

Spring 2026

Meeting days: online	Instructor: Mary Beth McCabe
Meeting times: Office Hours Optional Weekly- Wednesdays 6pm PST on Zoom	Phone: (858) 488-2867
Meeting location: Online	E-mail : mmccabe@pointloma.edu
Final Exam: Reflection essay	Office location and hours: By appointment
Additional info:	

PLNU Mission
To Teach ~ To Shape ~ To Send

Point Loma Nazarene University exists to provide higher education in a vital Christian community where minds are engaged and challenged, character is modeled and formed, and service becomes an expression of faith. Being of Wesleyan heritage, we aspire to be a learning community where grace is foundational, truth is pursued, and holiness is a way of life.

Fermanian School of Business Mission

Character – Professionalism – Excellence – Relationships – Commitment - Innovation
As members of a vital Christian community, we strive to provide high quality business programs that equip students to make a positive impact in their workplace and community by connecting purpose to practice.

COURSE DESCRIPTION

A study of the marketing communications function. Topics include creative strategy, direct marketing, media strategy, advertising, public relations, promotional program, budgeting and effectiveness, and ethical issues. Special emphasis will be given to developing an integrated marketing communications plan and a corresponding sales presentation to a client.

EXPANDED COURSE DESCRIPTION

In today’s world, there are many different types of marketing tools – advertising, direct mail, social media, email, SEO, content marketing – it’s easy to get confused. Integrated Marketing

Communications uses all these marketing tools to provide clarity, consistency, and maximum communications impact by providing customers with information in the format they prefer.

Integrated Marketing and Sales Communications provides an understanding of the key concepts and methods in marketing communications in traditional and digital media. This course provides a foundation in the development and execution of integrated communications strategies for an organization. Primary emphasis is placed on consumer insight, branding, market segmentation and positioning, message strategy, promotion, and the execution of marketing communications practice and sales through lectures, case study analysis and discussions. The course will examine the process by which integrated marketing and mobile communications programs are planned, developed, and executed as well as the various factors and considerations that influence the process.

This term's client will be the AI Business Society. All students will have member access for the 8 weeks of the project, so they can experience what member benefits are, and help the brand provide a meaningful marketing campaign for retaining and growing their audience and revenues.

PREREQUISITE(S)

BMK 2032 or consent of instructor.

INTRODUCTION

In today's world, we are exposed to more than 10,000 advertisements each day. With these levels of exposure and the competitive nature of our global economy, understanding marketing strategies, promotions and advertising is crucial to today's business professional. It has become increasingly difficult for corporations to reach their targeted audiences, without getting lost in this sea of promotion. Throughout the semester, you will rely on your experiences and creativity to learn how to navigate in our world of advertising and promotion with traditional and digital tools.

COURSE OBJECTIVES & LEARNING OUTCOMES

This course is designed to enable students to:

1. Exhibit an in-depth understanding of the integrated marketing communications functions and their role in marketing strategies (PLO 1, G1 & G2).
2. Create an integrated marketing communication program to include a traditional mix of media employing advertising, direct marketing, sales promotions, public relations, and personal selling solutions (PLO 2, G1 & G2).
3. Develop an understanding of mobile marketing as part of an integrated marketing communication plan (PLO 1, G1 & G2).
4. Evaluate the effectiveness of an integrated marketing communications program (PLO 2, G1 & G2).

5. Collaborate effectively in teams in the formulation and presentation of an IMC plan (PLO 3 & 5).
6. Apply professional communication and sales skills to propose an integrated marketing communication plan (PLO 3 & G1).

COURSE CREDIT HOUR INFORMATION

In the interest of providing sufficient time to accomplish the stated Course Learning Outcomes, this class meets the PLNU credit hour policy for a 3-unit class delivered over 8 weeks. It is anticipated that students will spend a minimum of 37.5 participation hours per credit hour on their coursework. For this course, students will spend an estimated 112.5 total hours meeting the course learning outcomes. The time estimations are provided in the Canvas modules.

