



SYLLABUS

COMM 3321 Media Management Fall 2023

General Course Information

Information Item	Information
Instructor:	Professor Tony Clomax, MFA, MA
Section # and CRN:	Section P01; CRN: 10039
Office Location:	Hilliard Hall, Room 017A
Office Phone:	Cell Phone: 646-406-0012 (use cell always) Office: 936-261-3718
Email Address:	toclomax@pvamu.edu
Office Hours:	Mondays 9:30am - 11am, Tuesdays 11am - 12:30pm, 1:30pm - 4pm, Wednesday 9:30am - 11am, Thursday 12pm - 2pm (Virtual Appointment Only) Immediate contact through our GroupMe setup
Mode of Instruction:	(Face to Face)
Course Location:	Hilliard Hall 125
Class Days & Times:	Mondays, Wednesdays & Fridays 11:00am - 11:50am
Catalog Description:	Media Management I (3-0) Credit 3 semester hours. This course provides an overview of the business principles for various media platforms in a competitive environment, the legal and procedural aspects of traditional and digital media, and the theoretical aspects of media leadership. Students will apply these concepts through content creation and managing their own mock media companies.
Prerequisites:	Junior Status
Co-requisites:	NONE
Required Text(s):	I've provided an E-copy of <i>Copywriting for the Electronic Media</i> , Milan D. Meeske on Canvas. E-Workbooks from Bob Iger, Kris Jenner & Sir Richard Branson
Recommended Text(s):	Management of Electronic and Digital Media , 5th Edition 2013. Alan B. Albarran, Publisher: Wadsworth Cengage Learning Hacker, Diana. Pocket Style Manual 5e with 2009 MLA and 2010 APA Updates + Research and Documentation in the Electronic Age 5e. Bedford/St Martins, 2010.

General Course Information Table

Required Equipment:

Each student will need an **external hard drive (2TB formatted for both Mac OS and PC)** for editing on. A Solid State Drive (SSD) is the best option for its speed and dependability. An external hard drive is the only way to keeping your projects and video footage. Each student has access to an account with Adobe Creative Suite (Premiere Pro, After Effects, Photoshop, Illustrator, InDesign) and Microsoft Suite. However, we will learn editing with Final Cut Pro X on the computers in Editing Lab. You can not save content on computer. Computers' downloads and desktops are deleted twice a week. **YOU MUST SAVE ON YOUR HARD DRIVE.**

Student Learning Outcomes:

1. Be knowledgeable of basic management theories.
2. Communicate effectively the structure of media entities.
3. Demonstrate their knowledge of management theories as they relate to operation of a media entity.
4. Become knowledgeable of the impact of technology on current media management.
5. Compile a professional media kit.

Upon successful completion of this course, students will be able to:	Program Learning Outcome Alignment	Core Curriculum Outcome Alignment
Have the ability to identify and demonstrate the various components of electronic media industry.	1, 2, 3	Communication
Demonstrate the ability to utilize the basic elements of copywriting across various media platforms such as Television, Radio, & Internet.	2, 3, 4	Critical Thinking
Research, develop, evaluate, and present arguments grounded in research-based knowledge	1, 2, 3, 4	Critical Thinking
Critically conduct, evaluate, and analyze research theories and findings published in various scholarly source materials in the preparation of assignments	2, 3, 4	Critical Thinking Communication
Know and have the ability to recognize and clarify the different revenue sources for electronic media including local, network, and spot advertising	3, 4	Critical Thinking Communication Social Responsibility

Major Course Requirements

Method of Determining Final Course Grade

Course Grade Requirement	Value (Points)	Total
1) Fifteen 1–2-minute Video Journals	100	10%
2) Branded Podcast Pilot	100	10%
3) 30 - 60 second TV Commercial	100	10%
4) 30 - 60 second Branded PSA	100	10%
5) Two 30 second spots for Instagram	50	5%
6) 2-Column Script	50	5%
7) Company Logo	50	5%
8) Resume & Letter of Recommendation	50	5%%
9) Midterm	100	10%
10) Analysis Paper	100	10%
11) Radio Commercial	100	10%
12) Attendance	50	5%
13) 30-Second Promo Video with Stills	50	5%
Total:	1000	100%

Course Grade Requirement Table

Grading Criteria and Conversion:

A = 90 - 100%

B = 80 - 89%

C = 70 - 79%

D = 60 - 69%

F = 59% and below

Attendance Policy:

Attendance plays a crucial role in your academic success. Please be aware that for every three unexcused absences, your class grade will be dropped by a full letter grade. I understand emergencies happen, so please ensure you provide an official written excuse for any absences. You have 1 Mental Health Day available to use but must be requested at least 1 hour before class and it can not be used during the day of an exam, quiz, presentation and final project due date.

