



EAST TEXAS A&M
— U N I V E R S I T Y —

BAAS 497 AI for Professional Communications

COURSE SYLLABUS: Winter Mini 2026

INSTRUCTOR INFORMATION

Instructor: Tina Lancaster, BS, MS

Office Phone: 903-776-4198

East Texas A&M University Email Address: Tina.Lancaster@etamu.edu

Office Location: Virtual

Office Hours: 10:00 a.m. – 8:00 p.m. Monday-Saturday

Preferred Form of Communication: Email or Text

Communication Response Time: 24 Hours or Less (Grading of assignments is done on Monday after the due dates, which will be on Saturdays by midnight).

COURSE INFORMATION

Course Materials

There are no textbooks required for this course, but for **information on APA formatting (which is needed for this course)**, visit here: [Purdue Owl](#)

Course Description

Students will learn how artificial intelligence (AI) technologies can be used to enhance and inspire various forms of writing. Students will gain practical experience in using AI as a collaborative tool for writing and research while exploring the ethical and creative implications of AI in the writing process.

Student Learning Outcomes

Student Learning Outcomes

By mastering the following learning outcomes, students will be well-equipped to engage with AI as a valuable tool in their creative writing endeavors while also considering the ethical and creative dimensions of its use.

Completion of this course provides the student with the knowledge to:

1. Evaluate ethical implications of AI in Writing

- Analyze and critically assess the ethical considerations surrounding the use of AI in creative writing, including issues related to authorship, plagiarism, and the responsible use of AI-generated content.
 - Understand and apply principles of copyright, intellectual property, and proper attribution in AI-generated creative works.
2. Formulate personal writing strategies with AI integration.
 - Collaborate with AI systems to co-create and refine creative works, understanding the dynamic between human creativity and AI assistance.
 - Investigate the applications of AI in non-fiction writing, journalism, and content generation, considering AI-driven research, fact-checking, and content curation.
 - Develop personalized strategies for incorporating AI tools into their own creative writing processes, balancing human creativity and AI assistance.
 3. Apply AI in editing and revision.
 - Employ AI-powered editing and proofreading tools to enhance the quality of written works, including evaluating suggestions for improvement and making informed editing decisions.
 4. Harness AI tools for creative inspiration and content generation
 - Utilize AI-driven generative models and other AI tools to inspire and enhance various forms of creative writing, such as fiction, poetry, non-fiction, and interactive narratives.
 - Develop interactive narratives and text-based storytelling experiences using AI-powered chatbots and interactive fiction tools.

STUDENT RESPONSIBILITIES FOR COURSE

Instructional Methods

This course is an online course. To be successful in it, you must read and review all content and course modules. All assignments and quizzes (both graded and ungraded) must be completed by the due date specified. Please email the instructor for any assistance or support.

CWID and Password

You will need your campus-wide ID (CWID) and password to log into the course. If you do not know your CWID or have forgotten your password, contact the Center for IT Excellence (CITE) at 903.468.6000 or helpdesk@tamuc.edu.

Technology-Related Issues

Personal computer and internet connection problems do not excuse the requirement to complete all coursework promptly and satisfactorily. Each student needs a backup method to deal with these inevitable problems. These methods might include the availability of a backup PC at home or work, the temporary use of a computer at a friend's home, the local library, office service companies, Starbucks, an ETAMU campus open computer lab, etc.

TECHNOLOGY REQUIREMENTS AND SUPPORT

Minimal Technical Skills Needed

Students will need reliable computer and internet access for this course. Students must be able to effectively use myLeo email, myLeo Online D2L, and Microsoft Office.

Learning Management System (LMS) – D2L

All course sections offered by East Texas A&M University have a corresponding course shell in the myLeo Online Learning Management System (LMS). Below are the technical requirements:

- View the [Learning Management System Requirements Webpage](#).
- Learn more on the [LMS Browser Support Webpage](#).

Technical Support

If you are having technical difficulty with any part of Brightspace, please contact Brightspace Technical Support at **1-877-325-7778**. Other support options can be found on the [Brightspace Support Webpage](#).

