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**MOS 3320B Marketing for Management & Organizational Studies  
Course Outline: Winter 2020**

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## 1. Basic Course Information:

Scheduled Class Location and Time: Thursdays 6:30pm - 9:30pm, HC-W112

Contact Information:

Instructor: [Matthew Maxwell-Smith](#), PhD

Office: A20

Office Hours: TBD

Phone: n/a

Email: [mmaxweluwo@gmail.com](mailto:mmaxweluwo@gmail.com)

Website Address: <http://owl.uwo.ca/portal>

## 2. Course Description

### 2.1. Calendar Description

An introduction to the role of marketing in the organization including information systems, corporate strategy, opportunities assessment, product differentiation, pricing strategies, distribution, communication and advertising.

**Prerequisite(s):** Business Administration 2257, or MOS 2227A/B and MOS 2228A/B and enrollment in BMOS.

**Antirequisite(s):** MOS 2320A/B.

### 2.2. Senate Regulations

Senate Regulations state, "*Students are responsible for ensuring that they have successfully completed all course prerequisites. If you do not have the prerequisites for this course, and you do not have written special permission from your Dean to enroll in this course, you will be removed from this course and it will be deleted from your record. This decision may not be appealed. You will receive no adjustment to your fees in the event that you are dropped from a course for failing to have the necessary prerequisites.*"

### 3. Course Objectives

The general goal of this course is to provide you with a broad overview of the principles of marketing management and an understanding of how marketing strategy contributes to firm success. Consistent with the larger mission at Huron to develop leaders with heart, we will adopt an international lens by which to study marketing fundamentals, and many of the cases we study will have a global focus.

Marketing plays an important role in the success of a firm, and irrespective of whether you hope to work in marketing or another unrelated function within the firm it is vital that you possess an understanding of the essentials. We will cover a number of core marketing topics including but not limited to: the marketing planning process, consumer behaviour, market research and analysis, advertising and promotion, product and pricing strategies, and channel management and distribution. Where relevant, we will also cover pressing topics such as socially responsible marketing and big data.

#### 3.1. Learning Outcomes

By the end of this course, students should be able to:

1. Identify and evaluate the core concepts, principles, and theories related to marketing strategy, socially responsible marketing, consumer behaviour, segmentation and targeting, products and services, the marketing mix, and marketing planning;
2. Apply concepts, principles, and theories to solve realistic marketing problems and to make sound marketing decisions;
3. Demonstrate effective written and oral communication skills in explaining the marketing planning process and apply this process to a specific business case through teamwork.

### 4. Course Plan and Format

The course includes lectures, but discussion will be a part of every class session. Your attendance and participation are essential. Students are expected to attend all classes. Students should come to class having read the work scheduled for that day, and should be prepared to participate in class discussion.

With the exceptions of the presentations, class time will be used for lectures and activities designed to facilitate student comprehension of the material.

### 5. Textbook

Grewal, D., Levy, M., & Lichti, S. (2018). *Marketing, 4th Canadian Edition*. McGraw-Hill Ryerson Ltd.

Material covered in lectures will not always be the same as material covered in the textbook. These two sources should be viewed as complimentary and not redundant. As such, students who want to do well in this course are **strongly encouraged** to attend lectures on a regular basis. Please note that the instructor will not be providing copies of lectures notes or overheads

under ANY circumstances. Therefore, if you miss a lecture, you should obtain this material from another student.

## 6. Evaluation

Student evaluation will be measured as follows:

Evaluation Component	% of final grade	Date
Midterm	30	Feb 6
Marketing Plan Term Project: Report	20	March 19
Marketing Plan Term Project: Presentation	15	March 26 or April 2
Final Exam	30	W2020 Final exam period (Apr 6-26)
Participation	5	n/a
	100	

### 6.1. Exams

Students must complete 2 exams. Exams will be 2-3 hours in length and will consist of multiple choice and short answer questions. The exams are not cumulative. Please see Section 7.0 of this outline for the schedule and the list of topics and readings covered on each exam.

Exam questions will be based on information from both the textbook and weekly lectures. Because a significant number of exam questions will come from material that is covered only during lectures, attendance is important for obtaining a good grade in this course.

All exams will be closed book -- no books, notes, cell phones, dictionaries, or aids of any type will be allowed. Please bring a couple of pencils, a good eraser, a watch, and your student identification to the examinations.

