COMM 3323 - Public Relations Campaigns: Public Relations Camp.- RELLIS (SSII - July 06 to Aug 06)

Summer 2026 Syllabus, Section 481, CRN 53044

Instructor Information

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Office Hours:
Tuesdays and Thursdays 1:00 PM – 3:00 PM (CST) via MS Teams, and by appointment. Email me to arrange a meeting link.
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Times and Location

Does Not Meet Face-to-Face

Course Description

This course offers practical application of public relations in solving a variety of organizational communication challenges and opportunities. It will integrate theory, techniques and research methods in the planning and execution of public relations projects, programs and/or campaigns for one or more specific organizations. The objectives, planning, staffing, budgeting, implementation, and evaluation of public relations programs will be emphasized.
Psychology & Communication Department, College of Arts & Sciences

Additional Course Information

COURSE OVERVIEW & PHILOSOPHY

In traditional academic environments, public relations campaign courses rely heavily on a group-agency model and high-stakes client presentations. However, in the modern communication landscape, a professional practitioner must possess the independent strategic capacity, rigor, and technical agility to construct a comprehensive campaign autonomously.

This asynchronous summer course is intentionally designed to cultivate those exact independent capabilities. There is no group work and no oral presentation component in this class. Instead, you will act as an Independent Senior PR Consultant. Over the course of five accelerated weeks, you will choose an individual organization from an instructor-approved list and build a highly sophisticated, publication-quality Individual Strategic Campaign Portfolio. Each week, you will submit a distinct, sequential milestone of the campaign, culminating in an integrated Executive Campaign Pitch Book that can serve as a premier centerpiece for your professional portfolio.

COURSE MODALITY

This is a fully online, asynchronous course. There are no scheduled class meetings and no required live sessions. You will work through weekly modules on the course site at the times that fit your schedule, within the posted deadlines. Because this is a five-week summer term, the course moves quickly. Plan to spend roughly 18 to 22 hours per week on reading, assignments, and your campaign proposal, which is comparable to the workload of a full-semester three-credit course compressed into five weeks.

HOW THIS COURSE WORKS

Each week is organized as a module on the course site. A typical weekly rhythm looks like this:

- **Begin:** Read the assigned steps and review the posted materials early in the week.
- **Engage:** Post your initial discussion response by the midweek deadline (Friday at 11:59 PM CST).
- **Apply:** Work on that week's campaign assignment.
- **Submit:** Submit your major deliverable and your discussion peer replies by the end-of-week deadline (Sunday at 11:59 PM CST).

All work is individual. There is no group work and no oral presentation in this course. Your campaign is researched, planned, and written entirely on your own, and your final deliverable is a professionally written proposal. Work ahead whenever possible, especially on the campaign assignments, because each one builds on the last and the term is short.

COURSE POLICIES

ASYNCHRONOUS ENGAGEMENT POLICY

While this course is asynchronous and does not require you to log in at specific hours, it is not a "self-paced" course. It has rigid weekly milestones. Deadlines are absolute, mirror professional agency expectations, and are strictly enforced. You are expected to log into Blackboard a minimum of four times per week to monitor announcements, review instructor feedback, and complete discussion requirements.

LATE WORK POLICY

Meeting deadlines is essential in public relations, and it is essential in this course, especially given the compressed five-week schedule. Assignments are due at the date and time posted on the course site. Late work is accepted up to 48 hours after the deadline with a penalty of 10 percent per 24-hour period. Work submitted more than 48 hours late will not be accepted and will receive a zero. Because each campaign assignment feeds the next, falling behind is difficult to recover from. Submit on time and reach out early if you anticipate a problem.

MAKE-UP AND EXTENSION POLICY

Extensions are granted only for documented emergencies, such as a serious illness or a family emergency, and only when you contact me as soon as reasonably possible. Routine scheduling conflicts, technology problems, and workload from other courses do not qualify. When an emergency is documented and approved, we will agree on a revised deadline in writing.

COMMUNICATION POLICY

Professional communication is a core skill in public relations, and I expect it in this course. When you email me, use your TAMIU account, begin the subject line with "COMM 3323," state your purpose clearly, sign with your full name, and proofread before sending. I am glad to help, so please reach out early when questions or difficulties arise rather than waiting until a deadline has passed. Official announcements will be posted on the course site and sent to your TAMIU email, so check both daily.

