



SYLLABUS

MRKT 4393 MARKETING COMMUNICATIONS FALL 2016

Instructor:	Dr. K. Joonas
Section # and CRN:	Section P02 CRN 12166
Office Location:	Agriculture and Business Multipurpose Building 463
Office Phone:	(936) 261-9214
Email Address:	kajoonas@pvamu.edu; use only eCourses MyMail; avoid People/ Participant/ Chat functions
Office Hours:	TRF 10:30 AM- 12:30 PM; online 24/7, and by appointment 24 hours in advance
Mode of Instruction:	Face-to-Face Web-Assist
Course Location:	Agriculture and Business Multipurpose Classroom Building R 221
Class Days & Times:	TR 2:00 PM- 3:20 PM
Catalog Description:	Credit 3 semester hours. An examination of the major elements of promotion including advertising, personal selling, publicity, sales promotion, and the development of an integrated marketing communications program.
Prerequisites:	Undergraduate level <u>PSYC 1113</u> Minimum Grade of D and Undergraduate level <u>MRKT 3103</u> Minimum Grade of C and Undergraduate level <u>MRKT 3333</u> Minimum Grade of C. Restrictions: Must be enrolled in one of the following Classifications: Senior
Co-requisites:	None
Required Texts:	Kenneth E. Clow and Donald Baack, <u>Integrated Advertising, Promotion, and Marketing Communications</u> , Pearson Prentice-Hall, Fourth edition, (Prentice Hall, 2010), ISBN-10: 0136079423, ISBN-13: 9780136079422
Recommended Texts:	Students are expected to enroll for this course with a prior knowledge of the material for prerequisite courses. <i>Examples of textbooks</i> are given below (an equivalent textbook is acceptable). <i>Any deficiency might affect performance and grades in the present course. While it is not required to buy these books, it would be helpful if students retain the books for reference, from earlier course work, if any.</i> <ol style="list-style-type: none">1. Schiffman, L., and L. Kanuk, <u>Consumer Behavior</u>, 10th Edition, (Prentice Hall, 2010) ISBN-10: 0135053013, ISBN-13: 97801350530102. Pride, W.M. and O.C. Ferrell, <u>Marketing</u>, 16th Edition, (Boston: Houghton-Mifflin, 2012) ISBN-13: 97805384754023. Wade, C., and C. Travis, <u>Invitation to Psychology</u>, 5th Edition, (Pearson, 2012) ISBN-10: 0205035191, ISBN-13: 9780205035199.

Course Goals or Overview: 1. To provide the student with a basic understanding of the nature of advertising, promotion, and integrated marketing communications. 2. To provide the student with an understanding of the development of an Integrated Marketing Communications (IMC) Plan and the process organizations use to implement the plan.

BBA Program Learning Goals- AACSB

1. Goal 1: Mastery of Content - Graduates will demonstrate an ability to integrate and use knowledge from multiple business disciplines, and will demonstrate proficiency in their major area business discipline.
2. Goal 2: Ethics - Graduates will have an ethical perspective.
3. Goal 3: Global Perspective - Graduates will have a global perspective.
4. Goal 4: Communications - Graduates will demonstrate an ability to be effective communicators.

Student Learning Outcomes: Course Objectives/ AACSB Standards Met

	Upon successful completion of this course, students will be able to:	Program Learning Outcome # Alignment	Core Curriculum Outcome Alignment
1	Demonstrate an understanding of the IMC foundation	Goal 1: Mastery of Content	
2	Demonstrate an understanding of IMC advertising tools	Goal 1: Mastery of Content	
3	Demonstrate an understanding of the IMC promotional tools	Goal 1: Mastery of Content	
4	Demonstrate an understanding of the IMC integration tools	Goal 1: Mastery of Content	
5	Be able to participate in, and present a team-based expert intervention Chapter Discussion Forum on eCourse	Goal 1: Mastery of Content Goal 4: Communications	
6	Be sensitized to the various perspectives of the new business environment: ethical, social, political, legal, economic, global, and environmental.	Goal 1: Mastery of Content	

Major Course Requirements*

Method of Determining Final Course Grade

Course Grade Requirement*#	Value	Total
1) Individual Testing	Four Tests X 100 points each	400 points
2) Team Lead "Expert" Intervention- In-class and Chapter Discussion Forum	3 chapters X 33-34 points	100 points
Total:		500 points

* PVAMU policy- Deficiency in mandatory attendance will result in a drop of one letter grade

#There will be some in-class or homework assignments given as course activity. Content will be included on testing.