MARKETING PROGRAM FRAMEWORK

The Marketing Advisory Board (MAB) informs the Point Loma Nazarene marketing program. This group of local marketing professionals are active with the professor to shape this course. To be proficient in marketing, you need to demonstrate capabilities in the following areas. This course will give you exposure to most of the steps in this Step-by-Step process. It's called UCAM, which stands for Uncover, Connect, Activate and Measure. It's easy to remember: It sounds like "You CAN".

- Identify a market(s)
- Create insights from the applicable market(s) (Uncover)
- Build a strategy (Connect)
- Execute (Activate)
- Measure (Measure)

REQUIRED TEXTS AND RECOMMENDED STUDY RESOURCES

1. Integrated Marketing Communications: Building the Brand, 2025 eBook only. Author: Law, D.
2. Mobile Marketing Essentials, 2026 eBook only. Authors: McCabe, M. and Becker, M. This ebook is available after Feb 2, 2026.

These are BOTH **REQUIRED** for the class and should be purchased via the link in your Canvas Class under the menu item called "Stukent." I know who has purchased the book. You can also get a free 10-day immediate access if you are unable to get funds on Day 1, for whatever reason. There is a Stukent bundle discount for the books. You will own these books for life, as long as you update your email address after you graduate from PLNU. To get support, email: support@stukent.com and tell them you need access right now, then arrange your payment.

3. The following content sites should be used to provide additional marketing information for Marketing in the News Discussions in the first few weeks of class. These are preferred over other choices for high quality news content. Do not use a blog or press release for your submissions as they are not edited as news content.

- [Marketing Profs](#)
- [Marketing Dive](#)
- [Social Media Examiner](#)
- [American Marketing Association](#)
- [AdAge](#)
- [ADWEEK](#)
- [Chief Marketer](#)
- [Creative Magazine](#)
- [eMarketer](#)
- [Marketing Charts](#)

Additional Recommended reading:

Audacious: How Humans Win in an AI Marketing World (2025) by Mark Schaefer. Your Canvas Module includes the Introduction and some tips for students to increase creativity.

Sign up for the Client Experience here:

Using your PLNU email address, sign up here to join the AI Business Society, your client for the semester. If you are a late add, I will need to add you. I will monitor the logins here, so make sure that you are using this access from the client.

<https://ai.socialmediaexaminer.com/invitation?code=DB98G6>

STATE AUTHORIZATION

State authorization is a formal determination by a state that Point Loma Nazarene University is approved to conduct activities regulated by that state. In certain states outside California, Point Loma Nazarene University is not authorized to enroll online (distance education) students. If a student moves to another state after admission to the program and/or enrollment in an online course, continuation within the program and/or course will depend on whether Point Loma Nazarene University is authorized to offer distance education courses in that state. It is the student’s responsibility to notify the institution of any change in his or her physical location. Refer to the map using the below link to view which states allow online (distance education) outside of California.

<https://www.pointloma.edu/offices/office-institutional-effectiveness-research/disclosures>

PLNU RECORDING NOTIFICATION

In order to enhance the learning experience, please be advised that this course may be recorded by the professor for educational purposes, and access to these recordings will be limited to enrolled students and authorized personnel.

Note that all recordings are subject to copyright protection. Any unauthorized distribution or

publication of these recordings without written approval from the University is strictly prohibited.

ATTENDANCE POLICY

Regular and punctual attendance at all synchronous class sessions is considered essential to optimum academic achievement. Therefore, regular attendance and participation in each course are minimal requirements. If the student is absent for more than 10 percent of class sessions (virtual or face-to-face), the faculty member will issue a written warning of de-enrollment. If the absences exceed 20 percent, the student may be de-enrolled without notice until the university withdrawal date or, after that date, receive an “F” grade. In some courses, a portion of the credit hour content will be delivered asynchronously, and attendance will be determined by submitting the assignments by the posted due dates. See ADC Academic Policies in the Catalog. Online Asynchronous Attendance/Participation Definition: Students taking online courses with no specific scheduled meeting times are expected to actively engage throughout each week of the course. Attendance is defined as participating in an academic activity within the online classroom which includes, but is not limited to:

- Engaging in an online discussion
- Submitting an assignment
- Taking an exam
- Participating in online labs
- Initiating contact with faculty member within the learning management system to discuss course content

Note: Logging into the course does not qualify as participation and will not be counted as meeting the attendance requirement. Students who anticipate being absent for an entire week of a course should contact the instructor in advance for approval and plan to complete the required coursework and/or alternative assignments assigned at the discretion of the instructor.

