

MKT 3330 - Advertising Promotion Mgt

Spring 2026 Syllabus, Section 202, CRN 27456

Instructor Information

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Professor
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Office Hours:
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Times and Location

MWF 9:40am-10:35am in Bullock Hall 114

Course Description

Additional Course Information

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:

- A). 13 Chapters' Weekly Assignments (Open Book) (Due Every Saturday at 11:59 pm): (15 points each × 13) = 195 Points (For Learning Outcomes 1, 2, & 3);
- B). Final IBP Campaign Project: 305 Points (For Learning Outcomes 4 & 5):
 - Individual Advertising Portfolio (Draft every Friday at 11:00 am and Final on 4/15 at 11:59 pm): 155 Points;
 - Team IBP Campaign Presentation (Due on 4/26 at 11:59 pm): 75 Points;
 - Team IBP Campaign Report (Due on 5/1 at 11:59 pm): 75 Points;
- C). Exams (For Learning Outcomes 1, 2, & 3):
 - Mid-Term Exam (Closed-Book) (200 points) (March 16th at 9:40 am) The mid-term exam has 9 chapters, and 80 minutes for 100 questions;
 - Final Comprehensive Exam (Closed-Book) (300 Points) (May 6th at 9:40 am): The final exam consists of 13 chapters and covers 102 questions within a 120-minute time frame;

Total: 1000 points

Grading Policy

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 grade will be adjusted based on the overall class performance. Your grade is available in Blackboard's grade book.

Each student is encouraged to use AI for the final Integrated Brand Promotion Campaign Project.

Acceptable and Unacceptable Use of AI:

The use of generative AI tools (e.g., ChatGPT, Dall-e, etc.) is permitted in this course for the following activities: brainstorming and refining your ideas; finding information on your topic; drafting an outline to organize your thoughts; and checking grammar and style.

The use of generative AI tools is not permitted in this course for the following activities: impersonating you in classroom contexts, such as by using the tool to compose task/discussion board prompts assigned to you; completing group work that your group has assigned to you; writing a draft of a writing assignment; writing entire sentences, paragraphs or papers to complete class assignments, etc.

You are responsible for the information you submit based on an AI query (for instance, that it does not violate intellectual property laws, or contain misinformation or unethical content). Your use of AI tools must be properly documented and cited to comply with university policies on academic honesty (<https://bulletin.temple.edu/undergraduate/about-temple-university/student-responsibilities/#academichonesty>). For example, *OpenAI. ChatGPT. January 9 version. Accessed January 9, 2025.* <https://openai.com> (<https://openai.com/>). Any assignment that is found to have used generative AI tools in unauthorized ways will receive a grade deduction of 50%, and the student must resubmit the work with proper acknowledgment. When in doubt about permitted usage, please ask for clarification.

Weekly Chapter Assignments (195 Points):

The purpose of the assignments is to help you become actively involved in learning and reinforce your understanding of the chapter reading. The publisher's MindTAP digital learning app is adopted for our weekly reading, learning activities, and multiple-choice questions, including Flashcards, concept check quiz (10 Qs), Chapter quiz 2 (10Qs), and Short Case (2-3Qs). All the assignments may help you learn, practice, and master the knowledge in that chapter.

Around 10% to 30% of quiz questions will be used in the exams without any changes in order to reward you and help you succeed in this class.

All the assignments are available from the first day of the semester. However, each chapter assignment will close every Saturday at 11:59 pm. You have unlimited trials for chapter assignments before that time. **The computer will record the best performance as your grade.** You should **print the assignment for later review to help you prepare for the midterm and final exams. No make-up quizzes will be allowed after the due date.**

Mid-Term and Final Exam (200 Points + 300 Points):

The midterm and final exams will test your knowledge of all materials covered in the textbook and PowerPoint slides. The mid-term exam covers the first 7 chapters. The final exam is comprehensive, covering all 13 chapters.

My PowerPoint slides can help you understand the knowledge points in each chapter. 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 exams could be true/false, multiple-choice, or essay questions. 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.

The exam dates are indicated on the website and also at the end of the syllabus. **You are fully responsible for being prepared for all exams on time.**

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 them. If you are in such a group and participating in viewing purloined exam questions/answers, you are guilty of violating the Honor Code.

