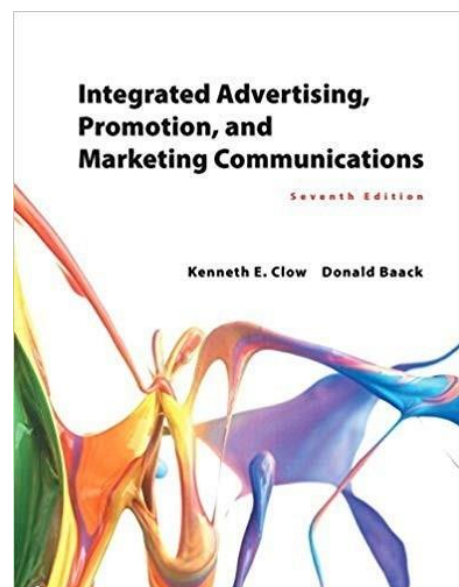


**MRKT 4333 Advertising
Spring 2024**

- Instructor:** Marianna Sviland
- Section # and CRN:** P01 24473
- Office Location** Agriculture/Business Bldg. #341
- Instructor Phone & Hours:** 281-845-4211 Call/text between 10 AM and 4 PM. Leave message or email any time.
- Email Address:** **All emails must be sent through Canvas.**
- Office Hours:** MW: 11-12, 1-2, 4:30-5:30; TTH: 9-11 (virtual)
- Mode of Instruction:** Face to Face
- Course Location:** Agriculture/Business Bldg #122
- Class Days & Times:** MWF 2–2:50 PM (All Friday classes are online)
- Catalog Description:** Fundamentals of the communication process in mass promotion (planning, creating the message, media selection, implementation, and measuring the results).
- Prerequisites:** MRKT 3310; Senior classification.
- Required Texts:** Integrated Advertising, Promotion, and Marketing Communications, 7th Edition. Pearson. Authors: Clow & Baack. Year: 2016 ISBN: 9780133973112
- (Online access is not needed.)**

THIS BOOK → → →



Student Learning Outcomes:

	Upon successful completion of this course, students will be able to:	Program Learning Outcome # Alignment	Core Curriculum Outcome Alignment
1	Examine advertising principles fundamental to a successful campaign.	BBA 1	Not a Part of University Core
2	Explain the role of advertising in the marketing process.	BBA 1	Not a Part of University Core
3	Formulate logical solutions to ethical issues in advertising.	BBA 1&2	Not a Part of University Core
4	Analyze and evaluate samples of advertisements from several media sources and compare and contrast their effectiveness.	BBA 1	Not a Part of University Core

Major Course Requirements

Method of Determining Final Course Grade

Course Grade Requirement	Value	Total
Exam 1	100 points	10% of grade
Exam 2	100 points	10% of grade
Good & Bad Advertising Campaign presentation (group)	150 points	15% of grade
Nonprofit Advertising Campaign presentation (group)	200 points	20% of grade
Participation (grades in class)	100 points	10% of grade
Homework (8 x 25 points)	200 points	20% of grade
End of Semester Review	50 points	5% of grade
Final Exam	100 points	10% of grade
Total Points:	1000 points	100% of grade

Grading Criteria and Conversion:

- A = 900 – 1000pts;
- B = 800 – 899pts;
- C = 700 – 799pts;
- D = 600 – 699pts;
- F = 599pts or below

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, including the final exam, 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, including the final exam, but performed below the grade level of a D, a grade of F will be assigned for the final course grade.

Detailed Description of Major Assignments:

Exam 1	Multiple choice exam designed to measure knowledge of assigned course material
Exam 2	Multiple choice exam designed to measure knowledge of assigned course material
Campaign presentation	Group presentation designed to measure ability to apply course material
Nonprofit presentation	Group presentation designed to measure ability to apply course material
Class grades/Homework	Various assignments in and out of class to reinforce course material
Participation (grades in class)	Random graded assignments in class designed to encourage regular attendance
Final exam	Multiple choice exam designed to measure knowledge of presented course material

Ms. Sviland's Course Procedures

Syllabus schedule: I stick to the daily schedule exactly as listed! Download it to your computer for offline access.