If a student has stopped attending the course (i.e. “stopped out”) at any point after the first day of class but did not officially withdraw from the course and has missed assignments and exams and performed below the grade level of a D, a grade of FN (failed-non attendance) will be assigned for the final course grade to ensure compliance with the federal Title IV financial aid regulations. In contrast, if the student has completed all assignments and exams, but performed below the grade level of a D, a grade of F will be assigned for the final course grade.

Time Management:

Punctuality is essential in this industry. Arriving ten minutes late to class will be considered tardy, whereas being between 11 to 15 minutes late will be marked as plain late. Anything over 15 minutes will be counted as an absence. Let's value our time together and strive to be present and engaged.

Timely Submissions:

Meeting deadlines is crucial in the film production world. Any work submitted after the due date will incur a 10% deduction for each day for up to three days. After three days, the assignment will not be accepted. Let's foster discipline and adhere to these submission guidelines.

Attendance: This is a face to face class.

Missed or late assignments:

Students are required to submit all assignments by the listed due dates. Each day an assignment is late, there will be a deduction of 10 points. If you have a medical situation, an official letter Must be provided. Assignments will not be accepted if they are more than 7 days late.

In the Film & TV Industry, your body of work and reputation is your way through the door as well as to stay working. Use this class to establish your work ethic, dependability, and a strong body of work.

Detailed Description of Major Assignments:

Assignment Title or Grade Requirement	Description
1)Fifteen 2-minute Video Journals	Students will record Fifteen 20-minute video diaries of themselves reflecting on the process being in a company, personal lives, classroom activities, etc.
2) Branded Podcast Pilot	Companies will create, record, and edit a 10-12—minute podcast that is sponsored by a Brand. All podcast will be recorded in KPVU-TV Podcast Room with our equipment by reserving a time slot. Editing will be done with Audacity software, & each team will edit and export the final pilot file individually.
3) 30 - 60 second TV Commercial	Each company will write the copy that sells/promote a (TBA Company) and storyboard all the shots for the commercial. As a team, you will produce, shoot, and edit the commercial. The CEO will select the best.
4) A 30 - 60 second Branded PSA	Each company will Identify a special cause or subject supported by a Brand, write a script, and storyboard all the shots for the PSA. As a team, you will produce, shoot, and edit the PSA.
5) Two 30 second spots for Instagram	As a team, write the copy, storyboard, shoot and edit 2 instagram promos for KPVU-TV. You will receive KPVU-TV material.
6) 2-Column Script	Each student will pitch an idea by writing Copy selling a selected Product. This is an individual assignment.
7) Company Logo / Mission Statement	Using Canva or any other software that you're comfortable with, develop a concept for your company's Logo that brands how you want to be represented in the Industry. Each team member should individually upload the same logo. Create a Mission Statement for your company.
8) Radio Commercial	Write copy, record and edit a 30 second or 60 second Radio Ad for the Communication Fellows Program. Details are in handout.
9) Resume & Letter of Recommendation	A resume is a 1 - 2 page summary of your work, education and skills. Add all of your projects from this class to your current resume. In addition, write a letter of recommendation for yourself like it is coming from me recommending you for a job or graduate school. In the future, you will ask me for a LOR, so you'll have this template to send me.
10) Midterm	Multiple choice and short answers on Canvas, covering Bob Iger & Kris Jenner Workbooks and textbook terms.
11) Analysis Paper	Each student will write a 1,500 word analysis paper on their experiences within their company, what work, what didn't work, their role compared to others and the creative process and what they wish they would have done differently.

12) 30-Second Promo Video with Stills	<p>Each student will individually edit a 30-second Promo using a collection of curated high res stills, music, and a Copy written by you. You will edit using FCPX. All material will be provided in a folder. However, you can create your own lower thirds. YOU MUST USE A MINIMUM OF 15 PICTURES. THAT CAN BE 2 SECONDS PER PIC.</p>
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Detailed Description of Major Assignments Table

