


### **INSTRUCTOR, the TAs and how to communicate with each:**

Name of the Instructor:	Tina C. Mims, PhD, IES®, GAC, ASB
Title:	Professional Faculty
Contact:	 Best to call or text me- 469-951-3200 or 4699513200@vtext.com <b>(text or calling is preferred method of contact) please support these methods by using them =)</b> See how to communicate with instructor and classmates in this syllabus
Office Location:	This semester in Ryan College of Business or by Zoom
Office Hours:	Fall 2025- by appointment. On Campus Mon/Wed afternoons for other classes.
Course Credits:	3 hours- This course is for undergraduate students.
<b>Assistant names &amp; contact method:</b>	
TA/GA:	Mr. Sai Krishna and Ms. Hope Williams
Contact TA/GA:	Use Canvas In-box/InMail
Benefits to contact TA/GA:	Grade questions, grade accuracy, grade posting, course schedule questions, typos or assignment/test grading possible errors.

### **COURSE VALUES:**

As an example, what is valuable is consistent participation and timely completion of tasks before the due date, the use of clear, direct, *formal, active professional* language always, and students placing all course due dates in their personal calendars within the first week of class. Students use the most appropriate sources for help when questions or issues arise and following established communication channels with me and the teaching assistants to ensure efficient and respectful interaction.

### **COURSE DESCRIPTION & LEARNING OBJECTIVES: MKTG 3651-Foundations of Marketing for Non-business majors, 100% ONLINE - Asynchronous**

**Course Prerequisite:** Must have already completed MKTG 3650 or MKTG 3651 or permission from department.

#### **Undergraduate Catalog Description:**

Advertising for business executives; creation of primary demand, stimuli, promotional programs, media selection, appropriation and evaluation.

### **COURSE LEARNING OBJECTIVES (CLO's)**

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

1. Explain the nature of marketing in terms of brand management, buyer behaviors, and the elements involved in developing an integrated communications plan.
2. Apply advertising and communication principles in the design of messages for an integrated program, noting the continuing role of traditional media.
3. Integrate marketing messages into the rapidly expanding world of digital, mobile, and social media programs along with an exploration of the value and role of alternative marketing programs.
4. Tie-in public relations, sponsorships, and sales promotions programs with the messages transmitted via other venues.
5. Incorporate personal and societal views of ethics and social responsibility into marketing programs and effectively evaluate the successes, failures, and opportunities to improve integration marketing communications programs.

Students: please expect to demonstrate each of the above learning outcomes through graded coursework, evaluated according to the assignment guidelines, grading scales, and rubrics provided throughout the semester while meeting the due dates indicated in the Official Course Schedule.

## HOW WE WILL COVER THE MATERIAL

This course blends interactive, applied, and assessment-driven learning. It employs varied instructional methods to support learning and measure performance. Weekly activities include research and writing assignments, quizzes, exams, discussions, labs, learning checks, and other individual tasks. All assignments receive individual grades, though students are encouraged to collaborate and study together, particularly for research and writing preparation. No group projects are assigned this semester. Extensions and incompletes are not assumed; all deadlines and policies follow UNT guidelines. See Late Policy. See Absence Policy.

**\*\*This course does not teach use of Canvas, technology applications, the APA Style Guide, or library resources. Students receive guidance on where to obtain technical support for required tools. Review the Course Learning Objectives for topics covered this semester and the skills expected for success. Students who cannot meet the official schedule, demonstrate the listed skills, or secure the required materials and hardware need to drop immediately to receive a refund.**

## COURSE MATERIALS REQUIRED:

Texas Education Code §51.9705 (2009) “A student of this institution is not under any obligation to purchase a textbook from a university-affiliated bookstore. The same textbook may also be available from an independent retailer, including an online retailer.”

Additional note from the instructor: I have found used sources and rental sources for the required textbook online. Instructor and TAs uses the eBook when referring to page numbers.