Students are responsible for knowing and following the guidelines related to all the information below. If you choose to stay in this class, it is assumed you have agreed to follow the course procedures and all my instructions.

Attendance: You are expected to come to class on time and having completed all reading assignments for that day. School mandatory activities and official school excuses do not count as absences (note required). Participation in class is part of your course grade. Three (3) tardies will be counted as one absence.

Do NOT sign someone else's name on the roll sheet! Doing this will cause the absent person to be turned in for cheating.

Feel free to talk to me about any attendance issues. Missing class or being tardy to class may cause you to miss required assignments or important instructions. You will not be permitted to make up any assignments completed in a class for which you are absent. If you are absent, have a classmate bring you up to speed, do NOT ask me what we covered.

Exams: Exams will cover ALL the material in the assigned chapters from the textbook. Class lectures and discussions will be highlights, applications, and expansion of text material. If you want to do well in the class, you MUST study all the assigned chapters. If you miss an exam, your grade is zero.

Students must take all exams; there are no dropped exams. A missed exam can be re-scheduled only in the instance of a verifiable medical condition or other emergency. I must be notified (e-mail, phone call, text) within 24 hours of the missed exam date to be considered for making up an exam. Additionally, you must provide supporting documentation to verify the excuse. If you have a valid excuse for missing an exam, then a make-up exam may be granted.

Make-up exams may not be allowed if: a) notification is made after the 24-hour time frame following the missed exam, and/or b) a valid excuse is not provided. If you do not have a valid excuse, you can make up the quiz/exam within two weeks of the original exam date for half-credit, i.e., a 50% reduction in your score. Invalid excuses include, but are not limited to:

- "I forgot I had an exam", "I forgot my exam time and showed up late", "I overslept" or "my alarm did not go off" – any excuse involving not being alerted about the exam.

- “I did not feel well” or similar excuse that is not supported by medical documentation of the condition.

After the two-week period mentioned above, you will no longer be able to make up an exam and the grade will stay at zero.

*The final exam will not qualify for the two-week make-up period. The final exam grade is final once the grade has been entered.

Written Assignments/Homework: In this class you will use report style, NOT essay style in your writing. This requires a different formatting approach. In general: Use standard document formatting (Word defaults) for all written assignments (1 in margins, 1.15 line spacing). Use block style paragraphs. Use titles and headings in your writing. Cover pages are not necessary unless specified in the assignment instructions. Left-justify all writing please (ragged right edge).

Required content and format for assignments will be thoroughly explained in eCourses modules and in class. If you have any questions regarding assignments, please check instructions in eCourses before contacting me for assistance.

Assignments with a 11:30 PM deadline will close at 11:59 PM. Other assignments will have a deadline noted – make sure you know the day AND time. I will not reopen closed assignments. Any scheduling conflicts that result in missing assignment deadlines must be discussed with me beforehand or the resulting grade is zero. Save my number on your phone for the duration of the semester. Documents uploaded to eCourses must be in Word, PDF, PowerPoint, or Rich Text.

Late work/Make-up assignments: Late work is NOT accepted in this course. Please plan accordingly.

Student grades and responsibilities: All grades will be posted in eCourses, including a running average/total of your grades. Please keep up with your grades! Be aware of the value of different assignment. A 90 on a 200 point assignment is not a good grade. You should keep all your graded assignments until final grades are posted. If you need advice on how to improve your grade, please contact me. It is your responsibility to know the content of this syllabus so please check it often.

Your grade in the grade book becomes final TWO weeks after the exam time/ assignment deadline, and will not be changed. The final exam grade is final once the grade has been entered.

Textbook: The textbook is mandatory for this course. I expect every student to have access to a copy of the required text(s) for this course no later than the end of the second week of instruction. I recommend bringing the book to class. Read the assigned material from the text(s) before coming to class.

eCourses: ALL assignments, homework, special notices, and grades will be in eCourses. Please check your PV email and eCourses regularly. Assignments and exams have a due date AND time. Course assignments must be accessed through the course modules in order to display correctly. Attached files may not be accepted for assignments (consult assignment instructions). If files are accepted for the assignment, accepted file types are Word, PDF, PowerPoint & Rich Text.