COMMUNICATION AND SUPPORT

Interaction with Instructor Statement

This is an online course; therefore, most communication is also expected to be online. If you have any questions or are having difficulties with the course material, please get in touch with your instructor. Correspondence will always be through university email (your “myLeo” mail) and announcements in myLeo online (D2L). **You will not RECEIVE email through D2L, so be sure to check your ETAMU email for communication.** The instructor will make every effort to

respond to emails within 24 hours, provided the correspondence follows the requirements listed below. Students are encouraged to check their university email daily.

Include the Following in Emails with the Instructor:

- Course name and subject in the subject line (ex. EDCB 517 – Posttest)
- Salutation (Good afternoon, Dr. Jackson)
- Proper email etiquette (no “text” emails – use proper grammar and punctuation)
- Student name and CWID after the body of the email (possibly add to student signature on email)

CID Studio

The CID Studio is in D2L and available to all CID students. The CID Studio contains modules intended to support and inform students on their educational journey.

[CID Studio Link](#) – Please contact your advisor if you need access.

COURSE AND UNIVERSITY PROCEDURES/POLICIES

Syllabus Change Policy

The syllabus is a guide. Circumstances and events, such as student progress, may make it necessary for the instructor to modify the syllabus during the semester. Any changes made to the syllabus will be announced in advance.

Student Conduct

All students enrolled at the University shall follow the tenets of common decency and acceptable behavior conducive to a positive learning environment. The Code of Student Conduct is described in detail online in the [Student Guidebook](#).

Students should also consult the [Rules of Netiquette Webpage](#) for more information regarding how to interact with students in an online forum.

ETAMU Attendance

For more information about the attendance policy, please view the [Attendance Webpage](#) and the [Class Attendance Policy](#)

Academic Integrity

Students at East Texas A&M University are expected to maintain high standards of integrity and honesty in all their scholastic work. For more details and the definition of academic dishonesty see the following procedures:

[Undergraduate Academic Dishonesty 13.99.99.R0.03](#)

[Undergraduate Student Academic Dishonesty Form](#)

CID Policy on Academic Integrity

Academic dishonesty includes cheating, complicity in cheating, multiple submissions (or substantial portions) of the same work for credit without authorization, submitting another's work, plagiarism, submitting algorithmically (AI) plagiarized work, and other acts that may reasonably be called academic dishonesty.

- Students who commit academic dishonesty will receive a grade of 0 for the assignment in the course and be issued a Written Warning that is reported to the CID Assistant Dean's office and listed in a database.
- If the student does NOT have a previous Written Warning for academic dishonesty reported in CID courses and has additional attempts available for the assignment, the student may resubmit the assignment (this applies to CBE courses only).
- If the student has a Written Warning of academic dishonesty reported in CID courses, the student may NOT resubmit the assignment, and the instructor will follow the procedure detailed in [Policy 13.99.99.R0.03](#) for Undergraduate Academic Dishonesty and report the incident to the Provost Office.

Use of Artificial Intelligence

East Texas A&M University acknowledges that there are legitimate uses of Artificial Intelligence, ChatBots, or other software that has the capacity to generate text, or suggest replacements for text beyond individual words, as determined by the instructor of the course.

Any use of such software must be documented. Any undocumented use of such software constitutes an instance of academic dishonesty (plagiarism).

Individual instructors may disallow entirely the use of such software for individual assignments or for the entire course. Students should be aware of such requirements and follow their instructors' guidelines. If no instructions are provided, the student should assume that the use of such software is disallowed.

In any case, students are fully responsible for the content of any assignment they submit, regardless of whether they used an AI, in any way. This specifically includes cases in which the AI plagiarized another text or misrepresented sources.

Students with Disabilities-- ADA Statement

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 have a disability requiring an accommodation, please contact:

Office of Student Disability Resources and Services

East Texas A&M University
Velma K. Waters Library Rm 162
Phone (903) 886-5150 or (903) 886-5835
Fax (903) 468-8148

Email: studentdisabilityservices@tamuc.edu
Website: [Office of Student Disability Resources and Services](#)

Nondiscrimination Notice

East Texas A&M University will comply in the classroom, and in online courses, with all federal and state laws prohibiting discrimination and related retaliation on the basis of race, color, religion, sex, national origin, disability, age, genetic information, or veteran status. Further, an environment free from discrimination on the basis of sexual orientation, gender identity, or gender expression will be maintained.