Grading Criteria and Conversion: Rounding off at Instructor's discretion

A = 450 points and above

B = 400-449 points

C = 350-399 points

D = 300-349 points

F = 299 points and below

Detailed Description of Major Assignments:

Assignment Title or Grade Requirement	Description
Individual Testing	Written testing designed to measure knowledge of presented course material primarily based on the text book, any handouts, and class discussions, including salient material from guest speakers, Coleman sessions. Testing may be in any form- such as multiple-choice, short answer, essay, and fill in the blanks. All testing will be comprehensive, to include material from earlier tests. Also see "Testing Policy" below.
Team Lead "Expert" Intervention	Textbook Chapters will be assigned to lead teams. Grades will be assigned based on participation and quality of contribution, divided equally between a) in-class and b) on Chapter Discussion Forum on the eCourse. Students will participate in conversations about the readings, lectures, materials, and other aspects of the course in a true seminar fashion. Because this is a Web-Assist course, discussion will be also accomplished by use of Chapter Discussion Forums. Students are required to log-on to the course website often to participate in discussion. It is strongly advised that you check the discussion area daily to keep abreast of discussions. For each textbook chapter, the "lead/expert" team assigned will post 1) key words, key terms, definitions and descriptions, and 2) end-of-chapter review questions, along with answers, including page number/s from the textbook. After a topic is posted by the lead/expert team, it is open for the rest of class to participate. Each team member must directly participate and contribute assigned Chapter Discussion Forum. Do not provide your material to any other student to post. The exact use of discussion will be determined by the instructor. Students must pay attention to discussion forum posts, as this material will be covered in testing. Any technical issues need to be documented appropriately with Distance Learning in a timely fashion. There is no make-up for missed class discussions or posts. For any excused absence, the score will be substituted by the Test 3 percentage.

Course Procedures and Additional Instructor Policies
SPECIAL NOTES FOR THIS COURSE SYLLABUS- PLEASE READ CAREFULLY:

This syllabus is subject to change. Further, this is a Web-Assist course. You will be required to use some of the features of eCourses in place of some traditional face-to-face class meetings. Please read the course schedule carefully. **Also see University Rules and Procedures(Student Handbook) and Undergraduate Catalog**

<http://www.pvamu.edu/pages/8039.asp>
[http://www.pvamu.edu/Include/Student Code/Conduct%20Code%202009-2010.pdf](http://www.pvamu.edu/Include/Student_Code/Conduct%20Code%202009-2010.pdf)

By PVAMU rules, students should be in good standing with the College and University requirements

Students are advised to complete the following courses or equivalent with appropriate minimum grade, before taking this class:

College of Business- movement to Upper Division Courses:

Communication: ENGL 1123 Freshman Comp. I, ENGL 1133 Freshman Comp. II

Mathematics: MATH 1113 College Algebra

Computing: MISY 1013 Introduction to MIS

Economics: ECON 2113 Microeconomics, ECON 2123 Macroeconomics

Accounting: ACCT 2113 Managerial Accounting

Additional- from University Core:

Communication: SPCH 1003 Fundamentals of Speech Communications,

Social and Behavioral Sciences:

HIST 1313 U.S. to 1876,

HIST 1323 U.S. 1876 to present

POSC 1113 American Government I

POSC 1113 American Government II

Natural Sciences: 6 Scheduled Credit Hours

Humanities and/or Visual and Performing Arts: 6 Scheduled Credit Hours

Access to learning resources:

PVAMU eCourses: User name and password: same as PVmail student login

Web: <http://ecourses.pvamu.edu>

Webcast meeting: User name and password: same as PVmail student login

Web: Link will be provided for each session.