Friday classes: All Friday lessons will take place outside of class. Most of these will include homework assignments to be submitted by Sunday evening. Others will require meeting with group members or engaging in self-study. Please consult the daily schedule and assignment instructions posted in the course modules for specifics.

Cell phones/ Laptops: Phones and laptops must be used for class purposes only.

Academic Misconduct/Cheating: Expect severe penalties for academic misconduct. The minimum penalty is a grade of zero on the assignment. You are responsible for knowing and adhering to PVAMU policies on plagiarizing and academic misconduct. Some examples of cheating are:

- Cooperating with other students on individual assignments;
- Collaborating with AI and submitting as your own work;
- Using outside sources without proper acknowledgment (even if you change the words);
- Falsely turning in an assignment as your own;
- Signing someone else's name on sign-in sheets;
- Making minor changes to another student's work and turning it in as your own;
- Letting someone else take your exam;
- Looking at your phone, notes, or textbook during in-class, closed book exams.

See below for university-wide policies on academic dishonesty, including use of Generative Artificial Intelligence (GAI). You are responsible for anything submitted from your eCourses account. Do not allow others to use your account!

Presentations: You will have an assigned presentation day and this is your only chance to give your presentation. Presenters are required to wear *business casual* dress. This demonstrates a level of preparedness and professionalism. NO make-ups for missed presentations. See me if you have issues with your assigned presentation day.

No entry into or exit from classroom during a presentation!

Participation in class: I encourage your respectful comments and questions. Be prepared to discuss the day's topic and offer real life examples or thoughts you have about the readings, etc. Be polite, raise your hand, and wait for your turn to speak.

You are expected to follow these general rules of conduct in class:

- Silence and put away cell phones except for class related use
- No cheating/plagiarizing
- Enter quietly if tardy
- No walking in front of a speaker (including me)
- No entering the room when a student is presenting
- No inappropriate side conversations
- No sleeping in class
- Do not leave class in the middle or early
- No working on non-class items on laptop
- Wear COB appropriate clothing

Expect to be asked to leave if the classroom expectations are ignored.

Ask for help: If there is something going on in your personal life that is affecting your performance in class, please contact me so we can work out a plan to help you be successful. If you let me know before an assignment is due, I may be able to find a way to help you. Once the due date has passed, there is not much I can do.

How to be successful in this class: Keep up with chapter readings, attend class, read and follow instructions, submit work on time, and watch/read any supplemental information and videos posted in the course

Contacting your instructor: Emails regarding this class must be sent through eCourses. If you send me an email or leave a message on my phone, you can expect a response within 24 hours (M-Th). Emails/messages on Friday through Sunday can expect a reply Monday morning. Please contact me again if you do not receive a response within this time. Text messages may get a response after hours or on weekends.

Extra Credit Opportunities: Throughout the semester there may be opportunities to earn extra credit. You should come and talk to me if this is something you are interested in.

MRKT 4333 DAILY SCHEDULE

MWF 2-2:50

Ag/Bus Bldg. #122

	Dates	Topics	Assignment(s) Read/complete before class
Week 1	1/17	Welcome and introductions; Syllabus <i>*Discuss online Fridays</i>	
	1/19	<i>Online homework 1: Submit assignment in eCourses for attendance credit and homework grade</i>	Chapter 1 <i>No class meeting</i>
Week 2	1/22	Integrated Marketing Communications	Chapter 1, cont.
	1/24	Brand Management <i>*Reminder: Online Fridays</i>	Chapter 2
	1/26	<i>Online homework 2: Submit assignment in eCourses for attendance credit and homework grade</i>	Chapter 2, cont. <i>No class meeting</i>
Week 3	1/29	Buyer Behavior <i>*Assign groups, discuss campaign presentations & presentation days</i>	Chapter 3
	1/31	Buyer Behavior <i>*Discuss Exam 1</i>	Chapter 3, cont.
	2/2	<i>Online homework 3: Submit assignment in eCourses for attendance credit and homework grade</i>	Chapter 4 <i>No class meeting</i>
Week 4	2/5	The IMC Planning Process	Chapter 4, cont.
	2/7	Exam 1: Chapters 1-4	
	2/9	<i>Online homework 4: Submit assignment in eCourses for attendance credit and homework grade</i>	Chapter 5 <i>No class meeting</i>
Week 5	2/12	Advertising Campaign Management	Chapter 5, cont.
	2/14	Advertising Design	Chapter 6
	2/16	<i>Online homework 5: Submit assignment in eCourses for attendance credit and homework grade</i>	Chapter 6, cont. <i>No class meeting</i>