Semester Calendar

Week	Description
Week One: Aug. 20 - 26	
	Monday - August 21
Topic	Introduction to the Course & Instructional Goals / Introduce a Classmate / What is your Why?
Reading	Go over Syllabus
Assignments	Cold Pitching on Aug 23. A personal pitch or “elevator pitch” is your way of giving someone a concise overview of your experience and skills as a candidate within 60 seconds. Focus on the 3-5 key facts/skills that you'd want someone to remember about you. Teams will be selected based on the pitch. The positions are: CEO, VP of Marketing, Brand Strategist, and Art Director. Read Bob Iger Workbook pages 2-8 for the next class. Read Kris Jenner Workbook pages 35-41 for the next class.
	Wednesday - August 23
Topic	Pitches / Running a Marketing Company
Reading	Read Chapter 1: The Broadcast Copywriter for next class Read Kris Jenner Workbook pages 18 - 21 (Finding. Your White Space)
Assignments	Break into teams of 4 and establish your company: CEO, VP of Marketing, Brand Strategist, and Art Director.
	Friday - August 25
Topic	Lecture: The Broadcast Copywriter
Reading	Read Chapter 2: Copywriting Style - Basic Mechanics for next class Read Bob Iger Workbook pages 11-14 (creating brand awareness)
Assignments	Pg. 11 - Exercise 1 & 2 in Class Video Journal #1 due by 11:59pm today via Canvas Present the name of your companies on Monday, Aug. 28 in class.
Week Two: Aug 28 - Sept 1	
	Monday - Aug 28
Topic	Lecture: Copywriting Elements
Readings	Read Chapter 3: The Legal and Ethical Implications of Writing Copy for next class Read Kris Jenner Workbook pages 23 - 30 for next class
Assignments	Pg. 32 - 35 - Exercises 1 - 5 in Class Work on Company Logo & Mission Statement, due Friday, Sept 1 in class.

	Wednesday - Aug 30
Topic	The Legal and Ethical Implications of Writing Copy
Readings	Chapter 4: Consumer Behavior for next class
Assignments	Pg. 51 - Exercise 1 - 3. Due Sunday, Sept 4, 11:59p on Canvas.
	Friday - Sept 1
Topic	Lecture: Advertising Basics Pt. 1 / Review Logos & Mission Statements
Readings	Read Chapter 5: Motivation for next class Read Kris Jenner Workbook pages 12 - 17 for next class (Personal Brand)
Assignments	Pg. 33 - Exercise 1 in Class Video Journal #2 due by 11:59pm today via Canvas
Week Three: Sept 3 - 9	
	Monday - Sept 4
Topic	Lecture: Advertising Basics Pt. 2
Readings	Read Chapter 6: Organizing the Broadcast Commercial for next class
Assignments	Pg. 83 - 84 - Exercises 1 - 5 in Class Two 30-second promos for Instagram are due on Sept 10, on Canvas by 11:59p (Use Cellphone 1080p or 4K & Get Lav Mics)
	Final Day to Drop/Withdraw from Course(s) without Academic Record (A Financial Record will still exist) Sept 7
	Wednesday - Sept 6
Topic	Lecture: Advertising Basics Pt. 3
Readings	Read Chapter 7: Broadcast Copy Preparation for next class Read Bob Iger Workbook pages 24 - 28 (Anticipating what Consumers want)
Assignments	Pg. 91 - Exercises 1 - 4 in Class
	Friday - Sept 8
Topic	Pitch Meeting with 4Control Media, Inc (potential client). Q&A between companies and Client.
Readings	Read Chapter 8: The Radio Commercial: The Mechanics for next class
Assignments	Pg. 109 - Exercises 1 - 3 in Class Video Journal #3 due by 11:59pm today via Canvas

Week Four: Sept 10 - 16	
	Monday - Sept 11
Topic	Lecture: Radio Copywriting
Readings	Read Chapter 9: Types of Radio Copy for next class
Assignments	Pg. 123 - Exercises 1 - 4 in Class Write Copy for your Radio Ad and bring to next class
	Wednesday - Sept 13
Topic	Lecture: Radio Copywriting
Readings	e-Book Handout
Assignments	Schedule studio time with Prof. Clomax 10-11am - 12-1pm Friday or Book KPVU-TV Voiceover Room to record your Radio Ad on Friday.
	Friday - Sept 15
Topic	Recording Sound: Audio & Sound Control
Readings	e-Book Handout
Assignments	Video Journal #4 due 11:59pm today via Canvas
Week Five: Sept 17 - 23	
	Monday - Sept 18
Topic	Using Audacity Sound Editing Software (We'll begin editing your radio ads in class)
Readings	E-book Handouts
Assignments	30-second or 60-second Radio Ad due Friday, Sept 22, by 11:59pm via Canvas.
	Wednesday - Sept 20
Topic	Edit Radio Ad in class with instruction
Readings	E-book Handouts
Assignments	