NETIQUETTE AND ONLINE CONDUCT

Our online space functions as a professional environment. Treat classmates and the instructor with courtesy and respect, write clearly and proofread, disagree thoughtfully and without personal attacks, and protect the privacy of others. Be mindful that tone is harder to read online, so aim for clarity and professionalism in every post and message. Conduct that is disrespectful, harassing, or disruptive is not acceptable and will be addressed under university policy.

PROFESSIONALISM IN WRITTEN WORK

Every document submitted must reflect the standard expected of a senior public relations professional. All assignments must be typed, double-spaced, formatted with standard one-inch margins, and written in 12-point Times New Roman or Calibri font. Writing mechanics count. Points will be automatically deducted for spelling errors, syntax flaws, punctuation mistakes, and poor formatting.

GRADE APPEAL POLICY (24/7 RULE)

If you wish to query or appeal a grade received on an assignment, you must strictly follow the 24/7 rule:

- Wait a minimum of 24 hours after the grade is published to review all inline instructor comments thoroughly.
- Initiate the appeal in writing via email no later than 7 calendar days after the grade was posted. Your appeal must be a professionally written argument citing specific syllabus criteria to justify why the assessment warrants a regrade.

After 7 days, the grade is permanently locked and no further discussions or retroactive adjustments will occur. Grade negotiation or mercy point requests at the end of the term will not be considered.

ACADEMIC INTEGRITY

Academic honesty is required of every student. Cheating, plagiarism, unauthorized collaboration, fabrication of data, and submitting another person's work as your own are violations of academic integrity and may result in a failing grade on the assignment or in the course, as well as referral for disciplinary action. Everything you submit must be your own original work, and all sources, including ideas, data, quotations, and images, must be properly cited. Students are responsible for knowing and following the standards described in the TAMIU Student Handbook and the university's academic integrity policy. If you are unsure whether something is permitted, ask me before you submit.

GENERATIVE ARTIFICIAL INTELLIGENCE POLICY

Generative artificial intelligence tools are now part of professional communication practice, and learning to use them ethically and transparently is a legitimate part of your education. In this course, you may use generative AI tools for limited support tasks such as brainstorming topic ideas, checking grammar, or summarizing your own notes, provided you meet two conditions. First, the analysis, research, strategy, judgment, and writing in your campaign proposal must be substantially your own; AI may assist, but it may not author your work. Second, you must disclose your use of AI by adding a brief note at the end of any assignment that describes which tool you used and how you used it.

Presenting AI-generated content as your own original work, without disclosure, is a violation of academic integrity and will be treated as such. Be aware that AI tools can produce inaccurate information, fabricated sources, and unoriginal phrasing, so you are fully responsible for the accuracy, originality, and quality of everything you submit. If you have any doubt about appropriate use, ask me first.

Program Learning Outcomes

PLO 1. Critical Thinking: Graduates of the program will be able to evaluate and apply theories and approaches to solve complex communication problems.

PLO 2. Analytical Inquiry: Graduates of the program will be able to explore appropriate data, tools, or techniques to draw informed, evidence-based conclusions within communication fields.

PLO 3. Communicative Fluency: Graduates of the program will be able to communicate effectively and with high fluency in oral, written, and mediated professional contexts.

PLO 4. Applied and Collaborative Learning: Graduates of the program will be able to collaborate effectively in teams and integrate communication knowledge with practical experiences to address community or industry communication needs.

Student Learning Outcomes

By the end of this course, students will be able to:

1. Explain the four phases and ten steps of the strategic public relations planning process as presented in Silverman and Smith, and describe how each phase builds on the previous one to produce a coherent campaign.
2. Conduct formative research that analyzes an organization's internal environment, external landscape, public perception, and key publics, and design an appropriate primary research instrument to generate actionable audience insights.
3. Develop a positioning statement, one overarching campaign goal, and measurable SMART objectives aligned with an organization's mission and a defined public relations problem or opportunity, supported by proactive and reactive strategies.
4. Design a message strategy grounded in communication theory and develop a tactics plan organized across paid, earned, shared, and owned media channels that are matched to targeted publics and campaign objectives.
5. Construct an implementation plan that includes key campaign roles, a Gantt chart timeline, and an itemized budget, and design an evaluation plan with explicit metrics and key performance indicators tied to each stated objective.
6. Critically analyze real-world public relations campaigns by applying course frameworks and ethical standards to assess strategic decisions, audience targeting, message design, and campaign outcomes.