Campus Concealed Carry Statement

Texas Senate Bill - 11 (Government Code 411.2031, et al.) authorizes the carrying of a concealed handgun in East Texas A&M University buildings only by persons who have been issued and are in possession of a Texas License to Carry a Handgun. Qualified law enforcement officers or those who are otherwise authorized to carry a concealed handgun in the State of Texas are also permitted to do so. Pursuant to Penal Code (PC) 46.035 and ETAMU Rule 34.06.02.R1, license holders may not carry a concealed handgun in restricted locations.

For a list of locations, please refer to the [Carrying Concealed Handguns On Campus](#) document and/or consult your event organizer.

Pursuant to PC 46.035, the open carrying of handguns is prohibited on all East Texas A&M University campuses. Report violations to the University Police Department at 903-886-5868 or 9-1-1.

East Texas A&M Supports Students' Mental Health – Counseling Services

The Counseling Center at East Texas A&M University, located in the Halladay Building, Room 203, offers counseling services, educational programming, and connection to community resources for students. Students have 24/7 access to the Counseling Center's crisis assessment services by calling 903-886-5145. For more information regarding Counseling Center events and confidential services, please visit www.tamuc.edu/counsel

Mental Health and Well-Being

The university aims to provide students with essential knowledge and tools to understand and support mental health. As part of our commitment to your well-being, we offer access to Telus Health, a service available 24/7/365 via chat, phone, or webinar. Scan the QR code to download the app and explore the resources available to you for guidance and support whenever you need it.



GRADING

The following items will be used to calculate the final grade in the course.

Quizzes – 20%

Assignments – 40%

Final Project – 40%

Grading Scale

Final grades in this course will be based on the following scale:

A = 90%-100%

B = 80%-89%

C = 70%-79%

D = 60%-69%

F = 59% or Below

This course includes designations for the permissible use of generative AI. Generative AI encompasses tools such as ChatGPT, Claude, Copilot, Gemini, Perplexity, or any other GPT app or system that generates responses using a Large Language Model (LLM).

You may see designations in the course syllabus and assignments that refer to one of the levels of generative AI used in the chart below. For example, if the assignment is “**Level 1, No AI**,” the student must adhere to the restrictions for not using an AI tool. If you have any questions or require further clarification, please do not hesitate to contact me.

Level 1	No AI	The assignment must be completed entirely without AI assistance, relying solely on conventional research and study methods. AI must not be used at any point during the production of the assignment.
Level 2	AI-Assisted Idea Generation and Structuring (brainstorm topics and	AI can be used in the assignment to brainstorm, create structures, and generate ideas for improving work. However, no AI content is allowed in the final submission.

	develop research questions).	
Level 3	AI-Assisted Editing (Literature Review).	AI can be used to enhance the clarity or quality of student-created work, but it cannot create new content. The student's original work with no AI content must be provided in an appendix.
Level 4	Task Completion, Human Evaluation (First Annotated Bibliography).	AI can be used to complete certain elements of the task as indicated in the assignment instructions. Students must provide discussion or commentary on the AI-generated content to evaluate its output. AI-generated content must be cited.
Level 5	Full AI	AI can be used as a collaborative assistant to meet the assignment requirement, with no restrictions. AI can be used throughout the assignment production without specifying which content is AI-generated.

Perkins, M., Furze, L., Roe, J., MacVaugh, J. (2024). The Artificial Intelligence Assessment Scale (AIAS): A Framework for Ethical Integration of Generative AI in Educational Assessment. *Journal of University Teaching and Learning Practice*, 21(6). <https://doi.org/10.53761/q3azde36>
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COURSE OUTLINE / CALENDAR

Suggested Schedule

Assignment	Comments	Due Date	Level of AI Use Permitted
Read Syllabus	Please read it in its entirety	12/15/2025	1
Submit Academic Honesty Policy	Plagiarism in all its forms, including using Artificial Intelligence, is prohibited in this class unless I direct it.	12/17/2025	1
Student Introduction It is worth three bonus points!	Google Slides or Adobe Audio to Animate or other	12/17/2025	5
Quiz 1		12/17/2025	1

Quiz 2		12/20/20125	1
Assignment 1		12/29/2025	As directed
Assignment 2		01/04/2026	As directed
Final Project		01/09/2026	As directed