Center for Business Communications- see Mrs. Garcia or tutors- Agriculture and Business Building R 200

Phone: (936) 261-9267

PVAMU Library Electronic Reserves: [Access code mrkt4393](#) phone: (936) 261-1500 web:

<http://pvamu.docutek.com/eres/default.aspx>

University Bookstore: phone: (936) 261-1990; web: <https://www.bkstr.com/Home/10001-10734-1?demoKey=d>

Grading policies:

Students will earn grades. Grades will be based primarily on performance in the above categories. All items under *earned* bonus points, if any (items may not be listed in the grading scale), will be added to the final course total points, and will not be included in the midterm grade. Team peer evaluations, if any, will be built into members' grades. For team-based assignments, a grade of zero will be given to the student in the case of: no peer evaluation being submitted, missing team participation, or absence from class team presentations or discussions.

Class Policy and Use of eCourse Platform:

eCourse functions such as email and discussion board are to be used strictly for posting academic content, and as directed by the Instructor. Students are requested to indicate acceptance of class policy as stated in the syllabus, at the start of the semester. It is not allowed for students to use the eCourse (email, discussion board, and such) to discuss class policy with the rest of the class. Students may refer to the Instructor in case of any clarification relating to class policy. Any student in violation of this policy, or sending mass emails to the class, may have their eCourse access privileges withdrawn.

Submission of Assignments:

Students are required to make all course submissions (such as Request for Excused absence) in a timely fashion. Submissions need to be made digitally (via eCourses drop box) as well as in TWO hard copies in the instructor's Agriculture and Business Building mailbox. Late assignments will not be accepted or graded. Directions for accessing your online course will be provided. Additional assistance can be obtained from the Office of Distance Learning.

Formatting Documents:

Microsoft Word 2010 is the standard word processing tool used at PVAMU. If you're using other word processors, be sure to use the "save as" tool and save the document in either the Microsoft Word, Rich-Text, or plain text format. Assignments need to be submitted in the APA style Edition 6 Version 3 (<http://www.apastyle.org/elecref.html>). The Center of Business Communication, Agriculture and Business Building R 200 (Mrs. Garcia or tutors) are available for help, and must sign the cover sheet in token of their approval of style and formatting. This is a requirement for an assignment to be graded.

Testing Policy

Secure testing should be completed as scheduled via Respondus Lockdown Browser. No early testing will be offered before scheduled testing. No open-book testing will be offered. No caps, hats, food, drink,

jewelry, valuables, heavy jackets and coats, or electronic devices are allowed during testing. The PVAMU honor code applies. All testing will be comprehensive, to include material from chapters covered under prior testing. In addition practice quizzes will be offered to students. For testing, students will not be allowed to revisit questions that have been passed over (that means no going back to missed questions). Students MUST enter testing within five minutes of the start time, and ALL STUDENTS must test during the given time (see schedule/calendar). Missed testing: A student may obtain an excused absence for a missed test only under documented emergencies (e.g. death in the family) (see Student Handbook), or a University excuse, with timely communication to the instructor- within five school days. An absence form must be completed, validated by Student Services, and submitted both online (Assignment drop box) as well as in hard copy. In such cases, the missed testing will be substituted by the percentage on the Test #3, covering the entire course material. Such a Test may follow a pattern different from the missed testing, and contain types of questions different from the questions on the missed test. No make-up test will be offered under any circumstances. Tests missed due to any other reason ("forgot, overslept, alarm didn't go off, missed a ride, car broke down, out of gas") do not constitute an excused absence. ***In such cases, the student will get a zero for the missed testing.***

In case a student misses the Test #3, makeup testing will be arranged at an appropriate time during Spring 2017 or Fall 2017. Such a Test may follow a pattern different from the missed Test, and contain types of questions different from the questions on the missed Test. ***No make-up testing will be offered during Summer.***

There may be some unannounced in-class assignments given during the semester. These will be administered at any time during the class period. Students will be required to answer questions relating to these, on the testing. In addition, students will be assigned to teams for in-class discussion relating to assigned chapters. ***There is no make-up for missed in-class work.***

Professional Organizations and Journals

American Marketing Association (<http://www.marketingpower.com/Pages/default.aspx>)

Association of Collegiate Marketing Educators (<http://www.a-cme.org>)

Peer-reviewed marketing-related journals- see Coleman Library ABI Inform Index- further information on eCourse.