Important Dates

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

Textbooks

Group	Title	Author	ISBN
Required	Strategic Planning for Public Relations (7th ed.)	Deborah A. Silverman and Ronald D. Smith	9781032391168

Other Course Materials

To go to the bookstore, **click here (https://www.bkstr.com/texasaminternationalstore/home)**.

Technology Requirements and Support

As an online course, this class requires reliable, regular access to technology. You are responsible for having a working setup and a backup plan (for example, a campus computer lab or library) in case of equipment or internet problems. Technology failure is not an accepted reason for missing a deadline.

Hardware and access: A computer with a current operating system and an up-to-date web browser.

Connectivity: Reliable broadband internet access.

Software: Microsoft Office (available to TAMIU students at no cost through the university), or compatible software able to produce .docx and .pdf files.

Accounts: Regular access to the course Blackboard site and your TAMIU email.

Technical help: For Blackboard and account issues, contact the TAMIU OIT Help Desk (https://www.tamiu.edu/oit/helpdesk.shtml). Report technical problems promptly and keep any ticket or reference number.

Grading Criteria

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

Assignments and Major Deliverables

All work in this course is completed and submitted individually. There is no group work and no oral presentation component. Your campaign is researched, planned, and written entirely on your own, culminating in a publication-quality Executive Campaign Pitch Book that can serve as a centerpiece of your professional portfolio.

Individual Campaign Components (Assignments 1–4)

Assignment 1: Situation Analysis and Problem Statement Memo (100 Points)

You will select an organization from the instructor-approved roster by Day 2 of the course. Using the situational analysis framework in Silverman and Smith, you will conduct a systematic internal and external audit of the organization, evaluating its performance history, organizational structure, public reputation, competitive niche, and external impediments or opportunities. This assignment culminates in a formal 150-word Problem or Opportunity Statement written in an executive memo layout. The memo must be professionally formatted, free of grammatical errors, and written in the tone of a senior PR consultant addressing an organizational client.

Assignment 2: Formative Research Plan and Audience Persona Brief (150 Points)

You will design a secondary and primary formative research architecture to support your campaign. Drawing on Silverman and Smith's research methods framework, you will identify and profile your target publics, distinguishing among intervening, primary, and secondary publics. This brief requires you to construct two highly detailed target audience personas using specific demographic, psychographic, and behavioral variables. In addition, you will submit one draft primary research instrument of your choice, either a 10-item structured survey questionnaire or a 5-prompt focus group script, custom-built to collect insights from your primary target public. You are graded on the quality and professional rigor of the instrument design, not on data collection or deployment.

Assignment 3: Strategic Blueprint, GOST Matrix and Message Architecture (200 Points)

This milestone shifts from analytical research to strategic design. You will construct a hierarchical strategic matrix consisting of exactly one overarching Campaign Goal, a minimum of three and a maximum of five precisely formulated SMART objectives, each with a stated baseline, a measurable target, and a defined timeframe, corresponding proactive and reactive action strategies, and specific communication tactics. You will also

formulate the core campaign messaging framework, detailing the campaign's Unique Selling Proposition, persuasive appeals, source considerations, tone, and media positioning statements rooted in at least two established communication theories. Every strategic and message choice must be explicitly justified by reference to your research findings from Assignment 2.

Assignment 4: Operational Logistics, Staffing, and Creative Collateral Samples (200 Points)

You will translate your strategic blueprint into concrete execution materials. This assignment has three equally important components, each weighted at approximately one third of the total points, and your rubric will reflect that distribution explicitly.

Staffing Plan. Identify the key personnel roles required to execute your campaign, such as campaign manager, media relations lead, content creator, social media coordinator, and community outreach liaison. For each role, provide a two to three sentence description of responsibilities and explain why that role is essential to achieving your campaign objectives. This component directly addresses the professional reality that campaigns require human resource planning, not only budgets and timelines.

Creative Collateral Samples. Produce two original, professional-grade PR communication artifacts. One artifact is mandatory: a formal AP-style press release for a campaign announcement or milestone. For the second artifact, select one of the following options: a localized crisis response statement relevant to your organization, or a two-week social media content matrix with platform-specific captions, posting schedule, and visual descriptions for each post. Both artifacts must reflect the message strategy and tone established in Assignment 3 and be written to a professional publication standard.