Exam 1 will be written during class time. The final exam will be scheduled by the Registrar's office during the December exam period. Unless of emergency, **do not make travel arrangements before learning when the registrar has scheduled our final exam date** (see section 8.0 below regarding Make-up Exams and Absences).

*It is recommended that you do not bring items such as laptops, backpacks, textbooks, notes, etc. with you to the examinations. At the beginning of every examination you may be asked to place all such items in a common area in the exam room and neither the instructor nor Huron can be responsible for the theft, damage, or loss of such items.*

## 6.2. Participation

There are several controversial issues in Marketing that we will touch on this class. Participation is an important component of this course. Throughout the term I will be tracking in-class participation after each class. Strong participation can take many forms including:

- answering discussion questions that are presented in class
- answering in-class questions about assigned readings
- completing written participation activities and bringing them to the designated class for discussion
- providing relevant background information based upon personal experiences during class discussions
- relating current news or events linked to the material being discussed

Thus, students are expected to attend all classes, and to make regular contributions to class discussions. Each student must come to class with a thorough understanding of the chapter(s) assigned for that class—the objective of the lectures and discussions will be to enhance comprehension of the material and not to merely review concepts and definitions. Weak contributions reflect little effort to contribute to the discussion. Adequate contributions consist of responding to questions. Strong contributions are those which reflect that the student has read the assigned materials before class and has an accurate understanding of the content. Students will earn a good participation grade if they make at least adequate contributions during most classes.

**Note: While regular attendance is important, it is not considered participation.**

Considering the importance of Participation in this class, it is also essential to maintain an atmosphere in which students are encouraged to focus their attention on the material and voice their contributions. These goals are undermined by certain behaviours that fall outside standards for **in-class etiquette**, which include: using handheld devices or laptops for surfing the web or social media or for online chats; disruptive talking and side conversations with one's neighbours; using unprofessional or offensive language. These behaviours disturb other students and the learning goals and atmosphere of the class (for more details please see Section 8.0 below, which discusses the Conduct of Students in Classes, Lectures, and Seminars). Excessive talking or use of a laptop/handheld device to email/chat/surf, etc., will result in you being asked to leave.

If you find it necessary to leave the classroom during a lecture and/or presentation (i.e., for an emergency that cannot wait until the end of the class), please do so quietly. If you return to a class that is still in progress, please do so quietly.

If you are hesitant to voice your contributions in-class for any reason, I would like to help. Please discuss the matter with me so we can devise appropriate solutions.

## 6.3. Term Project

This project involves having student teams develop an integrated marketing plan for a product or service, which you will build throughout the term. The objectives of this project are to have

you apply the course material and develop an appreciation for the process that a brand manager, account executive, marketing communications manager, or other relevant stakeholders go through in developing a complete marketing plan. The project is to be done in teams (4-6 members). Teams will do a thorough analysis of the marketing situation and create a marketing plan for one of the following options:

**Choice #1** (Local business option): Create a comprehensive, real life marketing plan for an existing company/organization. This could be a marketing plan for the company as a whole, or more specifically, a whole new product or service, or a significant revision to an existing plan. Please check with me before approaching an existing organization. The idea here, is you would be working with an existing local business to create a real life plan which could actually be implemented by the company. An example would be a local restaurant or retailer – NOT, for example, Proctor & Gamble or Google. Be advised that the business must be a socially responsible brand or firm that markets its products or services to end-user consumers (not business or government segments).

**Choice #2** (Charity/not-for-profit option): Create a comprehensive, real life marketing plan for a not-for-profit or charity organization. This could be a marketing plan for a whole new charitable organization, a new cause for an existing charity, or a significant revision to an existing plan. Please check with me before approaching an existing organization. The parent organization does not have to be local, but it should be based in North America. Please check with me before approaching an existing organization.