References

Coleman Library's online ABI Inform index (more information available on eCourses)

University Rules and Procedures (See Student Handbook)

http://www.pvamu.edu/Include/Student_Code/Conduct%20Code%202009-2010.pdf

Repeating a Course

A student that is repeating this course because they have not previously passed it or are repeating the course for a higher grade to improve the GPA, must apply in writing through the department BEFORE the 12th class day of this semester. If they do not apply to the department before this date, their previous grade will not be replaced; rather, both the old and the new grades will factor into your cumulative GPA. The required form can be downloaded from the Registrar's Office homepage.

Technical Support: Students should contact the Prairie View A&M University Distance Learning dlearning@pvamu.edu for technical issues with accessing your online course. For other technical questions regarding your online course, call the Office of Distance Learning at 936-261-3290 or 936-261-3282

Communication Expectations and Standards:

This is a Web-assist course; therefore students need to send all emails via eCourses MyMail. E-Courses mail messages will under normal circumstances during regular classes, receive a response from the Instructor within 48 school hours (weekends and holidays excluded) during regular class days. Students are advised to avoid sending emails from other email addresses (such as yahoo, Gmail, Hotmail, and

such). In case of documented technical eCourses issues only, you may use your pvmail as an exception (response might be delayed). ***Also, do not use the People-Participants/Chat/instant messaging function.*** You can send email anytime that is convenient to you, but I will check my email messages throughout the work-week (Monday through Friday). I will respond to email messages during the work-week within 72 school hours following my receipt of them. For example, emails that I receive on Friday will be responded to by the close of business on the following Tuesday.

Spelling and Grammar Check Requirement

It is strongly suggested that students type material submitted via eCourses, in a word processing application and save it to their PC or a removable drive before posting to the discussion board. This is important for two reasons: 1) If for some reason a discussion response is lost in the online course, a backup copy will be available; 2) Errors can be greatly minimized by the use of the spell-and-grammar check functions in word processing applications. Once the post has been typed and corrected in the word processing application, it should be copied and pasted to the discussion board or uploaded to an assignment drop box.

Setting up a Student Conference

A student may set up a student conference via eCourses MyMail. Also, the student needs to confirm the conference via eCourse mail at least 24 hours before the conference time. For the meeting to be efficient and effective, the student needs to bring the following updated materials: 1. Course syllabus, 2. Prescribed text book, 3. Chapter notes, 4. Requests for excused absence, 5. Graded Tests, 6. Graded discussion forum posts, 7. Grade sheet, 8. Email AND News Forum messages sent to and received from team members and the instructor. ***Failure to do so may result in the meeting not being held.*** No caps, hats, or electronic devices are allowed during student conferences. ***Any student with a grade of "F" or "D" at midterm is advised to set up a student conference within 2 weeks of receiving the grade.*** Any student, for example, on account of prolonged illness/ prescribed medication, behavioral issues, or excessive absences, will have a conference held in the presence of a representative of PVAMU Student Affairs- Student Conduct. At the instructor's discretion, a conference with any student may be held in the presence of the student's academic advisor or Dean.

Request for Reference/Recommendation Letter

Barring exceptions, a letter of recommendation for professional purposes may be requested by any student that has achieved a minimum grade of "B" on the course (employment or academic only; fraternity/sorority references will not be provided). Students need to submit the opportunity requirements (such as for a job opening, graduate studies), along with updated resume, and current graduation check. Allow at least 2-3 weeks for the letter to be completed. Note: the instructor will not be available in Summer, so kindly check in advance.

