points of extra credit will be offered this semester. No make-up for extra credit points.

Chapter quiz practice: 13 chapters * 2.5 points each =32.5 points

Meeting and Greeting: 10 Points (Due 2/23 at 6:00 pm)

Test Reviews: 5 tests * 1 point each = 5 points (Due before each test's starting time)

Following the Testing Rules: 5 tests * 5 points each = 25 points

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Total: 72.5 points

TESTING POLICY

This is an online class. All your learning materials and each chapter's quiz are online. However, because TAMU requires all online classes to eliminate possible cheating, you are all required to take tests and exams at 6:30 pm on the following dates: **Feb 23rd (Monday), Mar 23rd (Monday), Apr 6th (Monday), May 3rd (Sunday), and May 6th (Wednesday)**. **No makeup tests or exams will be allowed. We inform you of all the specific testing dates on the first day of the semester to help you plan your working hours and life events in advance for those five days. Please inform your supervisor that you will be unavailable to work for these 5 days. If your boss doesn't allow it, you may consider requesting a few hours of leave or annual leave on these five days.** I trust that you are willing to commit a total of 9 testing hours over the three days to support your valuable educational goal and a better future. *If you can't take tests these days, you may have to drop the class and take other classes instead.*

All quizzes, tests, and exams will be administered via Blackboard. The computer will randomly assign different questions to each student each time you take the tests, except for the quizzes. Even though you are taking them online, they are still "real" tests. There are always couples, sisters, brothers, cousins, or roommates who take the same class together. So, **the proctoring rules should ensure fairness and justice in testing**. Every student must follow the rules and procedures when taking these tests and exams.

- **For all exams, you cannot use the textbook, notes/ebook/ printed copies, or online searching.**
- It may take a little time to set up the test (such as verifying your picture ID, performing background checks, using a standing mirror (**on the desk, not on the floor**) to display the monitor and keyboard settings, etc.). We should plan for at least 5-10 minutes of extra time before the test starts. Dr. Wei also opens the test 10 minutes early at 6:20 pm.
- **Every student must start the test on time at 6:20 pm. No late start will be allowed. If you can't see the text link or resume your test, your only option is to email me immediately and ask Dr. Wei for assistance.**
- **After you finish your test, please don't share the test questions with anyone else.**
- A security browser called **Respondus Lockdown Browser and Monitor** needs to be downloaded and **used** for all tests and the final exam, but not for quizzes. Respondus Lockdown Browser and Monitor **will check, monitor, and record your behavior throughout the entire testing time via the webcam. You must obey Setup Instructions and Testing Rules for Respondus LockDown Browser and Monitor.**
 - Please carefully read the setup guidelines for Respondus LockDown Browser and Monitor, which are attached to the syllabus. **If you fail to follow any of those guidelines or testing rules, you will receive an automatic zero on the exam.**
 - You must use a standing mirror on the desk or an external webcam in the second step of the environment check. **Your webcam should clearly capture both hands on the desk during the entire testing period.**

- Any red flags recorded and marked by the system are 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 have any red flags.
- **You must ensure that the internet service and speed are stable and fast enough for testing. If the unstable internet service results in the failure of recording your behavior during the testing, you are required to retake the whole test.**
- A timer appears on your computer screen, and the test continues until you click the submit button. You must submit your test within the specified time frame. The test should automatically close and be submitted when the time is up. If not, please click "Submit" to end the test and submit your test.
- **If something happens and your computer freezes during the test, please return to the test link and resume the test as quickly as possible. The test timer will continue running and won't stop, regardless of the situation.** As soon as you complete the test, send me an email detailing your problem and the time it occurs.
- **Please do not wait until the last minute to do the quizzes, tests, or exams!** There are many things that can go wrong in the path between your computer and the Blackboard course site. If any issues/problems occur with your computer/internet service at home, it is your responsibility to plan ahead, use TAMIU/another public facility immediately, or ask for help from your family members, classmates, neighbors, or friends. So, your personal/public computer/Internet Service Provider issues, bad weather, sick children, family problems, traffic, car accidents (etc) are not acceptable explanations for the last-minute testing or missing the quiz and/or test. If you have **any legitimate reasons** for not being able to perform the tasks on time, you must provide me with legal documentation, obtain my prior approval, and make special arrangements with me in advance to take the exam at a different time. *Even if you have serious health issues, your family members and/or your friends may help you inform me or leave a message for me immediately through email or phone.*
- **If any cheating is found, both the cheater and the helper will receive a score of "0" for the test.** Both will be submitted to the University's student conduct office and honor council.