Operational Logistics. Produce an itemized budget matrix detailing personnel, production, distribution, and contingency costs line by line, with a realistic total campaign budget. Pair this with a comprehensive Gantt chart timeline mapping all pre-launch, launch, and post-launch milestones across the full campaign period, with assigned roles noted for each task.

Final Capstone: Executive Campaign Pitch Book (250 Points)

This is the culminating deliverable of the course and the document you will carry into your professional portfolio. Beginning in Week 3, you should be compiling and revising your earlier components as feedback is returned, so that Week 5 is devoted to integration and the new evaluation chapter rather than starting from scratch.

You will incorporate all instructor feedback from Assignments 1 through 4, execute thorough revisions, and assemble the components into a seamless, publication-ready Campaign Master Document. In addition to the fully revised prior components, you will draft one original final chapter: the Campaign Evaluation Plan. This chapter must map explicit evaluation methodologies and key performance indicators to each of your stated SMART objectives, distinguish between output measures, outcome measures, and organizational impact measures, and specify the timeline and responsible party for each evaluation activity.

The complete Pitch Book must include the following elements in order: a professional title page, a table of contents, an executive summary of no more than one page, the revised body chapters from Assignments 1 through 4, the new Evaluation Plan chapter, visual section dividers between chapters, and a comprehensive reference list adhering to APA 7th edition formatting throughout. The document should be approximately 20 to 25 pages excluding the title page, table of contents, and references. It must look and read as though it came from a professional public relations firm.

Weekly Asynchronous Case Study Analysis and Discussion Modules (4 at 25 Points each = 100 Points)

Every Monday, a real-world public relations campaign case file drawn from domains including corporate crisis, public health communication, nonprofit advocacy, or brand reinvention will be unlocked on Blackboard. Cases are selected to align with that week's planning phase so that the analysis reinforces what you are building in your own campaign. You are required to submit an independent 250 to 300-word critical evaluation of the case, directly applying the week's textbook concepts and planning frameworks, by Friday at 11:59 PM CST. You must also read your classmates' analyses and post at least one substantive peer response of at least 100 to 150 words each by Sunday at 11:59 PM CST. Peer responses must engage critically with your classmate's analysis, not simply agree or summarize. Generic affirmations such as "great post" or "I agree" will not receive credit.

ASSIGNMENT	VALUE
Assignment #1: Situation Analysis and Problem Statement Memo	100 (10%)
Assignment #2: Formative Research Plan and Audience Persona Brief	150 (15%)
Assignment #3: Strategic Blueprint, GOST Matrix and Message Architecture	200 (20%)
Assignment #4: Operational Logistics, Staffing, and Creative Collateral Samples	200 (20%)
Final Capstone: Executive Campaign Pitch Book	250 (25%)
Weekly Discussions (4 at 25 points each)	100 (10%)

Schedule of Topics and Assignments

Week of	Agenda/Topic	Reading(s)	Due
7/6	Situation, Research Methods, Organization	Introduction; Steps 1, 2, and 3; Ethics Minutes for Steps 1–3	Assignment 1 Discussion 1
7/13	Publics Analysis and Research Design	Step 4; Ethics Minutes for Step 4	Assignment 2 Discussion 2
7/20	Positioning, Goals, Strategy, Message	Steps 5, 6, and 7; Ethics Minutes for Steps 5–7	Assignment 3 Discussion 3
7/27	Tactics (PESO), Logistics, Staffing, Budget	Steps 8 (Parts 1–4) and 9; Appendix A (Media Engagement); Ethics Minutes for Steps 8–9	Assignment 4 Discussion 4
8/3	Evaluation and Final Integration	Step 10; Appendix B (Crisis Communication); Appendix C (Content Analysis, optional reference); Ethics Minutes for Step 10	Final Capstone

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.tamiu.edu/handbook/article-04.shtml)).