Academic Enhancement Support- College of Business

The College of Business provides for student support through Mrs. Carolyn S. Davis, Assistant Dean, Recruitment & Academic Enhancement, Academic Progress Monitoring and Academic Achievement Planning. Support includes but is not limited to: establishing a Study Schedule, Time Management, Goal Setting, Mentoring etc. Contact information- Address: Agriculture and Business Building Room TBA, Phone: 936-261-9237, email: csdavis@pvamu.edu

Semester Calendar^{@#}	
Week One: 8/22 Topic Description	Introduction to the Course. Chapter 1: Integrated Marketing Communications Chapter 2: Brand and Corporate Image Management Chapter 3: Buyer Behaviors
Readings:	Read Syllabus and Get2KnowMe Review Chapters 1-3- not for a testing
Assignment (s):	Complete Pre-Requisite checks and Get2KnowMe Complete Syllabus Acceptance, Mandatory Pre-tests
Week Two: 8/29 Topic Description	Chapter 4: Promotion Opportunity Analysis
Readings:	Chapter 4
Assignment (s):	Chapter 4- Team in-class and Chapter Discussion Forum
Week Three: 9/6 Topic Description	Chapter 5: Advertising Management
Readings:	Chapter 5, Chapter 6
Assignment (s):	9/5 <i>Labor Day holiday</i> Chapter 5- Team In-class and Chapter Discussion Forum Chapter 6- Team In-class
Week Four: 9/12 Topic Description	ASSIGNED READING AND ECOURSE CLASS ACTIVITY* Chapter 6: Advertising Design: Theoretical Framework and Types of Appeals
Readings:	ASSIGNED READING* Chapter 6
Assignment (s):	ASSIGNED READING AND ECOURSE CLASS ACTIVITY* Chapter 6- Team In-class and Chapter Discussion Forum
Week Five: 9/17 Topic Description	Chapter 7 Advertising Design: Message Strategies and Executional Frameworks; Chapter 8: Traditional Media Channels
Readings:	Chapter 7; Chapter 8
Assignment (s):	Chapter 7- Team In-class and Chapter Discussion Forum Chapter 8- Team In-class
Week Six: 9/29 Topic Description	Chapter 8: Traditional Media Channels Chapter 9: E-active Marketing
Readings:	Chapter 9, Review Chapters 4-9
Assignment (s):	Chapter 8- Team In-class and Chapter Discussion Forum Chapter 9- Team In-class and Chapter Discussion Forum
Week Seven: 10/3 Topic Description	Chapter 10: Alternative Marketing
Readings:	Chapter 10
Assignment (s):	TEST 1 CHAPTERS 4-9 Chapter 10- Team In-class and Chapter Discussion Forum
Week Eight: 10/10 Topic Description	Chapter 11: Database and Direct Response Marketing
Readings:	Chapter 11
Assignment (s):	Chapter 11- Team In-class and Chapter Discussion Forum
Week Nine: 10/17 Topic Description	ASSIGNED READING AND ECOURSE CLASS ACTIVITY* Chapter 12: Sales Promotions
Readings:	ASSIGNED READING Chapter 12: Sales Promotions
Assignment (s):	ASSIGNED READING AND ECOURSE CLASS ACTIVITY* Chapter 12 Team In-class and Chapter Discussion Forum 10/18- <i>Mid-semester grades due</i>
Week Ten: 10/24	Chapter 13: Public Relations and Sponsorship Programs

Topic Description	
Readings:	Chapter 13: Public Relations and Sponsorship Programs
Assignment (s):	Chapter 13 Team In-class and Chapter Discussion Forum
Week Eleven: 10/31 Topic Description	Chapter 14: Regulations and Ethical Concerns Chapter 15: Evaluating an Integrated Marketing Program
Readings:	Chapter 14, Chapter 15
Assignment (s):	Chapter 14 Team In-class and Chapter Discussion Forum Chapter 15 Team In-class
Week Twelve: 11/7 Topic Description	Chapter 15: Evaluating an Integrated Marketing Program
Readings:	Chapter 15; Review Chapters 4-15
Assignment (s):	Chapter 15 Team In-class and Chapter Discussion Forum REVIEW CHAPTERS 10-15
Week Thirteen: 11/14 Topic Description	Review and testing
Readings:	CHAPTERS 10-15
Assignment (s):	TEST 2 CHAPTERS 10-15 DEBRIEF TEST 2 CHAPTERS 10-15 TEST 3 CHAPTERS 4-15
Week Fourteen: 11/21 Topic Description	ASSIGNED READING AND ECOURSE CLASS ACTIVITY* 11/24- Thanksgiving holiday
Readings:	ASSIGNED READING*
Assignment (s):	ASSIGNED READING AND ECOURSE CLASS ACTIVITY*
Week Fifteen: 11/28 Topic Description	Review and testing
Readings:	CHAPTERS 4-15
Assignment (s):	11/29- IN-CLASS COURSE REVIEW 12/1 TEST 4 TIME 1:30-3:30 PM
Week Sixteen: 12/5 Topic Description	WRAP-UP
Final Testing and Grading	12/6- FINAL GRADES DUE- GRADUATING STUDENTS 12/10- FALL 2016 COMMENCEMENT 12/13- FINAL GRADES DUE FOR ALL STUDENTS
[@] Assigned team to complete Chapter Discussion Forum posts by 1:30 PM on Monday following completion of the class discussion.	
#Tentative- Subject to change. Final activities and dates available on eCourse.	
* In case of any Webcast meetings/ eCourse Online/Team Activity and Lab TBA. No meeting will be held in R 221. Check for any details on eCourse News Forum.	