### TEXTBOOK required (students afforded 2 weeks to obtain textbook before 1<sup>st</sup> due date requiring this text)

**Title:** Integrated Advertising, Promotion, & Marketing Communications

**By :** Clow & Baack

**Edition:** 9e

**Publisher:** Pearson

ISBN depend upon hardback, paperback, eBook via different providers

**STUDENTS DO NOT NEED PEARSON REVEL/ PEARSON SUPPLEMENT**

FRONT COVER IMAGE OF TEXT



IMAGE SOURCE: Pearson used under Fair Use for Education

**HARDWARE required:** (Course instruction does not include how to use these requirements-See Help area in Syllabus)



A computer with a Webcam (Please research support services at UNT if you need to check out a laptop)

**SOFTWARE required:** (Course instruction does not include how to use these requirements-See Help area in Syllabus)

MSOffice Word, Excel, PowerPoint, Adobe

**APPS required: NO PEARSON SUPPLEMENT!**

Respondus – Lockdown Browser using MONITOR with Webcam- this is located on the left side in the COURSE menu

## HOW TO SUCCEED IN THIS COURSE:

Because these skills are not included in course-level learning objectives, **students are expected to begin the course with the following skills already in place.** These skills are essential for *reducing stress*, supporting your learning, and maximizing your success in this undergraduate level 100% online asynchronous class. Students who possess these

abilities are better equipped to manage course expectations, engage with materials, and demonstrate their knowledge effectively.

**Academic Skills:**

- Undergraduate Freshman College-level [reading, writing](#), and math (add, subtract, multiply, divide)
- Effective study habits and exam preparation skills
- Use of APA in-text citation and reference formatting when asked

**Technology & Research:**

- Proficiency using Canvas, including understanding technical requirements or knowing where to turn for help
- Ability to conduct research using UNT Library databases and credible sources or ask a librarian for help
- Proficiency in using Respondus Lockdown Browser with Monitor or contacting the university helpdesk
- Proficiency in using MS Word, MS PowerPoint, Adobe
- Expectation is that students have or know how to download free 'readers' for reading/using MSOffice2007/2010 applications or PDF file formats. Contact Help Desk at <https://it.unt.edu/helpdeskfaq> for any assistance. The instructor for the course uses MSOffice 2013, Office 365, Adobe XPro and Adobe XIPro.

**Self-Management:**

- Time management and personal accountability
- Ability to use grading rubrics and make full use of course materials
- Regular participation inside this Course – **recommend accessing the course 3 (three) times each week**
- Demonstrate understanding and application of course content by satisfying performance expectations
- Engage inside Canvas at least 3 times per week

Announcements are posted when Modules are opened. **This course never meets.** Your success depends on staying active each week, managing your time, and meeting the deadlines in the Official Course Schedule. **Do not rely on Canvas tools like the To-Do list or Calendar**—these are not substitutes for the official schedule. Modules open on specific dates and must be completed in order. You may work ahead once a module opens, but you may not fall behind. Once a module closes, **submissions are accepted in accordance with the LATE POLICY in this syllabus, with the exceptions as noted.** Also, **late work is considered an absence.** After two missed deadlines I report on the absences to the Dean of Students for follow-up **to support student health and well-being.** Read the absence policy and late policy carefully. This course requires self-discipline and consistent progress.

Every effort for accuracy is applied to present the content of this syllabus and CANVAS. **Any typos are unintentional.** The syllabus and the official course schedule is “the guide” for any concerns or any confusion that may arise. **Please provide a courteous heads up to Dr. Mims or Mr. Krishna/Ms. Williams if there are any typos, broken links or odd things to repair=).**

## GRADING-HOW PERFORMANCE IS EVALUATED

Each module has its own unique combinations of requirements. Students can expect grading to take place after the module closes.

Students will earn grades based on the accuracy of their work, achievement of learning objectives, contributions to the course, adherence to the syllabus, rubrics, and assignment requirements, as well as results from peer assessments.

**Grades are not rounded up on individual tasks. However, final total course points are rounded up to the nearest whole number at the end of the semester (e.g., an 89.2% becomes 90%).** To earn an A, students must achieve 90% of the total graded points; for a B, 80%; and for a C, 70%. All students are expected to track their own points throughout the semester. This is important because, in my view, Canvas is not a fully reliable indicator of your final grade, especially when bonus points are involved. To track your grade, simply add the points you've earned and divide by the total graded points possible.