Final IBP Campaign Project (305 Points):

You will work on a semester-long project with your teammates. Throughout the semester, individuals and teams will work on their campaign projects. Teams are encouraged to meet weekly and discuss their campaign project. It is essential to ensure that each member's individual advertising portfolio addresses the diverse needs of the team project. These individual portfolios will serve as building materials, contributing to the team's final presentation and report.

1). Individual Advertising Portfolio (155 Points)

Each team member will collaborate on the team's overall idea and decision, but work independently during the first 11 weeks. Drafts must be submitted individually **by Friday at 11:00 am** each week to **earn 5 points** per week ($5 \times 11 = 55$ Points). After that, the final individual advertising portfolio must be submitted by April 15th at 11:59 pm (100 Points). **This portfolio can serve as a valuable demonstration for future job interviews.** Additional details will be provided in a separate document.

2). Team Final IBP Campaign Presentation and Report (150 Points)

Each team will use its members' individual advertising portfolios as the foundation to select, modify, and integrate materials for building the team's **Final Presentation (75 Points, due on April 28th at 11:59 pm)** and **Final Report (75 Points, due on May 1st at 11:59 pm)** at the end of the semester. Additional details will be provided in a separate document.

Extra Credits

I'd like to offer students extra credit from time to time throughout the semester, based on the class's overall performance needs.

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 practice quizzes are available from the first day of the semester and close 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.

TESTING POLICY

All your learning materials and each chapter's assignments are online. **Our exams will be in the classroom on March 16th (Monday) and May 6th (Wednesday). No makeup exam will be allowed.**

All assignments and exams will be administered via Blackboard. The computer will randomly assign different questions to each student each time you take the tests. A security browser **called Respondus Lockdown Browser** needed to be downloaded and used for **mid-term and final exams**, but not for assignments. 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 any cheating is found, both the cheater and the helper will receive a score of "0" for the test. Both of them will be submitted to the University's student conduct office and honor council.

MAKE-UP AND LATE ASSIGNMENTS POLICY

Please do not wait until the last minute to do your assignments, quizzes, 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/immediately go to a TAMU/other public facility, or ask for help from 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.

NO MAKE-UP ASSIGNMENTS, AND EXAMS WILL BE ALLOWED. 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.*

The late submission of an assignment will result in a 20% grade reduction for each day it is submitted after the due date.

Class Participation and Attendance Policy

Important requirements for your class participation score are (1) class attendance, (2) professionalism, (3) class preparation, and participation in discussions (individual, small group, and large group levels).

(1). Class attendance is mandatory: I will use a seating chart to track your attendance and discussion participation throughout the course. It is your responsibility to attend classes. You are responsible for all the material covered in the class.

- Each student will be responsible for coming to class on time and turning in required assignments on time.



- If you must be absent, please notify me in advance via email or by telephone, and show me **documentation** before or after. If you **miss** class, you are responsible for obtaining the notes and information from your classmates or seeking clarification from me for any questions, assignments, changes, etc.
- Every 3 instances of sleeping in class, arriving late, or departing early from class will count as one absence. Please plan your time properly and schedule accordingly.
- If you plan to sleep in class, read newspapers, or study for other classes, please do not come to the class.

(2). Professionalism: In order to make this class an enjoyable learning experience, a proper classroom climate should be created to help students develop professional habits that will contribute to their career success. I expect the class to have a positive, attentive, considerate, and courteous environment that fosters learning. Being on time, being prepared, being alert, participating in discussion and activities, staying for the full class time, using professional email and phone etiquette, turning in neat, well written, error-free assignments on time, helping others in need, sharing your knowledge, checking the class website and your email often, maintaining academic integrity, showing respect to the professor and peer students who are speaking or making presentation during the class time in terms of difference in opinion, perspectives and values are **desirable behaviors**. Unrelated conversation, sleeping, reading outside materials (e.g., newspaper, other course assignments), desiring special treatment, using cell phones, using laptops, and any insulting behavior to the professor and/or your classmates are **undesirable behaviors**. In short, this class is meant to emulate real-world experience. Students should treat this class as a real-world professional commitment. Any undesirable behavior will result in the loss of participation points. 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. **They take responsibility for managing their problems and for their actions and conduct**. You are expected to overcome these problems as well. In summary, excellent students adopt a professional attitude, demonstrating respect for this class and conducting themselves accordingly.