SUMMARY OF USEFUL CONTACTS AT PVAMU

	Office	Person	E-mail/Web Site	Phone
1	General	Staff	www.pvamu.edu http://www.pvamu.edu/business/	(936) 261-3311
2	Distance Learning Specialist at COB	Major Stewart	mistewart@pvamu.edu	(936) 261-3290
3	eCourses Student Services- Navigation and Orientation	Staff	dlearning@pvamu.edu www.panthertracks.pvamu.edu	(936) 261-2353
4	Coleman Library- General	Ask a Librarian	http://www.pvamu.edu/pages/3648.asp	(936) 261-1535
5	Coleman Library- COB Liaison	Kimberly Gay	kmgay@pvamu.edu	(936) 261-1506
6	Student Affairs	Taylor Williams	tawilliams@pvamu.edu	(936) 261-3560
7	Center for Business Communication	Edwina Garcia	ecgarcia@pvamu.edu	(936) 261-9267
8	Writing Center	Staff	http://acad.pvamu.edu/content/langcomm/writing_ctr.html	(936) 261-3700

Student Support and Success

John B. Coleman Library

The library and its partners have as their mission to provide resources and instructional material in support of the evolving curriculum, as a partner in Prairie View A&M University's mission of teaching, research, and service and to support the University's core values of access and quality, diversity, leadership, relevance, and social responsibility through emphasis on ten key areas of service. It maintains library collections and access both on campus, online, and through local agreements to further the educational goals of students and faculty. <https://www.pvamu.edu/library/> Phone: 936-261-1500

The Learning Curve (Center for Academic Support)

The Learning Curve offers Tutoring via peer tutoring. The services include workshops (i.e., Save My Semester, Recalculate Your Route), seminars (i.e., Tools You Can Use: TI-84), group review sessions (i.e., College Algebra Topic Reviews, GRE Preparation), group study opportunities (i.e., TSIA, HESI, Study Break, Exam Cram), and test-taking strategies (How to take Notes, Study Buddy, 5 Day Study Guide). The Learning Curve is a nationally certified tutoring program through the National Tutoring Association. The peer tutors are trained and certified by the coordinator each semester. Location: J.B. Coleman Library Rm. 207F. Phone: 936-261-1561

The Center for the Oversight and Management of Personalized Academic Student Success (COMPASS)

The Center for the Oversight and Management of Personalized Academic Student Success (COMPASS) is designed to help Prairie View students in their second year and beyond navigate towards graduation by providing the following services: Academic Advisement, Targeted Tutorials for Personalized Learning, Campus-Wide Referrals, and Academic & Social Workshops. Location: J.B. Coleman Library Rm. 306. Phone: 936-261-1040

Writing Center

The Writing Center provides student consultants on all aspects of the writing process and a variety of writing assignments. Writing Center consultations assist students in such areas as prewriting,

brainstorming, audience awareness, organization, research, and citation. Students taking on-line courses or courses at the Northwest Houston Center or College of Nursing may consult remotely or by email. Location: Hilliard Hall Rm. 121. Phone: 936-261-3724.