**Project Deadlines:** There are four deadlines, so please mark them down in your agendas.

1. Meet with your team – as soon as possible! For this introductory task you are required to give yourselves a team name, and logo. You must also indicate as a group which of the above choices you will be pursuing, and provide a 1- or 2-sentence description of at least three ideas a company/organization that you would enjoy working on throughout the term. **The team memo is due at the beginning of class on Week 3 (Jan 23).** I will provide feedback or approval on your project idea in Week 4. Note: **Your team cannot begin or submit any other project components before completing this important stage and receiving approval from me to proceed.**
2. The **WRITTEN MARKETING PLAN is due at the beginning of class on Week 11 (Deadline: March 19th).** Your paper must adhere to the following: Double-spaced, 12-point font, Times New Roman, grammatically correct, date and class in upper left hand corner, title centered and bolded, bibliography at end, and using APA-style citations and bibliography, maximum of 18 pages not counting title page, table of contents, executive summary, references or appendices. A hard copy should be submitted in class and an electronic copy should be submitted to the Turnitin plagiarism detection system via our OWL web site. Choose one member of the group to submit the written electronic copy and a second to submit the hard copy. There are no exceptions to this requirement, and no late submissions will be accepted.
3. **IN-CLASS PRESENTATIONS summarizing the marketing plans will begin on Week 11 and continue into Week 12 (March 26 and April 2).** Each presentation

should be between ten and fifteen minutes. A hard copy of your slide deck (6 slides per page) is due at the beginning of class the day of your presentation.

4. Peer evaluations are due April 2<sup>nd</sup> before midnight.

**Evaluation:** In grading your project, I will pay close attention to the realism, clarity, thoroughness, and originality of the marketing plan. More details on the required sections in your Marketing plans will be posted on our course web site; each team member is expected to know all of the requirements for each part of the Marketing plan term project.

All team members should participate equally; you will have the opportunity to confidentially evaluate the contributions made (or lack thereof) of fellow team members, with a peer-evaluation.

If there are large discrepancies indicating there were issues relating to one or more group members not pulling their weight or participating at all, I may pursue this further. Ideally you will be able to provide e-mails and other correspondence showing that there were efforts to include all group members in the completion of the project. This feedback will be incorporated in assigning the grade for each student in the group. **Lack of participation by one or more group members will not affect the final mark of the project itself, but it may lead to less than full marks being awarded to the group member(s) who have not participated fully.**

If you are having potential issues relating to group participation with one or more group members, please notify me by email by Session 10.

**Plagiarism is an academic offense and will be treated as such. Students who are in doubt as to the nature of this offence should consult their instructor, Department Chair, or Dean's Office, as well as the Huron University College Statement on Plagiarism, available at the Reference Desk in the Huron University College Library and at [www.huronuc.on.ca](http://www.huronuc.on.ca). In addition, students may seek guidance from a variety of current style manuals available at the Reference Desk in the Huron University College Library. Information about these resources can be found at [www.huronuc.on.ca/library&computing~styleguides](http://www.huronuc.on.ca/library&computing~styleguides). Plagiarism detection software will be used in this course. Students will be required to submit their work in electronic form.**

## 7. Lecture and Examination Schedule

Week	Date	Topic	Chapter(s)
<i>Marketing Fundamentals &amp; Environment</i>			
1	Jan 9	Review course syllabus Introducing Marketing Ethics and Socially Responsible Marketing	1 18
2	Jan 16	Planning and Developing Marketing Strategies Analyzing the Marketing Environment <b>TERM PROJECT:</b> Formation of teams	2 3
3	Jan 23	Consumer Behaviour Business-to-Business Marketing <b>TERM PROJECT:</b> Part 1 (Team Memo) due	4 5
4	Jan 30	Marketing Research Segmentation, Targeting and Positioning	7 6
5	Feb 6	<b>MIDTERM EXAM</b>	<b>1-7,18; Weeks 1-5 lectures</b>
<i>The Marketing Mix</i>			
6	Feb 13	New Product Development Product, Branding, and Packaging Decisions	8 9
	Feb 20	<b>WINTER READING WEEK – NO CLASS</b>	
7	Feb 27	Services Pricing	10 11
8	March 5	Distribution Channels Retailing	12 13
9	March 12	Integrated Marketing Communication Advertising, Sales Promotions	14 15 (pp. 454-473)
10	March 19	Social/Mobile Marketing <b>TERM PROJECT:</b> Marketing Plan due	16 (pp. 492-512)
11	March 26	<b>Special topics:</b> International Marketing <b>TERM PROJECT:</b> Team Presentations	17
12	Apr 2	<b>Special topics:</b> Big Data & Marketing <b>TERM PROJECT:</b> Team Presentations	(Lecture-only)
	Apr 6-26	<b>FINAL EXAM (exact time and date TBA)</b>	<b>8-17 as indicated above; Weeks 6-12 lectures</b>

## 8. FASS APPENDIX



### **Appendix to Course Outlines: Academic Policies & Regulations 2019/2020**

#### **Prerequisite and Antirequisite Information**

Students are responsible for ensuring that they have successfully completed all course prerequisites and that they have not completed any course antirequisites. Unless you have either the requisites for this course or written special permission from your Dean to enrol in it without them, you may be removed from this course and it will be deleted from your record. If you enrol in this course despite having already taken an antirequisite you may be removed from this course and it will be deleted from your record. Removals for these reasons may not be appealed. You will receive no adjustment to your fees in the event that you are dropped from a course for failing to have the necessary prerequisites or for having already taken the antirequisites.