(3). Class preparation & class participation in discussions: **You are expected to read the readings and submit any assignments before you come to the class.** Being well-prepared will ensure that our class meetings are very interactive. I strongly encourage you to respond thoughtfully to comments from other students and me during class. Active participation requires you to listen carefully to what is said. One way to participate is to share your opinion about the answers to the questions that others have posed. And asking questions is an effective way to learn and improve your business/product ideas. However, asking questions is as important to the learning process as having answers. None of us has all the answers, but we all have many questions. Please share your questions with the rest of the class during discussions. If you feel uncomfortable speaking in class, please feel free to email me or stop by during my office hours to discuss your thoughts or opinions. **One of the best ways for you to feel comfortable participating in our class discussions is to think about the material before class.**

I view all constructive participation as a positive aspect. In other words, effective contribution in the class will help your grade! I recognize that some students simply do not like to speak out in class – and that others are quick to take up all the “air time” available. I don’t want to penalize someone who, in general, is less inclined to participate in class discussions. However, **I do “cold calls,”** and **there is a difference between not being prepared to respond when called on and simply wishing to be less verbal**. Students who consistently fail to prepare will be penalized in class participation grades.

Evaluating **class participation quality** is necessarily **subjective**. **As a co-producer of this class, at the end of the semester, you will be invited to have a self-evaluation as extra credit.** The list of questions below summarizes the criteria I will use to evaluate class discussion participation points:

- # Is the participant a good listener? Is there a willingness to participate?
- # Are the points made relevant to the discussion? Are the questions raised relevant to the discussion?
- # Do the comments demonstrate a thorough analysis of the issues? Do comments show an understanding of theories, concepts, and analytical devices presented in class lectures or
- # assigned reading materials?
- # Overall, do comments contribute to our understanding of the discussion?

There will be numerous opportunities to participate in class, and you will also have time to meet with me outside of class. If you have any questions about the material covered in the book or class, or if there’s anything else on your mind, **I would be happy to help**. Please visit me during my office hours. If those times do not work for you, please feel free to email me or call me to schedule an appointment.

AVAILABLE STUDENT ONLINE RESOURCES

This 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 technology resources needed for this course, including the minimum technology requirements for the online class (<http://www.tamiau.edu/distance/students/technology-requirements.shtml>) and personal software resources, (<https://www.tamiau.edu/distance/technology/personal-software-resources.shtml>) on the Instructional Technology and Distance Education Services webpage, 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.tamiau.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.tamiau.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 and a microphone, for testing through the Respondus LockDown Browser or an online virtual meeting platform.** If you experience any problems with Blackboard, please contact the OIT Help Desk (hotline@tamiau.edu or 956-326-2310) as soon as possible, not the instructor. **If your laptop is outdated and you cannot use TAMIU's computer labs, you may have to drop the class.**

Technology Skills & Training

Through the provided link, you can acquire 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.tamiau.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.tamiau.edu/distance/technology/accessibility-statements.shtml>) and Privacy Statements (<http://www.tamiau.edu/distance/technology/privacy-statements.shtml>).

Support Services

You can find the links to technical, accessibility, student, and academic support services provided by TAMIU, 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 the links to the University's student handbook, academic regulations, academic calendar, and schedule of classes.

STUDENT RESPONSIBILITIES IN THIS COURSE

The following statements identify your responsibilities in this course. **You have to submit the acknowledgment statement of your responsibility in the first week of the class in order to continue this class.** If you disagree with any of the statements, you may want to reconsider taking this course in a face-to-face format.

1. I understand that I am expected to **attend every class in person and also work a minimum of 9 hours per week** beyond the classroom time.
2. I will ask questions **directly and immediately** if I do not understand the instructions, due dates for assignments and exams, or whenever I have any other questions or issues.
3. I understand that **I need a laptop to take the exams inside the classroom. I can't use textbooks, notes, ebooks, printed ebooks, online searching, or printed copies for all exams.** And I also understand that I have to **take the mid-term and final exams on March 16th (Monday) and May 6th (Wednesday). NO MAKE-UP EXAMS WILL BE ALLOWED.**
4. I will connect our course Blackboard email box to my dusty TAMIU email and ensure I can receive Dr. Wei's email notifications for the class, and I will communicate with her through the email box on the class website.
5. I will be responsible for meeting all due dates for assignments, projects, and exams and submitting them on time or before the **due dates.** I have at least 1 week to work on the weekly assignments. I will organize my time so I can thoughtfully and thoroughly complete class tasks.