MAKE-UP AND LATE ASSIGNMENTS POLICY

For each chapter quiz, you have unlimited access for at least one week. For tests/exams, your online testing time will be at **6:30 pm on Feb 23rd (Monday), Mar 23rd (Monday), Apr 6th (Monday), May 3rd (Sunday), and May 6th (Wednesday).** **NO MAKE-UP QUIZ, TEST, or EXAM WILL BE ALLOWED.** Therefore, avoid scheduling any work or life events for these five days. If necessary, you may need to request a few hours of leave or annual leave on these five days. Otherwise, you should not consider taking this class.

If you are unable to take the quiz/test/exam during the scheduled time for **legitimate reasons**, you will need to **provide documentation**, obtain my **prior approval**, and make special arrangements **IN ADVANCE** to take the exam at a different time. *Even if you have serious health issues or a car accident, your family members and/or your friends may help you inform me or leave a message for me immediately through email or phone.*

Please do not wait until the last minute to do the quizzes, tests, or exams! There are many things that can go wrong in the path between your computer and the Blackboard course site. **Your personal/public computer issues, Internet Service Provider problems, bad weather, sick children, family problems, traffic, and car accidents (etc.) are not acceptable explanations for missing the last-minute testing or the quiz and/or test.**

AVAILABLE STUDENT ONLINE RESOURCES

This online course will be managed through the Blackboard course management system. There is a folder called Student Resources that provides various online resource information for you:

Course Technology Requirements

You can find links to the technological resources needed for this course, including the minimum technology requirements for the online class and personal software resources, on the Instructional Technology and Distance Education Services webpage, which is accessible through the University's Learning Management System (LMS). TAMIU Students may access online versions of this software through their Dusty Office 365 account at <https://dusty.tamtu.edu/>. This site also provides students with access to download the Microsoft suite for educational use. See instructions for downloading the Microsoft Office suite (<http://www.tamtu.edu/distance/documents/Microsoft-Office-2016-Download-Instructions.pdf>).

All file types should be opened inside the Blackboard system (Adobe Presenter, PDF, Microsoft Word, Microsoft PowerPoint, URLs, video clips, etc). If you encounter any issues with software that prevents you from opening files, please visit the Personal Software Resources link to find links to any missing software. **Please ensure that your home computer can access all our class files.**

For this class, you will need the following hardware: a webcam (a stand-alone external webcam is recommended), a mouse, and a microphone for testing through the Respondus LockDown Browser and Monitor or an online virtual meeting platform. If you experience any problems with Blackboard, please contact the OIT Help Desk (hotline@tamtu.edu or 956-326-2310) as soon as possible, rather than contacting the instructor. **If your home computer is outdated and you cannot use TAMIU's computer labs, you may need to drop the class and enroll in a face-to-face class instead.**

Technology Skills & Training

Through the provided link, you can learn the required technical skills and receive training using the Atomic Learning tool.

Technology Statements

You can learn about the accessibility and privacy statements for the various technologies used in this course. At Texas A&M International University, we believe that all students should have equal access to technology in the classroom. These technologies/sites may also require user data, such as creating a username and password. In this class, we will utilize Blackboard (<http://www.tamtu.edu/distance/students/elearning-orientation.shtml>). You may find the accessibility and privacy policies of these technologies on the following pages: Accessibility Statements (<http://www.tamtu.edu/distance/technology/accessibility-statements.shtml>) and Privacy Statements (<http://www.tamtu.edu/distance/technology/privacy-statements.shtml>).

Support Services

You can find links to technical, accessibility, student, and academic support services provided by TAMTU, such as instructional technology and distance education services, technical support services, accessibility support services, academic support services (testing center, university learning center, and writing center, etc), student support services (e.g., Bursar's office, student health services, and student counseling center, etc) and library support service.

Handbook, Policies & Other Links:

You can find links to the University's student handbook, academic regulations, academic calendar, and class schedule.

Attendance - Time Commitment - Student Expectations

Regular attendance (participating in the online classroom) is essential for maintaining the best learning environment.