	Friday - Sept 22
Topic	Rules of the Camera: Rules of Thirds, Camera Lenses, & Image Formation Crafting Light: 3-point Lighting, Exposure & Color, practical light, natural light.
Readings	
Assignments	Video Journal #5 due 11:59pm today via Canvas. Write 2-column TV Script & make a Storyboard due on Sept 27 on Canvas by 11:59pm.
Week Six: Sept 24 - Sept 30	
	Monday - Sept 25
Topic	Lecture: Television Copywriting Pt. 1
Readings	Read Chapter 10: The Television Commercial: The Mechanics for next class.
Assignments	
	Wednesday - Sept 27
Topic	Lecture: Television Copywriting Pt. 2
Readings	Read Chapter 11: Types of Television Commercials for next class.
Assignments	TV Commercial Storyboard due in next class 30-Second Promotional Video with Stills (Individual Assignment) due Sunday, Oct 1, 11:59pm.
	Friday - Sept 29
Topic	Lecture: The Electronic Media: Other Writing Needs Pt.1
Readings	Read Chapter 12: Promotion for the next class.
Assignments	Video Journal #6 due today, 11:59pm via Canvas
Week Seven: Oct 1 - 7	
	Monday - Oct 2
Topic	Lecture: The Electronic Media: Other Writing Needs Pt.5
Readings	Read Chapter 16: Writing for the Internet for next class
Assignments	

	Wednesday - Oct 4
Topic	Editing Workshop Part 1:FCPX Introduction
Readings	
Assignments	Pg. 185 - 186 - Exercises 1 - 7 in Class. Shoot your TV Commercials between Oct 6 - 10. Bring footage on Hard Drive to class Oct 9. (Use Cellphone 1080p or 4K & Get Lav Mics)
	Friday - Oct 6
Topic	Editing Workshop Part 2: FCPX
Readings	
Assignments	TV Commercials Due Saturday, Oct 16, by 11:59 pm on Canvas Video Journal #7 due today, 11:59pm via Canvas
Week Eight: Oct 8 - 14	
	Monday - Oct 9
Topic	Edit TV Commercials in Lab
Readings	Video Lecture
Assignments	TV Commercials Due Oct 15, 11:59pm on Canvas. Edit on your own time, not just in class.
	Wednesday - Oct 11
Topic	Complete Kris Jenner & Bob Iger Masterclasses
Readings	Read Chapter 13: Public Service, Issue & Political Announcements for Oct. 18.
Assignments	PSA proposals due in class Oct 18
	Friday - Oct 13
Topic	Midterm Exam (25 multiple choice and 5 essay questions)
Readings	Midterm Exam on Bob Iger and Kris Jenner's Workbooks
Assignments	Video Journal #8 due today, 11:59pm via Canvas
Week Nine: Oct 15 - 21	
	Monday - Oct 16
Topic	NON CLASS FOR STUDENTS & FACULTY

	Wednesday - Oct 18
Topic	Lecture: The Electronic Media: Other Writing Needs Pt.3
Readings	Chapter 14: The Broadcast Campaign
Assignments	Pg. 249 - 251 - Exercises 1 - 5 in Class. Shoot PSA between Oct 20 - 26. (Use Cellphone 1080p or 4K & Get Lav Mics)
	Friday - Oct 20
Topic	Lecture: The Electronic Media: Other Writing Needs Pt.4
Readings	Chapter 18: Getting the First Job for next class
Assignments	Video Journal #9 due Today, 11:59pm via Canvas.
Week Ten: Oct 22 - 28	
	Monday - Oct 23
Topic	Screen TV Commercials with the (TBA Client)
Readings	
Assignments	
	Wednesday - Oct 25
Topic	Resume & Letter of Recommendation Workshop
Readings	Bring Resumes and Letter of Recommendation Drafts to class
Assignments	Resume & Letter of Recommendation Due Nov 12, 11:59pm on Canvas
	Friday - Oct 27
Topic	Use Class to Film or Edit PSA. We will not meet today.
Readings	
Assignments	Video Journal #10 due today, 11:59pm via Canvas
Week Eleven: Oct 29 - Nov 4	HOMECOMING WEEK
	Monday - Oct 30
Topic	Leadership / Building An Organization
Readings	Read Geno Auriemma Workbook pages 3 - 10 (Building An Organization) for next class
Assignments	Final PSA due on Nov 5, 11:59pm via Canvas