ASSESSMENT AND GRADING

ASSIGNMENTS	POINTS	GRADE SCALE
Weekly Discussions (5 x 25) plus intro 10	135	A=93-100% A-=92-90% B+=87-89% B=83-86% B-=80-82% C+=77-79% C=73-76% C-=70-72% D+=67-69% D=63-66% D-=60-62% F=0-59%
Marketing in the News Discussion (5 x 20 points)	100	
Marketing Campaign Assignments	550	
Final Marketing Plan Presentation	100	
IMC Reflection Paper	115	
TOTAL	1000	
End of Course Survey	Extra credit	

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ASSIGNMENTS

Assignment: Company & Situation Overview

- Review the client info and logo, plus all content supplied.
- Gain an understanding of the organization, product/service, target audience and competition through your research.
- Write an overview (SWOT Analysis) of the organization and their products/services
- Analyze what is going on with the organization and its customers in the market

- General Assignment Mechanics
 - Submit your work in a word format (.doc or .docx)
 - Minimum of 1 full page double spaced. (not including cover and reference pages)
 - Paper must be written in 3rd person only.
 - Make sure to provide the source (in APA format) of the evidence that you use to build your response.
 - Assignment is free of spelling, grammatical, and formatting errors.
 - Use the following format when naming your file to submit **YourName_Company Overview**
 - Points will be deducted if the assignment does not meet these general assignment mechanics.

Assignment: IMC Campaign Strategy

- Describe your new campaign.
 - What is the campaign trying to achieve? Awareness, stimulate sales, influence the target market, etc.
- Establish several objectives for your campaign and explain your rationale.
- Be sure your objectives are SMART Objectives (Specific, measurable, achievable, relevant, and time specific). Every element of your campaign is put in place to help you achieve the campaign objectives.

- General Assignment Mechanics
 - Submit your work in a word format (.doc or .docx)
 - Minimum of 4 full pages double spaced. (not including cover and reference pages)
 - Paper must be written in 3rd person only.
 - Include a title page.
 - Make sure to provide the source (in APA format) of the evidence that you use to build your response.
 - Assignment is free of spelling, grammatical, and formatting errors.

- Use the following format when naming your file to submit **Your name_Campaign Strategy**
- Points will be deducted if the assignment does not meet these general assignment mechanics.

Assignment: Target Market (Buyer Persona)

- Determine several target markets and why you selected this specific audience to best achieve the campaign objectives. Use of AI to analyze your data is encouraged.
- Develop a buyer persona for one of the various specific markets selected to target.
- Elaborate on relevant customer information such as demographic, geographic, buying behavior, benefit, and usage. Follow the buyer persona template provided in the textbook as a starting point.
- *General Assignment Mechanics*
 - Submit your work in a word format (.doc or .docx)
 - Minimum of 3 full pages double spaced. (not including cover and reference pages)
 - Paper must be written in 3rd person only.
 - Include a title page.
 - Make sure to provide the source (in APA format) of the evidence that you use to build your response.
 - Assignment is free of spelling, grammatical, and formatting errors.
 - Use the following format when naming your file to submit **Your Name_Target Market_Buyer Persona**
 - Points will be deducted if the assignment does not meet these general assignment mechanics.

Assignment: IMC Campaign Tactics

Determine the various communication channels and specific tactics to be used in the campaign. These may include social media, public relations, advertising, digital options, traditional options, etc. Be specific on the communication channels and tactics you select. Explain why you selected these specific channels and tactics, how you plan to use them in the campaign, and what you expect to achieve by using these specific channels and tactics. Show examples where you can and if not, describe them.