- You will be expected to log into the course site at least 3-5 times per week.
- According to the national university standard, you will be expected to spend a minimum of 12 hours per week on this class. For our class, we should spend 6-9 hours per chapter. You may spend more or less, depending on your current level of expertise and capability.
- You are also expected to participate in all assigned activities for the course.
- **Attendance is measured by the completion of course tasks and assignments.**

Just as in the business world, this class is meant to emulate real-world experience. Students should treat this class as a real-world professional commitment. Every day in the "real world", millions of people go to work and complete assignments when they do not feel good, when their family members do not feel good, have relationship problems, when their cars will not start, when they are overextended, when their alarm clock malfunctions, etc. **However, they take responsibility for managing their problems, working on multiple issues and demands, developing effective time management skills, and accepting the consequences of their actions and conduct.** You are expected to overcome these problems as well.

Email Communication, Response Time, and Feedback Policy

The student is required to check their email account often for important class and University-related information. Students are expected to use dusty email and Blackboard emails for timely updates related to this online class. From time to time, I may send you emails. Please ensure that the email address registered with the online learning system can receive and read my emails promptly. I also use announcements in the Announcement section of the Blackboard course site to alert students to important issues or highlight certain aspects of assignments. Email is the preferred method for **individual and class communication** when necessary.

To ensure that you receive and read my emails, you can connect our course's Blackboard email box with your existing **TAMTU email**. Here are the instructions for receiving email notifications of my emails (<http://www.tamtu.edu/distance/technology/blackboard/notifications-for-course-messages.shtml.html>).

Online office hours are also available for us to communicate. You will need a webcam and a microphone/headset to use the Virtual Meeting Space. You can learn how to use Blackboard Collaborate through this link: <https://youtu.be/6SKSODqUeWg/>. If the normal online office hours do not work for you, you are welcome to schedule an online meeting at a time that suits you.

I typically check and respond to students' emails between Monday and Friday. Please allow 24 hours for a response during weekdays. When I reply to some of the students' emails and answer their questions, I may CC my responses to the whole class to ensure that all other students receive the answers as well. I also expect students to respond to my emails within 24 hours or less during weekdays. Moreover, I typically grade any assignments/tasks within one week of the due date. For discussion forums, I mainly provide feedback Monday through Wednesday from 8:00 am to 8:00 pm. However, I will not grade your discussions until the end of the semester, when all teams have completed their posts.

To help the class understand how to manage their learning and prepare well for the practice tests, exams, and assignments, I will conduct two synchronous meetings for the whole class. You can ask me any questions related to the class's tasks, rules, exams, etc. Everyone is strongly encouraged to attend.

2/13 (Friday): First Synchronous Meeting at 12:00-1:00 pm

4/17 (Friday): Second Synchronous Meeting at 12:00-1:00 pm

AI Policies

Guidelines for Using AI in This Course

Students are encouraged to use generative AI tools (e.g., ChatGPT, DALL·E) responsibly by following the rules below:

Acceptable Uses

You may use AI tools for: brainstorming and refining ideas, finding information related to course topics, drafting outlines to organize your thoughts, and checking grammar, style, or clarity, among other purposes.

Unacceptable Uses

You may **not** use AI tools for: Impersonating you in class activities (e.g., generating responses to discussion board posts or prompts); Completing work that your group has assigned specifically to you; Writing drafts of essays, reports, or other written assignments; Producing entire sentences, paragraphs, or papers to submit as your own work.

Responsibilities and Academic Integrity

- You are fully responsible for the accuracy, legality, and ethical use of any AI-generated content.
- All use of AI must be **acknowledged and cited** in accordance with university policies on academic honesty. Example citation: *OpenAI. ChatGPT. January 9 version. Accessed January 9, 2025. <https://openai.com> (<https://openai.com/>).*
- Unauthorized or undisclosed use of AI will result in a **50% deduction** from the assignment grade, with a required resubmission that includes proper acknowledgment.

If you are unsure whether using AI is permitted, you should request clarification in advance.

Student Responsibilities in Online Courses

The students' responsibilities and expectations for online courses differ from those for on-campus courses. Online learning is a pure self-managed learning model. You will enjoy a great deal of freedom, but you must also take full responsibility for your own learning process and outcomes.

The following statements identify your responsibilities in this course. **You must submit the acknowledgment statement of your responsibility in the first week of the class to be able to view the first week's course content.** If you disagree with any of the statements, you may want to reconsider taking this course in an online format.