	Wednesday - Nov 1
Topic	Guest Speaker - Industry Professional (CEO)
Readings	Read Geno Auriemma Workbook pages 12 - 20 for next class
Assignments	Final PSA due on Nov 5, 11:59pm via Canvas
	Friday - Nov 3
Topic	Edit PSAs.
Readings	
Assignments	Video Journal #11 due today, 11:59pm via Canvas Final PSA due on Nov 5, 11:59pm via Canvas Submit Podcast Branded Pilot proposal on Monday, Nov 6 in class
Week Twelve: Nov 5 - 11	
	Monday - Nov 6
Topic	Podcast pt. 1 Script Structure, Tone, Knowing your Audience
Readings	Video Lecture
Assignments	
	Wednesday - Nov 8
Topic	Podcast pt. 2 Technical, Editing, Mixing
Readings	Video Lecture
Assignments	Schedule studio time with Prof. Clomax 10-11am - 12-1pm Friday or Book KPVU-TV Voiceover Room. Record Branded Pilot Podcast between Nov 9 - 15 outside of class hours. Due on Sunday, Nov 19 by 11:59p on Canvas.
	Friday - Nov 10
Topic	Screen PSAs
Readings	
Assignments	Video Journal #12 due today, 11:59pm via Canvas
Week Thirteen: Nov 12 - 18	
	Monday - Nov 13

Topic	Board Meeting Evaluations
Readings	Read Sir Richard Branson Workbook pages 11 - 19 for next class.
Assignments	
	Wednesday - Nov 15
Topic	Masterclass on Entrepreneurship
Readings	Read Sir Richard Branson Workbook pages 25 - 28 & 34 - 38 for next class.
Assignments	
	Friday - Nov 17
Topic	Guest Speaker - Industry Professional (Life Coach)
Readings	Read Sir Richard Branson Workbook pages 41 - 49 for next class.
Assignments	Video Journal #13 due today, 11pm via Canvas Schedule your Exit Interviews during class for next week Nov 21 & Nov 23 Podcast Pilots due Sunday, Nov. 19 by 11:59pm, via Canvas. 1,500-word Analysis Paper due Wednesday, Nov 22, 11:59pm.
Week Fourteen: Nov 19 - 25	
	Monday - Nov 20
Topic	Exit Interviews (Company A & Company B)
Readings	
Assignments	
	Wednesday - Nov 22
Topic	Exit Interviews (Company C & Company D)
Readings	
Assignments	Video Journal #14 due today, 11:59pm via Canvas Podcast Pilots due today by 11:59pm, via Canvas
	Friday - Nov 24
Topic	Thanksgiving (School Closed Nov 25 - 27)
Readings	
Assignments	
Week Fifteen: Nov 26 - Dec 2	

	Monday - Nov 27
Topic	Media Kit Portfolio
Readings	E-book Handouts
Assignments	
	Wednesday - Nov 29
Topic	Last Day of Class - Screen Podcast Pilots
Readings	E-book Handouts
Assignments	Video Journal #15 due today, 11:59pm via Canvas
Week Sixteen: Dec 3 - 6	Finals Week.
	Monday - Dec 5
Topic	Finals Week
Readings	
Assignments	
	Wednesday - Dec 7
	Final via Canvas

Student Support and Success

John B. Coleman Library

The John B. Coleman Library's mission is to enhance the scholarly pursuit of knowledge, to foster intellectual curiosity, and to promote life-long learning and research through our innovative services, resources, and cultural programs, which support the Prairie View A&M University's global mission of teaching, service, and research. It maintains library collections and access both on campus, online, and through local agreements to further the educational goals of students and faculty. [Library Website](#) Phone: 936-261-1500 Website: <https://www.pvamu.edu/library/>

Academic Advising Services

Academic Advising Services offers students a varies services that contributes to student success and leads toward graduation. We assist students with understanding university policies and procedures that affect academic progress. We support the early alert program to help students get connected to success early in the semester. We help refer students to the appropriate academic support services when they are unsure of the best resource for their needs. Faculty advisors support some students in their respective colleges. Your faculty advisor can be identified in PantherTracks. Advisors within Academic Advising Services are available to all students. We are located across campus. Find your advisor's location by academic major on the www.pvamu.edu/advising. Phone: 936-261-5911

The University Tutoring Center

The University Tutoring Center (UTC) offers free tutoring and academic support to all registered PVAMU students. The mission of the UTC is to help provide a solid academic foundation that enables students to become confident, capable, independent learners. Competent and caring staff and peer tutors guide students in identifying, acquiring,

and enhancing the knowledge, skills, and attitudes needed to reach their desired goals. Tutoring and academic support are offered face-to-face in the UTC, and virtually in online sessions (<https://www.pvamu.edu/student-success/sass/university-tutoring-center/>), and through online sessions (<https://www.pvamu.edu/pvplace/>). Other support services available for students include Supplemental Instruction, Study Break, Academic Success Workshops, and Algebra Study Jam. Location: J. B. Coleman Library, Rm. 307; Phone: 936-261-1561; Email: pv tutoring@pvamu.edu; Website: <https://www.pvamu.edu/student-success/sass/university-tutoring-center/>