**There is no curving in this course.** Students must read and use the grading rubrics in CANVAS when provided. Questions may be addressed to TAs/GAs or Dr. Mims. **Best practice for success is to 'grade your own work using the grading rubric' before submitting or uploading work.**

Grading Scale
" A " = earning 90% or more of all required points possible
" B " = earning 80% - 89% all required points possible
" C " = earning 70% - 79% all required points possible
" D " = earning 60% - 69% all required points possible
" F " = earning 59% or less all required points possible

**If any of the following are used this semester, this is how performance is evaluated:**

**‘Quiz/Test/Exam’ Grading Expectations** All tests, quizzes, and exams may include a mix of question types such as short answer, essay, formulas, categorization, matching, multiple answer, multiple choice, and true/false. For short answer and essay questions, ***students must write in complete sentences using correct punctuation and capitalization to be eligible for credit. Even if factually correct, incomplete or poorly formatted answers will receive no points.***

**Midterm and Final Exams** require the use of Respondus LockDown Browser with a functioning webcam. Students are allowed to use four (4) personal written or typed notes (size 8.5in x 11in) on both sides, but may not use a cell or smartphone. Covering the webcam during the exam results in an automatic failing grade for that attempt. Students without webcam access must arrange to take exams at a university-approved proctored location. See Official Course Schedule to make plans now.

**Certificate assignments** may require students to complete mini-courses and upload a Certificate of Completion (with the student’s name) to Canvas. This is the only way to receive credit for LinkedIn Learning tasks when assigned. The canvas Syllabus feature shows an image. The instructions for these assignments are provided under COMPLETE. Please open and read every link.

**Written assignments** include detailed grading rubric. These rubrics outline performance expectations and point allocations. Students are expected to expand and read all sections of the rubric before submitting their work to understand how points are awarded. Best practice is for students to ‘grade themselves’ using these rubrics before submitting or uploading their work.

Questions on meeting formal, active writing and APA citation and reference style (not a paper style) must be directed to the UNT Writing Center.

## ACCEPTABLE FILE FORMATS:

**When or if asked, this course uses APA in-text and reference section citation style.** Please note that the only acceptable file **types** for written assignments, again if or when asked to upload to Canvas that are submitted for grading are single and ½ spaced (1.5) spaced and 12-point sanserif font please:

MSWord (.doc or .docx)

PDF

MS PowerPoint

I promise to provide you examples of documents earning an ‘A’ grade but these may not be exactly the same content or requirements for this semester. Please use the instructions and grading rubric to help your success!

## BONUS OFFERS

Bonus offers are not guaranteed. If bonus points are offered these offers have a limited time and are not accepted late. Bonus offers are only placed in announcements and under the COMPLETE section in a Module to encourage students to use this area. Bonus offers may not be found in the gradebook or grading list until after points are posted.

## COMMUNICATION WITH DR. MIMS & CLASSMATES:

Primary forms of Communication are texting Dr. Mims with content questions. Connecting early and often—whether to clarify concepts, share progress, or address challenges—supports your success and strengthens our learning community. Additionally, virtual Office Hours are available to students to meet with the professor, however the professor encourages students to use the top 3 communication methods as indicated for fast response. Finally, Students are asked to make use of the General Q & A discussion area to collaborate with each other.



**N-ETIQUETTE:** Students must always provide a professional approach with classmates and instructor. The instructor reserves the right, through UNT policy for acceptable behavior, to remove any posting if the posting is deemed inappropriate or fails to follow acceptable professional decorum. My hope is this course our N-Etiquette perfect! Etiquette is explained in your UNT Student Handbook. For detailed online communication expectations, [see UNT's Online Communication Tips webpage](#).

**#1 method to reach instructor**, Dr. Mims, text her at 469-951-3200

**#2 method to reach instructor**, email Dr. Mims at 4699513200@vtext.com this method hides your cell phone #

**#3 method to reach instructor**, Dr. Mims, is to Direct Message (DM) her (may take a day or two for response) via the GroupMe for this course at this link: [https://groupme.com/join\\_group/109290674/ugQVmwHj](https://groupme.com/join_group/109290674/ugQVmwHj) or you can join the course GroupMe using the QR code (GroupMe hides your cellphone number):

IMAGE of QR Code for 3660 GroupMe



IMAGE SOURCE: Provided by GroupMe (2025)

**#1 method to reach TAs/Gas** is use Canvas InMail/InBox

**#2 method to reach TAs/Gas** is DM via GroupMe

QR Code and URL verified August 14, 2025.

Dr. Mims is not available after 9pm during weekdays and not available on Sundays or Holidays.

**Using Outlook for classroom/course questions will delay a response.**

## NAVIGATING THE COURSE IN CANVAS

It is critical that students open and use every module in order.