General Assignment Mechanics

- Submit your work in a word format (.doc or .docx)
- Minimum of 3 full pages double spaced. (not including cover and reference pages)
- **Paper must be written in 3rd person only.** (Points are deducted for not writing in 3rd person.)
- Include a title page.

- Make sure to provide the source (in APA format) of the evidence that you use to build your response.
- Assignment is free of spelling, grammatical, and formatting errors.
- Use the following format when naming your file to submit **YourName_Marketing Tactics**

Assignment: Press Release

Write a press release that may be used in the group's marketing activities.

- Select a topic for the press release related to your company.
- Press Release must follow the press release format and have the following sections:
 - Length/Content: a minimum of 3 – 4 paragraphs
 - Media Contact Information
 - Minimum of 1 quote
 - Headline and Subhead line
 - About Company Section
 - Points will be deducted if the press release does not meet these requirements.
 - Use the Press Release template in Canvas docx.
 - Use the following format when naming your file to submit **Your Name_Press Release**

Assignment: Digital Advertisement

- Design a digital advertisement to be used in the campaign.
- Explain the reasons you selected the type of advertisement you developed. Explain the brand image you are looking to portray, the message you are sending with the advertisement, how the advertisement supports the marketing objectives and where you will run the ad.
- *General Assignment Mechanics:*
 - Assignment is free of spelling, grammatical, and formatting errors.
 - Use the following format when naming your file to submit **Your Name_Digital Advertisement**

Assignment: Commercial Storyboard and TV Spot

- Develop a storyboard for a TV commercial. Templates can be found online.
- Design a commercial storyboard that demonstrates how you plan to bring your positioning and messaging strategies to life. Explain the brand image, message and means of delivery to be used as the platform for the campaign.
- Detail your rationale supporting the proposed creative development and explain the brand image you expect to achieve.

- Include the audio elements in your description, such as sound effects, music, narration, copy.
- Create the video from the storyboard, using your phone or other tools available.
- Use the following format when naming your file to submit **YourName_Storyboard**
- Use the following format when naming your file to submit **YourName_TV Spot**

Assignment: Mobile App Prototype

- Design a mobile app prototype. Consider how users experience will be with your app. Consider what you will do that's different if your firm already has an app. Use your persona in your campaign to get people to download and use the app.
- Explain the reasons you selected the type of mobile app, what it takes to build a wireframe, test and use the app, and how you will promote download and use.
- Use examples found in your Mobile Marketing textbook to give you inspiration. Figma and Loveable tools can be helpful.
- Assignment is free of spelling, grammatical, and formatting errors.
- Use the following format when naming your file to submit **YourName_Mobile App**

Assignment: Budgeting, Implementation, and Measuring Success

- What is the timing for each campaign activity? Explain why the specific times were selected for the campaign. Show your timeline.
- Develop a budget for the campaign, including development activities and execution tactics. Explain the rationale for the budget.
- Determine the various metrics (KPIs) that will be used to measure the campaign's success. Explain the rationale for these metrics.

Assignment: Final IMC Presentation

The final marketing plan will consist of all the assignments that you have completed throughout the semester combined into ONE coherent form. The final document is a presentation to be presented to the Chief Marketing Officer. Bring the concepts to life. This is not a boring academic presentation. Using charts and visuals will enhance the presentation of the overall marketing plan.

The final plan presentation must include all the following sections:

- Company Overview
- IMC Campaign Strategy
- Target Market (Include all Buyer Personas)
- Marketing Tactics (4p's)
- Digital Advertisements (Include all digital ads you created)
- Press Releases (Include all press releases)
- Budgeting and Measuring Success (KPI's, Implementation Plan Timeline and Budget)
- Plus any other elements such as sales presentations, email blasts, blog posts, etc.
- *General Assignment Mechanics*
 - Submit your work in PowerPoint (.ppt or .pptx)

- Include a title slide and reference slide.
- Make sure to provide the source (in APA format) of the evidence that you use to build your response.
- Assignment is free of spelling, grammatical, and formatting errors.
- Use the following format when naming your file to submit **YourName_Campaign Presentation**

Assignment: IMC Reflection Paper

Create your IMC Plan Reflection using terminology from the course.