1. I verify that I am, and will be, the student who is actually completing all the coursework for this online course.
2. **I will not share the test questions with anyone else after I finish my tests.**
3. **I will log into our online classroom at least 3-5 days per week and understand that I am expected to work online for a minimum of 12 hours per week.**
4. I will ask questions **directly and immediately** if I do not understand the announcement instructions or due dates for tasks and exams, or whatever other questions or issues.
5. **I understand that I can't use textbooks, notes, ebooks, printed ebooks, online searching, or printed copies. for all my exams.** And I also understand that I must **take 4 tests and 1 final exam at 6:30 pm on Feb 23rd (Monday), Mar 23rd (Monday), Apr 6th (Monday), May 3rd (Sunday), and May 6th (Wednesday).** **NO MAKE-UP TEST or EXAM WILL BE ALLOWED.**
6. I will connect our course Blackboard email box with my dusty TAMIU email and ensure that I can receive Dr. Wei's email notifications for the class.
7. **I know that every Saturday at 11:59 pm is the deadline for that week's chapter quiz on Smartbook. NO MAKE-UP QUIZ WILL BE ALLOWED.**
8. I can improve my grades and earn extra credit by completing each chapter's practice quiz in the extra credit folder. **Around 10% to 20% of quiz questions will be used in the exams without any changes to reward you and help you succeed in this class.**
9. I will be responsible for meeting all due dates for both tasks and exams and submitting them on time or before the due date. All the quizzes are available on the first day of the semester. I have at least 1 week to prepare for the weekly quiz. I will organize my time to thoughtfully and thoroughly complete class tasks.
10. I am required to use Respondus LockDown Browser and Monitor for the tests. For online testing, students must have **either an external webcam or a standing mirror placed on the desk (at least 6 inches in diameter) (not on the floor).** The external webcam (the preferred option) offers greater comfort and convenience. Students may borrow one from OIT e-Learning or purchase one for about \$7.00 at Walmart. The Standing Mirror (as an alternative) must be placed on the desk during testing. Mirrors can also be purchased for about \$7.00 at HEB or Walmart. Only **one option** (webcam *or* mirror) is required to meet the proctoring requirement.
11. I understand that I have 5 trials to pass the practice test before the deadline. If I don't pass the practice test, I won't be able to continue the class.

12. I understand that I must follow the setup instructions, guidelines, and testing rules for the attached Respondus LockDown Browser and Monitor. I must **start the test on time at 6:30 pm. No late testing is allowed.** I understand that **failing to follow any of the setup instructions and testing rules will result in an automatic zero on the exam.** If my unstable internet connection causes video recording to fail during the test, I will have to retake the entire test later.
13. I understand that technical problems related to Personal/public computers, Internet Service Providers, bad weather, sick children, family problems, traffic, car accidents (etc.) cannot be used as an excuse for failure to complete the tasks on time. I will ensure I have the necessary computer hardware, software, and Internet access to stay connected and up to date with my online coursework. I am aware of alternative Internet connections available through TAMIU's computer labs/library, the public library, and from friends, relatives, or neighbors, and will access them if my personal computer equipment/internet connection is not working. I understand that technical problems with Blackboard require me to contact OIT at 956-326-2310 for technical support during their working hours, Monday through Friday, from 7:30 am to 6:00 pm.
14. If I have a legitimate reason for being unable to take the quiz/test/exam during the scheduled time, I understand that I need to provide documentation to Dr. Wei, obtain her **prior approval**, and make special arrangements **IN ADVANCE** to take the exam at another time. When I have serious health issues or car accidents, I will ask my family members and/or friends to help me inform her or leave a message for her **immediately** through email or phone.

At the "Start Here"! Within the Blackboard course site, there is an acknowledgement of the syllabus, policies, and responsibilities, including these statements. The acknowledgment represents a contract between you and me. You must agree to and sign the contract to continue this class. Otherwise, you will not be able to see the first three weeks' course content.

If you believe that this course plan is incompatible with your abilities, job schedule, or life priorities and lifestyle, take action now. For example, consider taking another instructor's class or enrolling in another course.