6. I understand **that weekly chapter** assignments are due **every Saturday at 11:59 pm**, and weekly individual **advertising drafts** are due every Friday morning at 11:00 am. **NO MAKE-UP Assignments and Projects WILL BE ALLOWED** at 11:59 pm. 10%-30% of the mid-term and final exam questions are based on the weekly chapter assignments.
7. I understand that technical problems related to personal or public computer/Internet Service Providers, bad weather, sick children, family problems, traffic, and car accidents (etc.) cannot be used as an excuse for failure to complete tasks on time. I will obtain 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.
8. If I have a legitimate reason for not being able to complete assignments/projects/exams during the scheduled time, I understand that I need to provide Dr. Wei with documentation, obtain her **prior approval**, and make special arrangements in advance to take the exam at an alternative 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 acknowledgment 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 in order to continue this class.

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

Program Learning Outcomes

To prepare students for real-world challenges in the industry, the course aims to

- 1) equip them with a solid understanding of the fundamental concepts and principles of advertising and integrated brand promotion,
- 2) provide insights into strategically planning and executing effective advertising strategies,
- 3) foster creativity in integrating traditional and contemporary media for high-quality promotion campaigns,
- 4) and synergistically leverage multiple tools—including sales promotion, event sponsorship, product placement, direct marketing, personal selling, branded entertainment, influencer marketing, public relations, and corporate advertising—to achieve optimal and responsible brand campaign impact on consumers.

Student Learning Outcomes

Upon successful completion of this class, students will be able to:

1. Describe advertising concepts and principles of integrated brand promotion.
2. Discuss the psychological, sociological, creative, global, and ethical dimensions of advertising along media planning and execution complexities.
3. Analyze marketing communication frameworks for effective brand messaging.
4. Design advertising as a strategic and operational business process.
5. Develop skills and creativity for advertising portfolio design, integrating them into campaign projects.

Important Dates

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

Textbooks

Group	Title	Author	ISBN
Required	Advertising & Integrated Brand Promotion	Close-Scheinbaum/O'Guinn/Semenik	9780357721414

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.

Open Boilerplate

Assessment Items	VALUE
1). 13 Chapters' Weekly Assignments (Open Book) (Due that week's Saturday at 11:59 pm)	195 Points
2). Final Advertising Project	305 Points
3). Mid-Term Exam (Closed-Book)	200 Points
4). Final Comprehensive Exam (Closed-Book)	300 Points
Total:	1000 Points

Schedule of Topics and Assignments

Week of	Agenda/Topic	Reading(s)	Due
1/21	Module 1: 1/21-1/23: Chapter 1: The World of Advertising & Integrated Brand Promotion (IBP)		
1/26	Module 2: 1/28-1/30: Chapter 2: The Structure of the Advertising & Promotion Industry		
2/2	Module 3: 2/4-2/6: Chapter 4: Social, Ethical, and Regulatory Aspects of Advertising & Promotion		
2/9	Module 4: 2/11-2/13: Chapter 5: Advertising, Integrated Brand Promotion, and Consumer Behavior		
2/16	Module 5: 2/18-2/20: Chapter 6: Market Segmentation, Positioning, and the Value Proposition		
2/23	Module 6: 2/25-2/27: Chapter 8: Planning Advertising and Integrated Brand Promotion		
3/2	Module 7: 3/4-3/6: Chapter 9: Managing Creativity in Advertising & Integrated Brand Promotion		
3/9	Spring Break		
3/16	3/16: Mid-Term Exam (7 Chapters) Module 8: 3/18-3/20: Chapter 12: Media Planning Essentials		
3/23	Module 9: 3/25-3/27: Chapter 13: Media Planning: Newspapers, Magazines, TV, & Radio		
3/30	Module 10: 4/1-4/3: Chapter 14: Media Planning: Advertising and IBP in Digital, Social, and Mobile Media		
4/6	Module 11: 4/8-4/10: Chapter 15: Sales Promotion, Point-of-Purchase Advertising, and Support Media		

4/13	Module 12: 4/15-4/17: Chapter 16: Event Sponsorship, Product Placements, and Branded Entertainment
4/20	Module 13: 4/22-4/24: Chapter 17: Integrating Direct Marketing & Personal Selling
4/27	4/26: Final Advertising Project Presentation 5/1: Final Advertising Project Report at 11:59 pm
5/4	5/6 (Wednesday): Final Exam (9:40am-12:10pm): All 13 Chapters

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.

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 \(https://www.tamiu.edu/handbook/index.shtml\)](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.