Canvas has 2 menus, a Global Menu for all courses you are taking, and a course menu for just this course. Our course menu looks like this:

IMAGE OF COURSE MENU

Home  
Syllabus  
Announcements  
Modules  
Grades  
LockDown Browser

IMAGE SOURCE: SNAPSHOT MKTG CANVAS COURSE MENU (2025)

Here is what each of the course menu items contains - students expected to 'know' this information to earn 100% accuracy in the Syllabus Exam:

<b>HOME</b>	Course welcome page. After the first module closes, this landing page moves to Modules.
<b>ANNOUNCEMENTS</b>	Read every announcement. Students are responsible for the content of every announcement which may appear on tests. Bonus opportunities appear only in two places, in Announcements and in the Complete section of relevant modules.
<b>SYLLABUS</b>	Official course syllabus. Students must earn 100% on the syllabus quiz to confirm understanding of course policies, due dates, and performance expectations.
<b>MODULES</b>	Required for navigation. Open modules in numerical order and follow the Complete list inside each module. Skipping around risks missing instructions and explanations for major assignments.
<b>GRADES</b>	Quick link to view grades and any posted feedback designed to support your success. Watch announcements for updates.
<b>LOCKDOWN BROWSER</b>	If or when used, locks you into a secure browser requiring a webcam during an exam to verify student identity and authenticity of meeting exam expectations.

**Do not rely on the Canvas To-Do list, do not rely upon the Canvas Calendar.**

Here is what each 'Module' in this course contains (students tested on this information in Syllabus Exam), what to COMPLETE is always at the top! =):

TABLE

<b>MODULES CONTAIN:</b>	<b>Description</b>
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<b>The 'COMPLETE' Area in Each Module</b>	<b>Required.</b> Contains links and/or graded tasks to complete, as listed in the official course schedule. This is the only section with bonus point opportunities (if offered). Always check this section first— missing it often means missing assignments or bonus work. Notify the instructor or assistant if links are not working.
<b>LEARNING OBJECTIVES</b>	Each module includes Module Learning Objectives (MLOs) linked to Course Learning Objectives (CLOs) to achieve the catalog description. MLOs match the content in the module and build on prior modules. <b>Canvas is locked for sequential order, meaning you must open each page in order to progress.</b>
<b>READ</b>	<b>Required.</b> Read, make notes, study, and complete all necessary actions for success in course tests, exams, and assignments. All materials under 'Read' are specifically selected for your success.
<b>REVIEW</b>	<b>Required.</b> Review all materials provided to recall content for tests, exams, and assignments. These are instructor-selected for your success.
<b>WATCH/LISTEN</b>	<b>Required.</b> Engage fully with all provided videos or audio materials. These may appear on quizzes, tests, or exams. Closed-captioning or transcripts are included. ADA support links are provided where needed.
<b>Occasionally this section may appear in a Module/Page:</b>	
<b>RESEARCH/INVESTIGATE</b>	If present, complete the research or investigation as explained in this section.

IMAGE SOURCE: CREATED BY DR. MIMS IN MS EXCEL FOR THIS COURSE

## EXPECTATIONS FOR STUDENT SUCCESS:

### Expectations for Success in This Course

This course is organized into sequential **modules**; each module contains a unique set of tasks and deadlines. Meeting these expectations keeps you on track, reduces last-minute stress, and help you master the material.

1. **Start Strong** – Earn the mandatory 100% accuracy on the syllabus exam to receive the password/passcode that unlocks course materials. Complete this as soon as possible.
2. **Know Your Time Zone** – All deadlines follow Central Time (USA).
3. **Meet Every (Graded Task) Deadline** – Any graded requirement submitted after its due date and time in the Official Course Schedule is late (see Late Policy). All deadlines close at 11:59:00 p.m. Central Time.
4. **Engage Weekly** – Complete requirements each week to stay current, lower stress, and fully absorb the content.
5. **Follow Module Requirements** – Each module contains unique activities **due by that module's deadline**.
6. **Work in Sequence** – Modules unlock one at a time. Complete all requirements in the current module before accessing the next.
7. **Manage Timed Tests** – All Canvas tests have a forced time limit and must be completed in one attempt.
8. **Give Your Best Effort** – Each test attempt must reflect your best performance.
9. **Use Unlimited Quiz Attempts** – Chapter quizzes allow unlimited attempts; the highest score is recorded.
10. **Prepare for Proctored Exams** – Lockdown Browser with Monitor exams allow three attempts. You may use notes as specified but must stay in camera view for proctoring. No calculators, cell phones, texting, or secondary devices are allowed. See where to get help if you need help.
11. **Handle Technical Issues Promptly** – Tests and exams are never reset. Contact the UNT Help Desk before making another attempt if a technical problem occurs.