Student Counseling Services

The Student Counseling Services unit offers a range of services and programs to assist students in maximizing their potential for success: short-term individual, couples, and group counseling, as well as crisis intervention, outreach, consultation, and referral services. The staff is licensed by the State of Texas and provides assistance to students who are dealing with academic skills concerns, situational crises, adjustment problems, and emotional difficulties. Information shared with the staff is treated confidentially and in accordance with Texas State Law. Location: Owens-Franklin Health Center Rm. 226. Phone: 936-261-3564

Testing Facilities

The Department of Testing administers College Board CLEP examinations, the HESI A2 for pre-nursing majors, LSAT for law school applicants and MPRE for second-year law students, the Experiential Learning Portfolio option, the Texas Success Initiative (TSI) Assessment, which determines college readiness in the state, and exam proctoring, among other service such as SAT and ACT for high school students. Location: Delco Rm. 141. Phone: 936-261-4286

Office of Diagnostic Testing and Disability Services

As a federally-mandated educational support unit, the Office of Disability Services serves as the repository for confidential disability files for faculty, staff, and students. For persons with a disability, the Office develops individualized ADA letters of request for accommodations. Other services include: learning style inventories, awareness workshops, accessibility pathways, webinars, computer laboratory with adapted hard and software, adapted furniture, proctoring of non-standardized test administrations, ASL interpreters, ALDs, digital recorders, livescribe, Kurtzweil, and a comprehensive referral network across campus and the broader community. Location: Evans Hall Rm. 317. Phone: 936-261-3585

Veteran Affairs

Veterans Services works with student veterans, current military and military dependents to support their transition to the college environment and continued persistence to graduation. The Office coordinates and certifies benefits for both the G.I. Bill and the Texas Hazlewood Act. Location: Evans Hall Rm. 323. Phone: 936-261-3563

Office for Student Engagement

The Office for Student Engagement delivers comprehensive programs and services designed to meet the co-curricular needs of students. The Office implements inclusive and accessible programs and services that enhance student development through exposure to and participation in diverse and relevant social, cultural, intellectual, recreational, community service, leadership development and campus governance. Location: Memorial Student Center Rm. 221. Phone: 936-261-1340

Career Services

Career Services supports students through professional development, career readiness, and placement and employment assistance. The Office provides one-on-one career coaching, interview preparation, resume and letter writing, and career exploration workshops and seminars. Services are provided for students at the Northwest Houston Center and College of Nursing in the Medical Center twice a month or on a requested basis. Distance Learning students are encouraged to visit the Career Services website for information regarding services provided. Location: Evans Hall Rm. 217. Phone: 936-261-3570

University Rules and Procedures

Disability Statement (Also See Student Handbook):

The Americans with Disabilities Act (ADA) is a federal anti-discrimination statute that provides comprehensive civil rights protection for persons with disabilities. Among other things, this legislation requires that all students with disabilities be guaranteed a learning environment that provides for

reasonable accommodation of their disabilities. If you believe you have a disability requiring an accommodation, please contact Disability Services, in Evans Hall, Room 317, or call 936-261-3585/3.

Academic Misconduct (See Student Handbook):

You are expected to practice academic honesty in every aspect of this course and all other courses. Make sure you are familiar with your Student Handbook, especially the section on academic misconduct. Students who engage in academic misconduct are subject to university disciplinary procedures.

Forms of Academic Dishonesty:

1. Cheating: deception in which a student misrepresents that he/she has mastered information on an academic exercise that he/she has not mastered; giving or receiving aid unauthorized by the instructor on assignments or examinations.
2. Academic misconduct: tampering with grades or taking part in obtaining or distributing any part of a scheduled test.
3. Fabrication: use of invented information or falsified research.
4. Plagiarism: unacknowledged quotation and/or paraphrase of someone else's words, ideas, or data as one's own in work submitted for credit. Failure to identify information or essays from the Internet and submitting them as one's own work also constitutes plagiarism.

Nonacademic Misconduct (See Student Handbook)

The university respects the rights of instructors to teach and students to learn. Maintenance of these rights requires campus conditions that do not impede their exercise. Campus behavior that interferes with either (1) the instructor's ability to conduct the class, (2) the inability of other students to profit from the instructional program, or (3) campus behavior that interferes with the rights of others will not be tolerated. An individual engaging in such disruptive behavior may be subject to disciplinary action. Such incidents will be adjudicated by the Dean of Students under nonacademic procedures.