Statement of Respondus LockDown

-- Setup Instructions and Testing Rules

(Online Class: All Exams are Closed Book and Closed Notes)

This class requires the use of LockDown Browser and Respondus Monitor (Webcam) for online testing. An **external webcam** should be used to easily conduct an environmental check and capture both your hands on the table during testing. If you don't want to buy an external webcam, you can use a standing mirror (on the desk, not on the floor) to achieve the same results correctly. You don't need both, but you must have either an external webcam or a standing mirror. Moreover, you can **borrow** an external webcam from TAMIU.

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 **CWT208** and is open Monday through Friday from 8 a.m. to 7 p.m. Webcams are available for checkout on a first-come, first-served basis. Speak with an eLearning staff member to check out a camera. Students will sign an Equipment Loaner Agreement, making them responsible for the camera's care. Webcams checked out must be returned within five business days of the checkout date.

Download Instructions

- TAMIU Web Page on Respondus LockDown Browser and Monitor (<https://dustytamiu-my.sharepoint.com/AppData/Local/Microsoft/Windows/INetCache/Content.Outlook/XAKBGAHO/TAMIU%20Web%20Page%20on%20Respondus%20LockDown%20Browser%20and%20Monitor>)
- Watch this short video (<http://www.respondus.com/products/lockdown-browser/student-movie.shtml>) (<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) (<http://www.respondus.com/products/monitor/guides.shtml>) (<https://web.respondus.com/he/monitor/resources/>) is also available.
- Click the **Student Support** tab in the top-middle section of Blackboard. Scroll down to the *Instructional Technologies* section and click on the *Respondus LockDown Browser* icon. The 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. But it is free for TAMIU students to use LockDown Browser and Respondus Monitor.

Testing Rules

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

- **Every student must submit a practice test using Respondus Lockdown Browser and Monitor by Monday, February 16th, at 8:00 pm.** The practice test is located in the "Practice Test" folder within the course's Content Area. Dr. Wei will provide you with feedback and let you know how correctly you conduct an environment check and follow the testing rule in the practice test. **She will release the testing folders only to the students who have passed the practice test.**
- Students **are not allowed to use textbooks, notes, cell phones, or other electronic devices, search online, or use e-books or printed copies.** You can use only a **computer or a laptop for the testing.** Turn off all other devices (e.g., tablets, phones, or additional computers) and move them out of your immediate vicinity. **Duplicating your computer screen is also not allowed.** We should clear your area by removing all external materials – any books, papers, and other devices.
- The students need to work on the exam independently without any outside **help. It is essential to have a private room for yourself** (one free of noise and not a public place with other people), **with the door closed, for testing purposes.** Select a location where you won't be interrupted by anyone, including 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 you use a built-in webcam, avoid tilting the screen after the webcam setup is complete
- Take the exam in a **well-lighted room** and avoid backlighting, such as sitting with your back to a window. Please **use a lamp or add more light** to our room so that the webcam can 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, set face down, and put far away beyond your reach. Please don't put it on the table next to your keyboard.**

2. **You must start your test on time. No late testing is allowed. If you start late, the testing link will disappear. You must email me to take the test.**

3. Please adjust your external webcam or standing mirror (**on the desk, not on the floor, at least 6 inches in diameter**) and make sure that it can **clearly view and capture at least your face/head and both your hands on the desk during the whole testing period.**

4. **The first step of the environment check:**

- The students must show their face and TAMIU ID on camera.
- Please use the external webcam to capture a 360-degree view of the entire room, including the area under the table and chair where the student will be seated. (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. **The second step of the environmental check:**

- You must use an external webcam or a standing mirror (**on the desk, not on the floor, at least 6 inches in diameter**) for the second step of the environment check. If you use a standing mirror, it should be at least 7 inches long to allow for clear viewing.
- The student must hold an external webcam or a standing mirror, move slowly, and show the 180-degree view in front of them to ensure that the monitor screen, laptop, keyboard, and table are free of cell phones, other electronic devices, any stickers, post-it notes, etc, on or behind the monitor.