UNT University College of Business Undergraduate Course Syllabus  
Advertising Management-MKTG 3660.407-Dr. Mims  
Course Begins @8am Mon. August 18<sup>th</sup> Course Ends @11:59pm December 9

*This course is 100% online-asynchronous– see all tasks in Official course schedule & review all due dates, times*

12. **Upload on Time** – Assignments requiring uploads allow unlimited submissions until the posted due date/time in the Official Course Schedule.

## OUR OFFICIAL COURSE SCHEDULE (version August 14, 2025)

**EVERY GRADED DEADLINE IS AT 11:59:00 PM CENTRAL TIME**

OFFICIAL COURSE SCHEDULE AS OF AUGUST 18, 2024- ADVERTISING MANAGEMENT MKTG 3660.407-DR. MIMS							
100% Online Course is organized in 'Modules'							
MODULE #		What to do:	How many attempts?	Points Possible	***Due Date***	Late Beginning this date:	% of Total Course Grade
M1. Course Learning Objectives (CLO's) To understand the nature of marketing in terms of brand management, buyer behaviors, and the elements involved in developing an integrated communications plan.							
MODULE 1	WEEK 1	Syllabus Exam in CANVAS - must earn 100% accuracy to enter course	Unlimited	100	Sun, Aug, 24	Mon, Aug, 25	11%
		Ch. 1 Integrated Mktg Comm Part 1	Unlimited	20	Sun, Aug, 31	Mon, Sep, 01	2%
		Ch. 2 Brand Management	Unlimited	20	Sun, Aug, 24	Mon, Aug, 25	2%
		Voluntary Discussion Assignment	Voluntary		Sun, Aug, 31		
M2. Course Learning Objectives (CLO's) To understand the nature of marketing in terms of brand management, buyer behaviors, and the elements involved in developing an integrated communications plan.							
<i>Labor Day Mon Sep 1st University is Close - Dr. Mims not available</i>							
MODULE 2	WEEK 3	Ch. 3 Buyer Behaviors	Unlimited	20	Sun, Sep, 14	Mon, Sep, 15	2%
		Certificate Assignment for Chap 3	Unlimited Uploads	25	Sun, Sep, 14	Mon, Sep, 15	3%
	WEEK 4	Ch. 4 IMC Planning Process	Unlimited	20	Sun, Sep, 14	Mon, Sep, 15	2%
		Certificate Assignment for Chap 4	Unlimited Uploads	50	Sun, Sep, 14	Mon, Sep, 15	6%
M3. Course Learning Objectives (CLO's) To understand the nature of marketing in terms of brand management, buyer behaviors, and the elements involved in developing an integrated communications plan.							
MODULE 3	WEEK 5	Ch. 5 Advert. Campaign Mgmt Part 1	Unlimited	20	Sun, Sep, 28	Mon, Sep, 29	2%
	WEEK 6	Ch. 6 Advert Design	Unlimited	20	Sun, Sep, 28	Mon, Sep, 29	2%
		Certificate Assignment for Chap 5 & 6	Unlimited Uploads	50	Sun, Sep, 28	Mon, Sep, 29	6%
M4. To apply advertising and communication principles in the design of messages for an integrated program, noting the continuing role of traditional media. To integrate marketing messages into the rapidly expanding world of digital, mobile, and social media programs along with an exploration of the value and role of alternative marketing programs.							
MODULE 4	WEEK 7	Ch. 7 Traditional Media Channels	Unlimited	20	Sun, Oct, 05	Mon, Oct, 06	2%
		Midterm prep guide provided					
		Ch. 8 Digital & Mobile Marketing	Unlimited	20	Sun, Oct, 05	Mon, Oct, 06	2%
	WEEK 8	MID-TERM EXAM opens Thur. @8am	3 ATTEMPTS	75	Sun, Oct, 12	NO LATE ACCEPTANCE	8%
M5. To integrate marketing messages into the rapidly expanding world of digital, mobile, and social media programs along with an exploration of the value and role of alternative marketing programs.							
MODULE 5	WEEK 9	Ch. 9 Social Media	Unlimited	20	Sun, Oct, 26	Mon, Oct, 27	2%
		Certificate Assignment Chap 9	Unlimited Uploads	50	Sun, Oct, 26	Mon, Oct, 27	6%
	WEEK 10	Discussion Assignment	Unlimited Edits	50	Sun, Oct, 26	Mon, Oct, 27	6%
		Ch. 10 Alternative Marketing	Unlimited Uploads	20	Sun, Oct, 26	Mon, Oct, 27	2%
M6. To tie-in public relations, sponsorships, and sales promotions programs with the messages transmitted via other venues.							
MODULE 6	WEEK 11	Ch. 11 Database & Direct Mktg & Pers. Selling	Unlimited	20	Sun, Nov, 09	Mon, Nov, 10	2%
		Certificate Assignment Chap 11	Unlimited Uploads	50	Sun, Nov, 09	Mon, Nov, 10	6%
	WEEK 12	Ch. 12 Sales Promotions	Unlimited	20	Sun, Nov, 09	Mon, Nov, 10	2%
M7. To tie-in public relations, sponsorships, and sales promotions programs with the messages transmitted via other venues. To incorporate personal and societal views of ethics and social responsibility into marketing programs and to effectively evaluate the successes, failures, and opportunities to improve integrate marketing communications programs.							
<i>November 11th - Veteran's day Holiday - Dr. Mims not available</i>							
MODULE 7	WEEK 13	Ch. 13 Public Relat.& Sponsoshp & Ch. 14 Regulations/Ethical Concerns	Unlimited	40	Sun, Nov, 23	Mon, Nov, 24	4%
		Certificate Assignment Chap 13, 14 OR 15	Unlimited Uploads	50	Sun, Nov, 23	Mon, Nov, 24	6%
	WEEK 14	Cha. 15 Evaluating Integrated Mktg Program	Unlimited	20	Sun, Nov, 30	Mon, Dec, 01	2%
M8. To understand the nature of marketing in terms of brand management, buyer behaviors, and the elements involved in developing an integrated communications plan.							
<i>Thanksgiving Holiday University Closed Wed through Friday 27th to 29th- Dr. Mims not available</i>							
MODULE 8		Final Exam pre guid provided by Nov 30					
	WEEK 16	FINAL EXAM opens @8am Sat. Dec 6th	3 ATTEMPTS	100	Tue, Dec, 09	NO LATE ACCEPTANCE	11%
				Total Points	900		100%