Writing Center

The Writing Center provides well-trained peer tutors to assist students with writing assignments at any stage of the writing process. Tutors help students with various writing tasks from understanding assignments, brainstorming, drafting, revising, editing, researching, and integrating sources. Students have free access to Grammarly online writing assistance. Grammarly is an automated proofreading and plagiarism detection tool. Students must register for Grammarly by using their student email address. In addition, students have access to face-to-face and virtual tutoring services either asynchronously via email or synchronously via Zoom. Location: J. B. Coleman Library, Rm. 209; Phone: 936-261-3724; Website: <https://www.pvamu.edu/student-success/writing-center/>; Grammarly Registration: <https://www.grammarly.com/enterprise/signup>

Panther Navigate

Panther Navigate is a proactive system of communication and collaboration between faculty, academic advisors, and students that is designed to support student success by promptly identifying issues and allowing for intervention. Panther Navigate helps students by providing a central location to schedule advising appointments, view campus resources, and request assistance. Students who recognize that they have a problem that negatively affects their academic performance or ability to continue school may self-refer an academic early alert. To do so, students will log in to Canvas and click on Student Alerts on the left sidebar within a course. Students also have the option to download the Navigate Student app. Phone: 936-261-5902; [Panther Navigate Website](#)

Student Counseling Services

The Student Counseling Services 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 assists 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: Hobart Taylor, 2nd floor; Phone: 936-261-3564; [Health & Counseling Center Website](#)
Website: <https://www.pvamu.edu/healthservices/student-counseling-services/>

Office of Testing Services

The Office of Testing Services serves to facilitate and protect the administration of educational and professional exams to aid students, faculty, staff, and the community in their academic and career goals. We provide proctoring services for individuals who need to take exams for distance or correspondence courses for another institution, exams for independent study courses, or make-up exams. In order for a proctored exam to be administered by our office, the instructor of the course must first submit the online PVAMU Testing Services – Test Proctoring Form (this form can only be completed by the instructor) to the Office of Testing Services 72 hours prior to the first exam being administered. Once the Test Proctoring Form has been submitted, the instructor will inform their testers so they can then register for an appointment with our office on one of the selected proctored exam test dates within the testing window for the exam and pay the applicable fees. To access the OTS – Test Proctoring Form, to schedule a proctored exam appointment, or to find more information about our proctoring services, please visit the [OTS – Proctoring Service website](#). Location: Wilhelmina Delco, 3rd Floor, Rm. 305; Phone: 936-261-3627; Email: aetesting@pvamu.edu; Website: www.pvamu.edu/testing

Office of Diagnostic Testing and Disability Services

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, contact the Office of 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 non-standardized test administrations, ASL interpreters, ALDs, digital recorders, Livescribe, and a comprehensive referral network across campus and the broader community. Location: Hobart Taylor, Rm. 1D128; Phone: 936-261-3583; [Disability Services Website](https://www.pvamu.edu/disabilityservices/)
Website: <https://www.pvamu.edu/disabilityservices/>

Center for Instructional Innovation and Technology Services (CIITS)

Distance Learning, also referred to as Distance Education, is the employment of alternative instructional delivery methods to extend programs and services to persons unable to attend classes in the traditional manner. CIITS supports student learning through online, hybrid, web-assist, and 2-way video course delivery. For more details and contact information, visit [CIITS Student Website](https://www.pvamu.edu/dlearning/distance-learning-2-2/students-2/), or email: ciits@pvamu.edu.
<https://www.pvamu.edu/dlearning/distance-learning-2-2/students-2/>; Phone: 936-261-3283

Veteran Affairs

Veteran 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. 102; Phone: 936-261-3563; [Veteran Affairs Website](https://www.pvamu.edu/sa/departments/veteranaffairs/) Website: <https://www.pvamu.edu/sa/departments/veteranaffairs/>

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; [Student Engagement Website](https://www.pvamu.edu/studentengagement/)

Center for Careers & Professional Development

This center supports students through professional development, career readiness, and placement and employment assistance. The center 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 center website for information regarding services provided. Location: Anderson Hall, 2nd floor; Phone: 936-261-3570; [Center for Careers & Professional Development Website](https://www.pvamu.edu/careers/)

University Rules and Procedures

Academic Misconduct

Academic dishonesty is defined as any form of cheating or dishonesty that has the effect or intent of interfering with any academic exercise or fair evaluation of a student's performance. The college faculty can provide additional information, particularly related to a specific course, laboratory, or assignment.