Sexual Misconduct (See Student Handbook):

Sexual harassment of students and employers at Prairie View A&M University is unacceptable and will not be tolerated. Any member of the university community violating this policy will be subject to disciplinary action.

Title IX Statement

Prairie View A&M University (PVAMU) is committed to supporting students and complying with the Texas A&M University System non-discrimination policy. It seeks to establish an environment that is free of bias, discrimination, and harassment. If you experience an incident of sex- or gender-based discrimination, including sexual harassment, sexual assault or attempted sexual assault, we encourage you to report it. While you may talk to a faculty member about an incident of misconduct, the faculty member must report the basic facts of your experience to Ms. Alexia Taylor, PVAMU's Title IX Coordinator. If you would like to speak with someone who may be able to afford you privacy or confidentiality, there are individuals who can meet with you. The Title IX Coordinator is designated to handle inquiries regarding non-discrimination policies and can assist you with understanding your options and connect you with on- and off-campus resources. The Title IX Coordinator can be reached by phone at 936-261-2123 or in Suite 013 in the A.I. Thomas Administration Building.

Class Attendance Policy (See Catalog for Full Attendance Policy)

Prairie View A&M University requires regular class attendance. Attending all classes supports full academic development of each learner whether classes are taught with the instructor physically present or via distance learning technologies such as interactive video and/or internet.

Excessive absenteeism, whether excused or unexcused, may result in a student's course grade being reduced or in assignment of a grade of "F". Absences are accumulated beginning with the first day of

class during regular semesters and summer terms. Each faculty member will include the University's attendance policy in each course syllabus.

Student Academic Appeals Process

Authority and responsibility for assigning grades to students rests with the faculty. However, in those instances where students believe that miscommunication, errors, or unfairness of any kind may have adversely affected the instructor's assessment of their academic performance, the student has a right to appeal by the procedure listed in the Undergraduate Catalog and by doing so within thirty days of receiving the grade or experiencing any other problematic academic event that prompted the complaint.

TECHNICAL CONSIDERATIONS

Minimum Recommended Hardware and Software:

- Intel PC or Laptop with Windows 7; Mac with OS X; Smartphone or iPad/Tablet with Wi-Fi
- High speed Internet access
- 8 GB Memory
- Hard drive with 320 GB storage space
- 15" monitor, 800x600, color or 16 bit
- Sound card w/speakers
- Microphone and recording software
- Keyboard & mouse
- Most current version of Google Chrome, Safari, Internet Explorer or Firefox

Note: Be sure to enable Java & pop-ups in the Web browser preferences

Participants should have a basic proficiency of the following computer skills:

- Sending and receiving email
- A working knowledge of the Internet
- Proficiency in Microsoft Word (or a program convertible to Word)
- Proficiency in the Acrobat PDF Reader
- Basic knowledge of Windows or Mac O.S.

Netiquette (online etiquette):

Students are expected to participate in all discussions and virtual classroom chats as directed. Students are to be respectful and courteous to others on discussions boards. Foul or abusive language will not be tolerated.

Technical Support- University:

Students should go to <https://mypassword.pvamu.edu/> if they have password issues. The page will provide instructions for resetting passwords and contact information if login issues persist. For other technical questions regarding eCourses, call the Office of Distance Learning at 936-261-3283

Communication Expectations and Standards:

Emails or discussion postings will receive a response from the instructor, usually in less than 48 hours. Urgent emails should be marked as such. Check regularly for responses.

Discussion Requirement:

Online courses often require minimal to no face-to-face meetings. However, *as stated above*, conversations about the readings, lectures, materials, and other aspects of the course can take place in a seminar fashion. This will be accomplished by the use of the discussion board. The exact use of discussion will be determined by the instructor.

It is strongly suggested that students type their discussion postings in a word processing application and save it to their PC or a removable drive before posting to the discussion board. This is important for two reasons: 1) If for some reason your discussion responses are lost in your online course, you will have another copy; 2) Grammatical errors can be greatly minimized by the use of the spell-and-grammar check functions in word processing applications. Once the post(s) have been typed and corrected in the word processing application, it/they should be copied and pasted to the discussion board.