MRKT 4333 DAILY SCHEDULE

MWF 2-2:50

Ag/Bus Bldg. #122

Week 6	2/19	Advertising Design	Chapter 6, cont.
	2/21	Traditional Media Channels	Chapter 7
	2/23	<i>Online homework 6: Submit assignment in eCourses for attendance credit and homework grade</i>	Chapter 7, cont. <i>No class meeting</i>
Week 7	2/26	Campaign Presentations Day 1: Groups 1 & 2	<i>Presenters must have all required documents. See instructions in course module.</i>
	2/28	Campaign Presentations Day 2: Groups 3 & 4	<i>Presenters must have all required documents. See instructions in course module.</i>
	3/1	<i>Group planning day w/status update</i>	<i>No class meeting. Group leaders submit status update #1</i>
Week 8	3/4	Campaign Presentations Day 3: Groups 5 & 6	<i>Presenters must have all required documents. See instructions in course module.</i>
	3/6	Campaign Presentations Day 4: Group 7	<i>Presenters must have all required documents. See instructions in course module.</i>
	3/8	Individual study day	<i>No class meeting.</i>
Week 9	3/11 - 16	SPRING BREAK	No classes
Week 10	3/18	Digital Marketing <i>*Discuss Exam 2</i> <i>*Discuss group project and presentation days</i>	Chapter 8
	3/20	Founders Day/Honors Convocation	No class
	3/22	<i>Online homework 7: Submit assignment in eCourses for attendance credit and homework grade</i>	Chapter 8, cont. <i>No class meeting</i>
Week 11	3/25	<i>Prepare for presentations; presentation and PowerPoint basics</i>	
	3/27	Exam 2: Chapters 5 – 8	
	3/29	Good Friday	No class

Week 12	4/1	Social Media <i>Prepare for presentations; presentation and PowerPoint basics</i>	Chapter 9
	4/3	Alternative Marketing <i>*Discuss End of Semester Review</i>	Chapter 10
	4/5	<i>Online homework 8: Submit assignment in eCourses for attendance credit and homework grade</i>	Chapter 9 & 10, cont. <i>No class meeting</i>
Week 13	*4/8	Regulations and Ethical Concerns	Chapter 14
	4/10	Group Presentations #1: Groups 6 & 7	<i>Presenters must have all required documents. See instructions in course module.</i>
	4/12	<i>Group planning day w/status update</i>	<i>No class meeting. Group leaders submit status update #2</i>
Week 14	4/15	Group Presentations #2: Groups 4 & 5	<i>Presenters must have all required documents. See instructions in course module.</i>
	4/17	Group Presentations #3: Groups 2 & 3	<i>Presenters must have all required documents. See instructions in course module.</i>
	4/19	<i>End of Semester Review: Submit assignment in eCourses</i>	<i>No class meeting.</i>
Week 15	4/22	Group Presentations #4: Group 1	<i>Presenters must have all required documents. See instructions in course module.</i>
	4/24	Presentation feedback and review <i>*Discuss Final Exam</i>	
	4/26	<i>Individual study day</i>	<i>No class meeting.</i>
Week 16	4/30 - 5/8	Final Exam: Chapters 9, 10 & 14 Exact time to be announced	

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

Academic Advising Services

Academic Advising Services offers students various services that contribute to student success and lead toward graduation. We assist students with understanding university policies and procedures that affect academic progress. We support the early alert program to help students connect 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 [advising website](#). 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. Other support services available for students include Supplemental Instruction, Study Breaks, Academic Success Workshops, and Algebra Study Jam. Location: J. B. Coleman Library, Rm. 307; Phone: 936-261-1561; Email: pvtutoring@pvamu.edu; [University Tutoring Website](#)

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; [Writing Center Website](#), [Grammarly Registration](#)

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](#)

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; [Testing Website](#)

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](#)

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](#). Phone: 936-261-3283 or email: ciits@pvamu.edu.

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](#)

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](#)

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](#)

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](#). 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.