At the end of the IMC team project, write a brief report to the Chief Marketing Officer (Jon) reporting on your integrated marketing communications strategy as the Media Manager.

Develop a professional and effective marketing management report informing and defending your marketing and media decisions and making specific recommendations. The CMO wants to know: What decisions did you make? Why did you make specific decisions? What were the expected results of your decisions? What are the next steps in your campaign?

Your analysis should include:

- Overview of the situation at the start of the term/your campaign
- Market factors and target audiences leading to your campaign strategies/tactics from your analysis of the environment
- Main marketing communication strategies/tactics used, including mobile marketing (30 points) List and explain the strategies/tactics and the rationale for using it.
- Results expected in terms of SMART objectives, KPI's should be identified, explained and defended
- Conclusions/Summary from current IMC team plan
- Recommendations for the future (Looking back on your team's campaign, what would you have done differently? Note: this is weighted higher than other parts.)

Suggestion: Insert evidence to support your statements in the IMC Plan Reflection.

- **Paper Mechanics Guidelines:**
 - Paper **must** be written in 3rd person only. Points will be deducted if the paper contains first person content.
 - You may include images, charts, and examples.
 - Paper **must** be a minimum of **4 full pages** excluding references and title page.
 - Paper **must** contain a separate cover page and references.
 - Paper **must** be double spaced.
 - Paper **must** be in a .doc or .docx format only.
 - Paper **must** follow APA Guidelines.
 - Use the following format when naming your file to submit **LastName, First Name_IMC Plan Reflection**
 - Reference Page
 - Points will be deducted if the paper does not meet these requirements.
 - Post the Final Paper to Canvas.

Weekly Schedule

Date	Readings	Assignments
Week 1		
Week 1	<p>Topics What is Integrated Marketing Communications (IMC)?</p> <p>Developing a Successful IMC Campaign.</p> <p>Content IMC Book Read Chapter 1: What is Integrated Marketing Communications? IMC Book Read Chapter 2: Developing a Successful IMC Campaign.</p> <p>Watch Course Intro Video and Client Video from AI Business Society (plus videos in final module)</p>	<p>Discussions:</p> <ul style="list-style-type: none"> ○ Professional Sports and IMC <p>Assignments:</p> <ul style="list-style-type: none"> ○ AI Business Society Marketing Campaign Company Overview and Situation (SWOT).
Week 2		
Week 2	<p>Topics Understanding the Market and Creative Process</p> <p>Content IMC Book Read Chapter 3: Understanding the Market. IMC Book Read Chapter 4: The Creative Process</p> <p>Watch Weekly Course Content Videos</p>	<p>Discussions:</p> <ul style="list-style-type: none"> ○ Marketing in the News ○ Market Segmentation <p>Assignments:</p> <ul style="list-style-type: none"> ○ AI Business Society IMC Campaign Strategy
Week 3		
Week 3	<p>Topics Marketing Communications Mix and Advertising</p> <p>Content</p>	<p>Discussions:</p> <ul style="list-style-type: none"> ○ Marketing in the News ○ Creative Brainstorming <p>Assignments:</p> <ul style="list-style-type: none"> ○ AI Business Society Target Market Buyer Persona