You are expected to practice academic honesty in every aspect of this course and all other courses. Make sure you are familiar with the *University Administrative Guidelines on Academic Integrity*, which can be found on the [Academic Integrity webpage](https://www.pvamu.edu/academicintegrity/). Students who engage in academic misconduct are subject to university disciplinary procedures. As listed in the *University Administrative Guidelines on Academic Integrity*, the University Online Catalog, and the Student Code of Conduct, the following are examples of prohibited conduct. This list is not designed to be all-inclusive or exhaustive. In addition to academic sanctions, any student found to have committed academic misconduct that is also a violation of criminal law may also be subject to disciplinary review and action by the Office of Student Conduct (as outlined in the Student Code of Conduct).

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 learned, giving or receiving aid unauthorized by the instructor on assignments or examinations. Examples: unauthorized use of notes for a test; using a "cheat sheet" on a quiz or exam; any alteration made on a graded test or exam which is then resubmitted to the teacher;

2. Plagiarism: Careless or deliberate use of the work or the ideas of another; representation of another's work, words, ideas, or data as your own without permission or appropriate acknowledgment. Examples: copying another's paper or answers, failure to identify information or essays from the internet and submitting or representing it as your own; submitting an assignment which has been partially or wholly done by another and claiming it as yours; not properly acknowledging a source which has been summarized or paraphrased in your work; failure to acknowledge the use of another's words with quotation marks;
3. Collusion: When more than one student or person contributes to a piece of work that is submitted as the work of an individual;
4. Conspiracy: Agreeing with one or more persons to commit an act of academic/scholastic dishonesty; and
5. Multiple Submission: Submission of work from one course to satisfy a requirement in another course without explicit permission. Example: using a paper prepared and graded for credit in one course to fulfill a requirement and receive credit in a different course.

PVAMU's General Statement on the Use of Generative Artificial Intelligence Tools in the Classroom

Generative Artificial Intelligence (GAI), specifically foundational models that can create writing, computer code, and/or images using minimal human prompting, are increasingly becoming pervasive. Even though ChatGPT is one of the most well-known GAIs currently available, this statement includes any and all past, current, and future generations of GAI software. Prairie View A&M University expects that all work produced for a grade in any course, be it face-to-face or virtual, will be the sole product of a student's endeavors to meet those academic goals. However, should an instructor permit their students to use artificial intelligence as a resource or tool, students must not substitute the substance of their original work with the results of using such GAI tools. This clearly violates the [University's Administrative Guidelines on Academic Integrity](#) and its underlying academic values.

Nonacademic Misconduct

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 ability 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. The Office of Student Conduct will adjudicate such incidents under nonacademic procedures.

Sexual Misconduct

Sexual harassment of students and employees at Prairie View A&M University is unacceptable and will not be tolerated. Any member of the university community violating the university's sexual harassment policy will be subject to disciplinary action. In accordance with the Texas A&M University System guidelines, your instructor is obligated to report to the Office of Title IX Compliance (titleixteam@pvamu.edu) any instance of sexual misconduct involving a student, which includes sexual assault, stalking, dating violence, domestic violence, and sexual harassment, about which the instructor becomes aware during this course through writing, discussion, or personal disclosure. The faculty and staff of PVAMU actively strive to provide a learning, working, and living environment that promotes respect that is free from sexual misconduct, discrimination, and all forms of violence. If students, faculty, or staff would like assistance or have questions, they may contact the Title IX Coordinator, Dr. Zakiya Brown, at 936-261-2144 or titleixteam@pvamu.edu. More information can be found at [Title XI Website](#), including confidential resources available on campus.

Protections and Accommodations for Pregnant and Parenting Students

The U.S. Department of Education's Office for Civil Rights (OCR) enforces, among other statutes, Title IX of the Education Amendments of 1972. Title IX protects people from discrimination based on sex, sexual orientation, and gender identity in education programs or activities that receive federal financial assistance. This protection includes those who may be pregnant and parenting. Title IX states: "No person in the United States shall, on the basis of sex, be excluded from participation in, be denied the benefits of, or be subjected to discrimination under any education program or activity receiving Federal financial assistance." Students seeking accommodations related to pregnancy or parenting should contact the Office of Title IX for information, resources, and support at titleixteam@pvamu.edu. Additional information and/or support may be provided by the Office of Disability Services or the Office of the Dean of Students.

Non-Discrimination Statement

Prairie View A&M University does not discriminate on the basis of race, color, sex, religion, national origin, age, disability, genetic information, veteran status, sexual orientation, or gender identity in its programs and activities. The University 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 discrimination or harassment, we encourage you to report it. 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 Director of Equal Opportunity & Diversity has been designated to handle inquiries regarding the non-discrimination policies and can be reached at Harrington Science Building, Suite 109, or by phone at 936-261-1744 or 1792.