TAMIU Honor Code: Plagiarism and Cheating

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

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), defines distance education as the formal educational process that occurs when students and instructors are not in the same physical setting for the majority (more than 50%) of instruction. Distance education includes hybrid and 100% online courses and programs as defined by the Texas Higher Education Coordinating Board (THECB):

- **Hybrid Course** - A distance education course in which more than 50 percent but less than 100 percent of instructional activity takes place when the student(s) and instructor(s) are in separate physical locations.
- **100-Percent Online Course** - A distance education course in which 100 percent of instructional activity takes place when the student(s) and instructor(s) are in separate physical locations. **Requirements for on-campus or in-person orientation, testing, academic support services, internships/fieldwork, or other non-instructional activities do not exclude a course from this category.**

In this online course, be sure to confirm what in-person meetings may be required of you (if applicable).

Course Structure

This is a fully online, asynchronous course. There are no scheduled class meetings and no required live sessions. You will work through weekly modules on the course site at the times that fit your schedule, within the posted deadlines. Because this is a five-week summer term, the course moves quickly. Plan to spend roughly 18 to 22 hours per week on reading, assignments, and your campaign proposal, which is comparable to the workload of a full-semester three-credit course compressed into five weeks.

Student-Instructor Communication Policy and Response Time

Announcements/Course Messages/Emails
Announcements will be posted regularly on Mondays.

Email Response Time: Within 24 hours on weekdays and 48 hours on weekends. Begin your subject line with "COMM 3323" and include a brief description of your reason for writing.

Assignments and Assessments
I am committed to returning feedback on all submitted work within 72 hours of the deadline, given the compressed five-week schedule where each assignment builds directly on the last. Timely feedback is essential in this course, and you should plan your work on the next assignment only after reviewing the comments returned on the previous one.

Course Communication Guidelines (Netiquette)

There are course expectations concerning etiquette or how we should treat each other online. We must consider these values as we communicate with one another. Visit **Instructional Technology and Distance Education Services' web page on Netiquette (http://www.tamiu.edu/distance/students/netiquette.shtml)** for further instruction.

Accommodations/Accessibility Policy

Texas A&M International University seeks to provide reasonable accommodation for all qualified persons with disabilities. This University will adhere to all applicable federal, state, and local laws, regulations, and guidelines with respect to providing reasonable accommodations as required to afford equal educational opportunity. It is the student's responsibility to register with the Director of Student Counseling and to contact the faculty member in a timely fashion to arrange for suitable accommodation. For more information, contact the online at **Office of Disability Services for Students (DSS)**, via phone at 956.326.3086 or by visiting the staff at the Student Center, room 118. A link to the Disabilities Services for Students site has also been included under the "Resources" tab inside the course.

Student Support Resources

The University wishes to have all students succeed in their courses. To provide support to our students, an array of services in the areas of technology support, academic support, student support, and accessibility support may be found at the University. For more information, visit the Instructional Technology and Distance Education Services page on **University Resources and Support Services**.

Computer/Technology Requirements

When participating in distance education courses, it is vital to consider the technology involved in order to have a successful course. Online students will need regular access to a personal computer that runs on a broadband Internet connection.

It is recommended that you meet the technical requirements listed on the Instructional Technology and Distance Education Services' webpage (https://www.tamiu.edu/distance/students/technology-requirements.shtml) when using the learning management system (LMS) of the University.

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 **elearning@tamiu.edu**.

Minimum Technical Skills Expected

When participating in distance education courses, it is vital to consider the technology involved in order to have a successful course. Students in distance education should have knowledge of basic computer and Internet skills, as mentioned on the **Instructional Technology and Distance Education Services' webpage**.

Technical Support Services

Because of the nature of distance education courses, the Office of Information Technology (OIT) computing and information services are vital to the success of online students. This webpage covers contact information for Distance Education Services (Blackboard Support), the OIT Help Desk, and E-mail support: **Technical Support Services**.

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.

Accessibility and Privacy Statements on Course Technologies

At Texas A&M International University, we believe that all students should have equal technology opportunities in the classroom. These technologies/sites may also require user data, such as the creation of a username and password. You may find the accessibility and privacy policies of the technologies used in this class on the following pages: **Accessibility Statements and Privacy Statements**.

Syllabus Change Disclaimer

This syllabus represents the course plan at the start of the term and is subject to change. The instructor reserves the right to adjust readings, assignment prompts, and deadlines as needed, with advance notice provided on the course site and through university email. It is your responsibility to monitor Blackboard and your @dusty.tamiu.edu email daily and to remain current with any updates.