## SUMMARY OF ACTIVITIES

	Type	Points	% of Course
3	EXAMS	275	31%
7	ASSIGNMENTS	325	36%
14	Chapter Quizzes	300	33%
	Total Points	900	

Major assessments are exams deployed in Canvas. For the Midterm and Final exam students must have a webcam and must know how to use the Respondus Lockdown Browser with Monitor. Often students have trouble with Respondus Lockdown Browser with Monitor because they need to update their browser or clear their browser cache. There are over 20 different browsers used by Mac/Apple/PC/Android people, none of which Dr. Mims can help you answer your questions if there is trouble. Contact UNT Helpdesk, the settings are correct on the instructional side.

Assignments, as described in How your Performance is Evaluated includes certificate assignments and / or a writing assignment that may require secondary research skills that exceed using search engines alone. Details provided inside CANVAS listed in the items under COMPLETE within each week/Module.

Students do not need the publisher supplement – only the materials listed in required materials.

## ATTENDANCE POLICY 100% ONLINE

Review the university policy [06.039 Student Attendance and Authorized Absences](#)

Because this course is delivered 100% online in an asynchronous format, attendance is defined as timely completion of assigned activities and assessments. Students are expected to engage consistently with course materials, discussions, and assignments by published deadlines. Failure to participate or submit required work constitutes non-attendance under university policy.

***Accessing Canvas 3 (three) times each week is highly recommended as a healthy attendance indicator.***

**Your number of times, and what is accessed in Canvas is monitored as attendance behavior.**

## LATE POLICY and how “LATE” is defined, LATE is time stamped by CANVAS.

### Definition of Late

- Any graded requirement submitted after its due date and time in the Official Course Schedule is **late**.
- Canvas’s time stamp is the official record.
- Midnight is late; all scheduled activities are due at **11:59:00 p.m. Central Time**.
- General Rule** Late submissions are accepted **unless noted otherwise in the Official Course Schedule**.
- A **50% penalty per day** is applied to late work to ensure fairness for on-time submissions.

### Exceptions – No Late Submissions Accepted

- Assignments marked “no late points” in the Official Course Schedule.
- Midterm Exam.
- Final Exam.
- These items receive a **zero** if late. Plan ahead to reduce stress and increase success.

### Important Notes

- Opening any quiz, test, or exam after the due date/time results in the late penalty.
- Do not open closed activities to avoid unintentional penalties.
- Detailed examples of this policy are available in Canvas under the Syllabus menu.**
- This policy balances personal needs with course requirements and reflects prior student feedback.