Class Attendance Policy (See the University Online Catalog for Full Attendance Policy)

Prairie View A&M University requires regular class attendance. Attending all classes supports the 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 the Internet. Excessive absenteeism, whether excused or unexcused, may result in a student's course grade being reduced or in the 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.

Makeup Work for Legitimate Absences

Prairie View A&M University recognizes that there are a variety of legitimate circumstances in which students will miss coursework and that accommodations for makeup work will be made. If a student's absence is **excused**, the instructor must either provide the student an opportunity to make up any quiz, exam, or other work contributing to the final grade or provide a satisfactory alternative by a date agreed upon by the student and instructor. Students are encouraged to work with instructors to complete makeup work before known scheduled absences (University-sponsored events, administrative proceedings, etc.). Students are responsible for planning their schedules to avoid excessive conflicts with course requirements.

Absence Verification Process

All non-athletic absences (e.g., Medical, Death/Funeral, Court/Legal-related, etc.) for which a student seeks to obtain a valid excuse must be submitted to the Dean of Students/Office of Student Conduct, with supporting documentation, for review and verification. Please use the [Online Reporting Forms](#) to access/complete/submit the *Request for a University Excused Absence* form for an excuse. Upon receipt, a staff member will verify the documentation and provide an official university excuse, if applicable. The student is responsible for providing the official university excuse issued by the Office for Student Conduct to the professor(s). Questions should be directed to the Dean of Students via email: deanofstudents@pvamu.edu or phone: (936) 261-3550 or Office for Student Conduct via email: studentconduct@pvamu.edu or phone: (936) 261-3524.

Student Academic Appeals Process

Authority and responsibility for assigning grades to students rest 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 University Online 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 10 or later version; Mac with OS Catalina
- Smartphone or iPad/tablet with wi-fi*
- High-speed internet access
- 8 GB memory
- Hard drive with 320 GB storage space
- 15" monitor, 1024 x 768, color
- Speakers (internal or external)
- Microphone and recording software
- Keyboard & mouse
- Most current version of Google Chrome, Safari, or Firefox

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

* Some courses may require remote proctoring. At this time only Chromebooks, laptops, and desktops running

Windows or Mac work with our proctoring solution, but iPads are not compatible. Most other applications will work with Android or Apple tablets and smartphones.

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

- Sending and receiving email
- A working knowledge of the Internet
- Microsoft Word (or a program convertible to Word)
- Acrobat PDF Reader
- Windows or Mac OS
- Video conferencing software (Zoom)

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 discussion boards. Foul or abusive language will not be tolerated. Do not use ALL CAPS for communicating to others AS IT CAN BE INTERPRETED AS YELLING. Avoid slang terms such as "wassup?" and texting abbreviations such as "u" instead of "you." Limit and possibly avoid the use of emoticons. Be cautious when using humor or sarcasm as tone is sometimes lost in an email or discussion post, and the message might be taken seriously or sound offensive.

Video Conferencing Etiquette

When using Zoom, WebEx, or other video conferencing tools, confirm the visible area is tidy, clear of background clutter, inappropriate or offensive posters, and other distractions. Ensure you dress appropriately and avoid using high traffic or noisy areas. Stay muted when you are not speaking and avoid eating/drinking during the session. Before the class session begins, test audio, video, and lighting to alleviate technology issues.

Technical Support

Students should go to [Password Reset Tool](#) 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 Center for Instructional Innovation and Technology Services at 936-261-3283 or email ciits@pvamu.edu.

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, conversations about the readings, lectures, materials, and other aspects of the course can occur in a seminar fashion. The use of the discussion board will accomplish this. The instructor will determine the exact use of discussion boards.

It is strongly suggested that students type their discussion postings in a word processing application such as Word 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, copy and paste to the discussion board.

COVID-19 Campus Safety Measures

In accordance with the latest guidelines from the PVAMU Health Services, the following measures are in effect until further notice.

- Students who are ill will be asked to adhere to best practices in public health, such as masking, handwashing, and social distancing, to help reduce the spread of illness across campus.
- Mandatory self-reporting will no longer be required by students. Students will be responsible for communicating with their professors regarding COVID, similarly to any other illness.
- There will be no mandatory isolation. Students who are too ill to engage in classroom activities will be responsible for securing the appropriate documentation to support the absence.
- Students who self-isolate will be responsible for communicating with their professors and securing an excuse from Student Conduct.
- All students will have access to [TimelyCare](#), a telehealth platform that provides virtual medical care 24/7 and by appointment in the Student Health Clinic. Students are encouraged to enroll with TimelyCare at the beginning of the semester, at timelycare.com/pvamu.

· Students will have access to COVID testing in the Student Health Clinic by appointment. Testing is for students who are symptomatic ONLY.