	<p>IMC Book Read Chapter 5 Marketing Communications Mix IMC Book Read Chapter 6: Advertising Watch Weekly Course Content Videos</p>	
Week 4		
Week 4	<p>Topics Public Relations and Sales</p> <p>Content Chapter 7: Public Relations Watch Weekly Course Content Videos</p>	<p>Discussions:</p> <ul style="list-style-type: none"> ○ Marketing in the News ○ IMC Communication Channels <p>Assignments: AI Business Society Marketing Mix ○ Press Release</p>
Week 5		
Week 5	<p>Topics Digital Marketing & Direct Marketing</p> <p>Content Chapter 8: Digital Marketing Chapter 9: Direct Marketing Mobile Marketing: Chapter 1 Introduction to Mobile Chapter 2 Mobile Strategy Watch Weekly Course Content Videos</p>	<p>Discussions:</p> <ul style="list-style-type: none"> ○ Favorite Ad discussion ○ Marketing in the News <p>Assignments: AI Business Society Digital Ad</p>
Week 6		
Week 6	<p>Topics Broadcast Media, Out-of-home Marketing and Print Media.</p> <p>Content</p>	<p>Discussions: Marketing in the News ○ Broadcast Media</p> <p>Assignments:</p> <ul style="list-style-type: none"> ○ AI Business Society Storyboard/TV spot

	<p>Chapter 10: Broadcast Media Chapter 11: Print Media and Out-of-Home Communications</p> <p>Mobile Marketing: Chapter 3 Mobile Presence Chapter 4 Mobile Messaging</p> <p>Watch Weekly Course Content Videos</p>	
Week 7		
Week 7	<p>Topics Implementing the Campaign; Measuring Campaign Success</p> <p>Content Read Chapter 12: Implementing the Campaign Chapter 13: Measuring Campaign Success</p> <p>Mobile Marketing: Chapter 5 Mobile Apps Chapter 6 Mobile Advertising</p> <p>Watch Weekly Course Content Videos</p>	<p>Discussions: Marketing Budget Allocation</p> <p>Assignments:</p> <ul style="list-style-type: none"> ○ KPI Budget/Implementation/Measurement ○ Mobile App Prototype
Week 8		
Week 8	<p>Topics Course Review and Reflection</p> <p>Mobile Marketing: Chapter 7 Mobile Landscape Chapter 8 Designing for Mobile</p>	<p>Discussions: ○ Customer Lifetime Value</p> <p>Assignments:</p> <ul style="list-style-type: none"> ○ AI Business Society Final Marketing Plan ○ AI Business Society CMO Reflection Paper

USE OF TECHNOLOGY

In order to be successful in your course, you'll need to meet the minimum technology and system requirements; please refer to the [Technology and System Requirements](#) information. Additionally, students are required to have headphone speakers, microphone, or webcams compatible with their computer available to use for any online or hybrid classes. Please note that any course with

online proctored exams requires a computer with a camera (tablets are not compatible) to complete exams online. Problems with technology do not relieve you of the responsibility of participating, turning in your assignments, or completing your class work.

INCOMPLETES AND LATE ASSIGNMENTS

All assignments are to be submitted/turned in by the beginning of the class session when they are due—including assignments posted in Canvas. Automatically, a zero will be posted. Late assignments will be eligible for up to 80% the first day late, 60% the second day and no points the third day. If there is a technical issue, make a screenshot that it was completed. Incompletes will only be assigned in extremely unusual circumstances.

FINAL EXAMINATION POLICY

Successful completion of this class requires taking the final examination **on its scheduled day**. The final examination schedule is posted on the [Class Schedules](#) site. No requests for early examinations or alternative days will be approved.

PLNU ACADEMIC HONESTY POLICY

Students should demonstrate academic honesty by doing original work and by giving appropriate credit to the ideas of others. Academic dishonesty is the act of presenting information, ideas, and/or concepts as one's own when in reality they are the results of another person's creativity and effort. A faculty member who believes a situation involving academic dishonesty has been detected may assign a failing grade for that assignment or examination, or, depending on the seriousness of the offense, for the course. Faculty should follow and students may appeal using the procedure in the university Catalog. See the [Academic Honesty Policy](#) in the Graduate and Professional Studies Catalog for definitions of kinds of academic dishonesty and for further policy information.