## Attendance Policy

Respectfully, it is clear challenges many students face in balancing coursework with personal and family responsibilities. To support effective planning, therefore the goal is to provide at least two weeks of course material in advance after the 1<sup>st</sup> Module closes.

- **Definition of Absence** – Missing any graded requirement after its due date and time in the Official Course Schedule (see Late Policy) counts as an absence
- **Consequences** – After two absences, I will notify the Dean of Students regarding your attendance.
- **Serious Circumstances** – Contact Dr. Mims and the Dean of Students if you will be absent due to illness, bereavement, or other significant life challenges.
- **Planning for Success** – Do not rely on the Canvas *To-Do List* or *Calendar*. Record all graded activity due dates in a personal calendar to stay organized in this condensed semester format.
- **Grading Clarification** – How your Performance is Evaluated is explained in detail in the Syllabus feature in Canvas and when necessary, grading rubrics are provided.

Review the university policy [06.039 Student Attendance and Authorized Absences](#)

This course is a '100% online asynchronous' class with due dates that must be met.

## WHEN GRADES ARE POSTED

Recognizing how important it is to know your grade, remember you can, at any time, calculate your status in the course by taking the points earned and dividing by points possible.

Once the **mandatory 100% accuracy** is achieved on the Syllabus Exam you will receive the Passcode to access course materials posted inside the exam's comments area in Canvas. **Remember being one day late on the mandatory Syllabus Exam may cause you to earn 50% of points but still mandates earning 100% accuracy.**

*This Passcode is placed in the Gradebook comments area four times each day by either Dr. Mims or the TA/GA.*

**Any student sharing the passcode is subject to investigation under UNT academic integrity.**

If we have any of the following tasks, this is when you can expect grades to post:

- Certificate Assignments- grades are posted one week **after the due date**, reason, volume of students.
- Quiz/Test/Exam without short answer questions - grades are posted immediately within Canvas.
- Quiz/Test/Exam with short answer questions - grades are posted within about 1 week **after the due date**.
- Written Assignments (any individual, group/team, or pairs of students) -grades are posted within about 14 -21 days (2 -3 weeks) **after the due date**. Reason: Volume of students in all courses.

If any of these posting expectations cannot be met - I promise to inform you. There are over 300 students in my courses, **expect an Announcement when grades are posted so that you can review your grade.**

## MANDATORY UNIVERSITY POLICIES THAT MUST BE POSTED IN EVERY SYLLABUS

In addition to standards for success in courses, there are UNT policies and procedures found at the Student Support Services & Policies page (<https://clear.unt.edu/student-support-services-policies>). I encourage students to read and absorb these important processes.

### Academic Integrity Policy

Academic Integrity Standards and Consequences. According to UNT Policy 06.003, Student Academic Integrity, academic dishonesty occurs when students engage in behaviors including, but not limited to cheating, fabrication, facilitating academic dishonesty, forgery, plagiarism, and sabotage. A finding of academic dishonesty may result in a range of academic penalties or sanctions ranging from admonition to expulsion from the University

Instructor's practice in this course is: All required assignments in this course may be checked for plagiarism using Turnitin.com, Dustball or other plagiarism checking tools. There is a zero tolerance for plagiarism. If plagiarism is found during the semester, the instructor may report the student to the Dean of Students for a violation of academic integrity investigation.

### UNT Honor Code

"I commit myself to honor, integrity, and responsibility as a student representing the University of North Texas community. I understand and pledge to uphold academic integrity as set forth by UNT Student Academic Integrity Policy, 06.003. I affirm that the work I submit will always be my own, and the support I provide and receive will always be honorable."

### ADA accommodation statement:

Per UNT Policy 16.001, every UNT course syllabus must have this syllabus statement:

The University of North Texas makes reasonable accommodation for students with disabilities. Students needing reasonable academic accommodation must first register with the Office of Disability Access (ODA) to verify their eligibility. If a disability is verified, the student will request their letter of accommodation. ODA will provide faculty with a reasonable accommodation letter via email to begin a private discussion regarding a student's specific needs in a course. Students may request reasonable accommodation at any time; however, ODA notices of reasonable accommodation should be provided as early as possible in the semester to avoid any delay in implementation. Note that students must obtain a new letter of reasonable accommodation for every semester and must meet with each faculty member prior to implementation in each class. Students are strongly encouraged to meet with faculty regarding their accommodation during office hours or by appointment. Faculty members have the authority to ask students to discuss such letters during their designated office hours to protect the privacy of the student. For additional information, refer to the Office of Disability Access website. For additional information, refer to the [Office of Disability Access](http://www.unt.edu/oda) website (<http://www.unt.edu/oda>). You may also contact ODA by phone at (940) 565-4323.