6. **During the testing time:**

- No earphones or earbuds are allowed.
- **Absolutely no talking during the exam, either to yourself or to someone else. No music can be played during the exam.**

- Remain **seated at your computer for the duration of the test: don't get up, and keep your head facing the webcam and recording device. If you did, you must conduct the environment check again.**

7. LockDown Browser and Respondus Monitor record your behavior and surroundings throughout the exam. **Any recorded violations of testing rules or red flags identified by the system may be viewed as cheating/dishonesty and will be reported to the University's Student Conduct Office and Honor Council. You will automatically receive a "0" for the exam if you violate the testing rules or receive red flags.**

8. You must 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, try to position yourself as close as possible to the router or access point. To ensure your internet quality and speed, please ask other internet users at home to completely shut down their devices. **If the unstable internet service results in the failure to record your behavior during the test, you are required to retake the entire test 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 surroundings, and using a standing mirror (on the desk, not on the floor) or an external webcam to show the monitor and keyboard settings, etc). Please **plan to allow approximately 10 minutes of extra time before starting the test. All the tests are open 10 minutes early.**
- You may experience technical or service issues. You must resolve all these issues on your own. The most common problem is that **your computer freezes during the test; you must return to the test and resume it as quickly as possible. If you can't resume, the only option is to email me and ask for help logging in to 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@tamui.edu or call 956-326-2792.

Student Learning Outcomes

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

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

Important Dates

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

Textbooks

Group	Title	Author	ISBN
	Essentials of Marketing - Looseleaf, 18th edition, 2021	Joseph P. Cannon (Author), William D. Perreault (Author), E. Jerome McCarthy	978-1266839429

Grading Criteria

All the questions for quizzes, tests, and exams are selected from the national test bank. You may assume approximately 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 in Blackboard's grade book.



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

Assessment Components

#1: Quiz on Syllabus	20 Points
#2: Submission of Acknowledgment	5 Points
#3: Practice Test	15 Points
#4: 13 Chapters' Readings & Quizzes	195 Points
#5: 4 Tests	440 Points
#6: Final Exam	220 Points
#7: Discussion Forum	40 Points
#8: Individual Assignment-Marketing 4Ps	65 Points
Total	1000 Points

Class Schedule with Weekly Topics

Week of	Agenda/Topic	Reading(s)	Due
2/2	Module 1: 2/2: Introduction & Syllabus 2/5-2/8: Chapter 1: Marketing's Value to Consumers, Firms, and Society		2/8: Quiz on Syllabus Due 2/14: Chapter 1's Quiz
2/9	Module 2: 2/9-2/15: Chapter 2: Marketing Strategy Planning		2/13 (Friday): First Synchronous Meeting at noon
2/16	Module 3: 2/16-2/22: Chapter 4: Focusing Marketing Strategy with Segmentation and Positioning Practice Questions & Test Review		2/16 (Monday): Practice Test Due at 8:00 pm
2/23	Module 4: 2/23-3/1: Chapter 5: Final Consumers and Their Buying Behavior		2/23 (Monday): Test 1 (Chapters 1, 2, 4)
3/2	Module 5: 3/2-3/8: Chapter 7: Improving Decisions with Marketing Information		
3/9	3/9-3/15: Spring Break		
3/16	Module 6: 3/16-3/22 Chapter 8: Elements of Product Planning for Goods and Services Module 7: 3/16-3/22 Chapter 9: Product Management and New-Product Development		
3/23	Module 8: 3/23-3/29: Chapter 10: Place and Development of Channel Systems		3/23 (Monday): Test 2 (Chapters 5, 7, 8)
3/30	Module 9: 3/30-4/5: Chapter 12: 10/20-10/26: Retailers, Wholesalers, and Their Strategy Planning		
4/6	Module 10: 4/6-4/12: Chapter 13: Promotion –Introduction to Integrated Marketing Communications		4/6 (Monday): Test 3 (Chapters 9, 10, 12)
4/13	Module 11: 4/13-4/19: Chapter 15: Advertising and Sales Promotion		4/17 (Friday): Second Synchronous Meeting at Noon

4/20	Module 12: Chapter 17: 4/20-4/26: Pricing Objectives and Policies	
4/27	Module 13: Chapter 18: 4/27-5/3: Price Setting in the Business World	5/1 (Friday): Individual Assignment-Marketing 4Ps Application 5/3 (Sunday): Test 4 (Chapters 13, 15, 17 & 18)
5/4	Module 13: 5/6 (Wednesday): Final Exam: All 13 Chapters	Start at 6:20pm

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

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 Student Handbook (<https://www.tamtu.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.