USE OF AI TOOLS

This course recognizes the potential of artificial intelligence (AI) tools, such as chatbots, text generators, image creation, paraphrasers, summarizers, or solvers, to enhance your learning and creativity. You are encouraged to use AI tools as supplementary resources to assist you with your assignments, if you do so in an ethical and responsible manner. We may also integrate AI Tools into some of our assignments. This means that you:

- Use AI tools only for tasks that are appropriate for your level of learning and understanding. Do not use AI tools to replace your own thinking or analysis, or to avoid engaging with the course content.
- Cite any AI tools you use properly, following the citation style specified by the instructor. Provide the name of the AI tool, the date of access, the URL of the interface, and the specific prompt or query you used to generate the output.
 - For example: Bing. “recent high quality instructional materials for teaching algebra to college students.” Accessed August 1, 2024.
<https://www.bing.com/chat>.
- Provide evidence of how you used the AI tool and how it contributed to your assignment. Explain what you learned from the AI tool, how you verified its accuracy and reliability,

how you integrated its output with your own work, and how you acknowledged its limitations and biases.

- Take full responsibility for any mistakes or errors made by the AI tool. Do not rely on the AI tool to produce flawless or correct results. Always check and edit the output before submitting your work. If you discover any inaccuracies or inconsistencies in the output after submission, notify the instructor immediately and correct them as soon as possible.
- If you are working on a group assignment, discuss the use of AI tools with your group members and agree to how you plan to use them and how you will be transparent with the instructor regarding their use.

Using AI tools in an unethical or irresponsible manner, such as copying or paraphrasing the output without citation or evidence, using the output as your own work without verification or integration, or using the output to misrepresent your knowledge or skills, is considered a form of academic dishonesty and will result in a zero grade for the assignment and possible disciplinary action. If you have any questions about what constitutes ethical and responsible use of AI tools, please consult with the instructor before submitting your work.

PLNU ACADEMIC ACCOMMODATIONS

PLNU is committed to providing equal opportunity for participation in all its programs, services, and activities. Students with disabilities may request course-related accommodations by contacting the Educational Access Center (EAC), located in the Bond Academic Center (EAC@pointloma.edu or 619-849-2486). Once a student's eligibility for an accommodation has been determined, the EAC will issue an academic accommodation plan ("AP") to all faculty who teach courses in which the student is enrolled each semester.

PLNU highly recommends that students speak with their professors during the first two weeks of each semester/term about the implementation of their AP in that particular course and/or if they do not wish to utilize some or all of the elements of their AP in that course.

Students who need accommodation for a disability should contact the EAC as early as possible (i.e., ideally before the beginning of the semester) to ensure appropriate accommodations can be provided. It is the student's responsibility to make the first contact with the EAC.

SPIRITUAL CARE

Please be aware PLNU strives to be a place where you grow as whole persons. To this end, we provide resources for our students to encounter God and grow in their Christian faith. If students have questions, a desire to meet with the chaplain or have prayer requests you can contact the [Office of Spiritual Development](#).

FERPA POLICY

In compliance with federal law, neither PLNU student ID nor social security number should be used in publicly posted grades or returned sets of assignments without student written

permission. This class will meet the federal requirements by (Note: each faculty member should choose one strategy to use: distributing all grades and papers individually; requesting and filing written student permission; or assigning each student a unique class ID number not identifiable on the alphabetic roster.). Also, in compliance with FERPA, you will be the only person given information about your progress in this class unless you have designated others to receive it in the “Information Release” section of the student portal. See [Policy Statements](#) in the (undergrad/graduate as appropriate) academic catalog.

COPYRIGHT POLICY

Point Loma Nazarene University, as a non-profit educational institution, is entitled by law to use materials protected by the US Copyright Act for classroom education. Any use of those materials outside the class may violate the law.

PLNU RECORDING NOTIFICATION

In order to enhance the learning experience, please be advised that this course may be recorded by the professor for educational purposes, and access to these recordings will be limited to enrolled students and authorized personnel.

Note that all recordings are subject to copyright protection. Any unauthorized distribution or publication of these recordings without written approval from the University (refer to the Dean) is strictly prohibited.