### F-1 Visa regulations:

Federal regulations state that students may apply only 3 fully online semester credit hours (SCH) to the hours required for full-time status for [F-1 Visa \(DOC\)](#) holders. Full-time status for F-1 Visa students is 12 hours for undergraduates and 9 hours for graduate students.

### EAGLE ALERT FOR CAMPUS CLOSURE NOTICES

Students are notified by Eagle Alert if there is a campus closing that will impact a class and describe that the calendar is subject to change, citing the Emergency Notifications and Procedures Policy (<https://policy.unt.edu/policy/06-049>).

### EAGLE SUPPORT

*UNT strives to offer a high-quality education in a supportive environment where students can learn, grow, and thrive. As a faculty member, I am committed to supporting you, and this is a gentle reminder that UNT offers a range of mental health and wellness services to help maintain balance and well-being. Utilizing these resources is a proactive way to support your own academic and personal success. To explore campus resources designed to support your situation, check out [mental health services](https://clear.unt.edu/student-support-services-policies) (<https://clear.unt.edu/student-support-services-policies>), visit [unt.edu/success](http://unt.edu/success), and explore [unt.edu/wellness](http://unt.edu/wellness). To get all your enrollment and financial-related questions answered, go to [scrappysays.unt.edu](http://scrappysays.unt.edu).*

### GENERATIVE ARTIFICIAL INTELLIGENCE (GenAI)

In this course, you are encouraged to use Generative AI (GenAI) tools such as ChatGPT to support your learning and develop skills for a GenAI-oriented workforce. This use will help us stay technically proficient and ethically grounded. However, GenAI can only complement, not replace, our course materials. If something seems unclear, feel free to ask. As your instruction, GenAI may be used to analyze performance, but every day there are errors within GenAI sources for APA citation, formal writing style, language choice to meet active language requirements. Disclosure of how or when GenAI is used is posted or referenced and the same is expected from every student. Please see UNT Honor Code listed above because relying on GenAI to complete assignments violates academic integrity, is easy to spot or verify, and is handled in accordance with Academic Integrity policies.

### WHERE TO GET HELP

For **help outside the Course Learning Objectives (CLO's)**, here is where help is provided that students are paying for to support their successful experience:

Main Switch Board- Denton

940-565-2000

Business Librarian,

940-565-2013

Tech Help Desk: Student Help Desk site <http://www.unt.edu/helpdesk/index.htm>

Email: [helpdesk@unt.edu](mailto:helpdesk@unt.edu)

Phone: 940-565-2324

Laptop Checkout

In Person: Sage Hall, Room 130

Walk-In Availability- Check Help Desk Website for Hours!

Help with Canvas, visit Canvas Technical Help <https://community.canvaslms.com/t5/Student-Guide/tkb-p/student>

Help with Respondus, visit <https://aits.unt.edu/support/lockdown-browser.html>

Help with Writing & APA citation/reference style: <https://writingcenter.unt.edu/index.html>

### POSTING OF FINAL COURSE GRADES

Students may only access **their official final grades online via the Registrar's Office**. According to FERPA, faculty may not provide interim or final grade information to students via telephone, email, posting or any other source which might compromise student confidentiality.

-----END OF SYLLABUS -----

This is not a legal contract. This syllabus and it's more detailed Syllabus Feature in canvas informs students of specific educational requirements and expectations.

This information is covered using the Syllabus feature in the Canvas Course Menu.

The Syllabus feature in Canvas allows for easy 'clickable' view of this content because, in my opinion, it is cumbersome to provide images/audios/videos in a word/PDF document Syllabus to support student success.

I encourage every student to use the Syllabus feature in Canvas to access any examples, videos, or podcasts if they are provided to help expand on the details in this document.

This document is a set of course policies, university policies and expectations for this course in terms of its objectives, requirements, tasks and activities, schedule of class material, assessment, and evaluation criteria. We will try to adhere to this as much as possible. *However, depending upon the need of the cohort, the instructor reserves the right to change these plans, including adding/removing material, cancelling or modifying assignments, or assessments as well as alter other policy requirements included in this document and/or announced in class.*

😊 ‘Repearting’ a points, typos or complete goofs are unintentional. *As a courtesy please, let us know if you see something that does not seem just right. Gratefully, Dr. M*