Distance Education Courses

[The *ITALICIZED INFORMATION BELOW* is where you are to ADD your course information. ***Please don't forget to remove these instructions and all ITALICIZED content.***]

Regular and Substantive Interaction (Note to Instructors):

The U.S. Department of Education (ED) has issued *Regular and Substantive Interaction: Background, Concerns, and Guiding Principles* which went into effect on July 1, 2021. Under the new regulations, the U.S. Department of Education requires that all online courses and programs for which students may use Title IV funds (federal financial aid) include regular and substantive interaction between students and their instructors. This ruling applies to both synchronous and asynchronous courses, with the primary focus being asynchronous courses. The Department of Education has the authority to audit courses and programs at institutions, like Texas A&M International University, with online offerings.

Be sure that your course provides for regular and substantive interaction between faculty and students, students and students, and students and content. (C-RAC, OSCQR, QM, SACSCOC, SC)

1. Regular and substantive instructor-to-student expectations and predictable/scheduled interactions and feedback are present, appropriate for the course length and structure, and are easy to find. (OSCQR, SACSCOC, SC)
2. Expectations for all course interactions (instructor to student, student to student, student to instructor) are clearly stated and modeled in all course interactions/communication channels. (OSCQR, SACSCOC, SC)

Be sure to add clear statements on your syllabi about these instructor-to-student expectations.

Visit for additional guidance on including *Regular and Substantive Interaction*: <https://www.tamiu.edu/distance/faculty/regular-and-substantive-interaction.shtml>

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

[Description of how students should approach the course regularly. A description of course menu items and their contents may be found here. The description may also describe how students should approach the materials per lesson/module/week. It should include what type of materials students may encounter, the types of activities and assessments they may see, and other expectations from the students in each module. This section should help the student understand how to navigate the course.]

Student-Instructor Communication Policy and Response Time

Announcements/Course Messages/Emails

[The instructor must provide information on the type of communication that will be provided to students on a regular basis, including the frequency of this communication (such as "Announcements will be posted regularly on Mondays."). Also, information on the turnaround time for communication from course messages or emails sent to the instructor.]

Assignments and Assessments

[The instructor must list the turnaround time **for providing feedback to students on their submissions of an assignment or assessment**. Expectations on how students will receive feedback should be listed for each type of assignment.]

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.tamui.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

[Technology requirements must be listed for the course. Information on how to obtain software for purchase or download should be provided. See the following example. Customize technologies to include those that pertain to your course:]

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 (<https://www.tamui.edu/distance/students/technology-requirements.shtml>) when using the learning management system (LMS) of the University.

Additional Hardware. For this class, you will need the following additional hardware: *[list any additional required hardware here. Additionally, and if applicable, you may use the following statement:]* Recently purchased laptops may have these built-in web cameras. If you do not have this equipment, it is recommended to purchase a stand-alone webcam, microphone, or a webcam with a built-in microphone from your local electronic store or any online store.

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

Additional Software. You will need the following additional software: *[list any additional software required here. Additionally, and if applicable, you may use the following statement:]* 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.**

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

Learning Management System (Blackboard)

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

Minimum Technical Skills Expected

[The description of the minimal technology skills is linked to OIT's statement of minimal skills. Faculty are required to update statements for additional technological skills from students.]

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

[Instructors that host synchronous virtual meeting sessions should list details on how students will meet with the instructor in this section and whether these meetings are optional or required. Include the frequency of these meetings and a general explanation of the purpose for these sessions.]

Rubrics (may be included here and in the Syllabus and Overview in the course)

[The inclusion of rubrics in the syllabus is usually up to the instructor. If rubrics are not included in the syllabus, this area should convey to students that rubrics are included in the course and will provide an understanding of how they will be assessed on the course's assignments.]

Late Work Policy

Instructors should include the policy stating what may or may not be acceptable for late assignments.

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

[Instructor's policy on assignments held within the Turnitin system.]

Proctoring

[Respondus LockDown Browser/Monitor OR Examity. Contact elearning@tamui.edu for the syllabus statement and other information.]

Accessibility and Privacy Statements on Course Technologies

[Information on the accessibility and privacy policies of all course technologies must be provided to the students. At TAMU, the eLearning team has compiled a list of accessibility and privacy statement links on their website. Link to these pages and contact eLearning if any new technologies should be listed on their pages. See the following example. [Customize technologies](#) to include those that pertain to your course:]

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**.

In this class, we will utilize: [insert the technologies here].