#### **Conduct of Students in Classes, Lectures, and Seminars**

Membership in the community of Huron University College and Western University implies acceptance by every student of the principle of respect for the rights, responsibilities, dignity and well-being of others and a readiness to support an environment conducive to the intellectual and personal growth of all who study, work and live within it. Upon registration, students assume the responsibilities that such registration entails. The academic and social privileges granted to each student are conditional upon the fulfillment of these responsibilities.

In the classroom, students are expected to behave in a manner that supports the learning environment of others. Students can avoid any unnecessary disruption of the class by arriving in sufficient time to be seated and ready for the start of the class, by remaining silent while the professor is speaking or another student has the floor, and by taking care of personal needs prior to the start of class. If a student is late, or knows that he/she will have to leave class early, be courteous: sit in an aisle seat and enter and leave quietly.

Please see the Code of Student Conduct at:

[www.huronuc.on.ca/sites/default/files/pdfs/Code%20of%20Student%20Conduct.pdf](http://www.huronuc.on.ca/sites/default/files/pdfs/Code%20of%20Student%20Conduct.pdf).

#### **Technology**

It is not appropriate to use technology (such as, but not limited to, laptops, cell phones) in the classroom for non-classroom activities. Such activity is disruptive and is distracting to other students and to the instructor, and can inhibit learning. Students are expected to respect the classroom environment and to refrain from inappropriate use of technology and other electronic devices in class.



## **Attendance Regulations for Examinations**

A student is entitled to be examined in courses in which registration is maintained, subject to the following limitations:

- 1) A student may be debarred from writing the final examination for failure to maintain satisfactory academic standing throughout the year.
- 2) Any student who, in the opinion of the instructor, is absent too frequently from class or laboratory periods in any course will be reported to the Dean of the Faculty offering the course (after due warning has been given). On the recommendation of the Department concerned, and with the permission of the Dean of that Faculty, the student will be debarred from taking the regular examination in the course. The Dean of the Faculty offering the course will communicate that decision to the Dean of the Faculty of registration.

**Short Absences:** If you miss a class due to a minor illness or other problems, check your course outline for information regarding attendance requirements and make sure you are not missing a test or assignment. Cover any readings and arrange to borrow notes from a classmate. Contact the course instructor if you have any questions.

**Extended Absences:** If you have an extended absence, you should contact the course instructor and an Academic Advisor. Your course instructor and Academic Advisor can discuss ways for you to catch up on missed work and arrange academic accommodations, if appropriate and warranted.

It is important to note that the Academic Dean may refuse permission to write the final examination in a course if the student has failed to maintain satisfactory academic standing throughout the year or for too frequent absence from the class or laboratory.

Please see the policy on Attendance Regulations for Examinations here:  
[https://www.uwo.ca/univsec/pdf/academic\\_policies/exam/attendance.pdf](https://www.uwo.ca/univsec/pdf/academic_policies/exam/attendance.pdf).

## **Class Cancellations**

In the event of a cancellation of class, every effort will be made to post all relevant information on the OWL class site at: <https://owl.uwo.ca/portal>, and on the Huron website at [www.huronuc.on.ca/about/accessibility](http://www.huronuc.on.ca/about/accessibility) .

## **Academic Student Support Services**

For advice on course selections, degree requirements, and for assistance with requests for medical accommodation, students should email an Academic Advisor in Huron's Student Support Services at [huronsss@uwo.ca](mailto:huronsss@uwo.ca). An outline of the range of services offered is found on the Huron website at: [www.huronuc.ca/student-life-campus/student-services/academic-advising](http://www.huronuc.ca/student-life-campus/student-services/academic-advising).

Department Chairs and Program Directors and Coordinators are also able to answer questions about their individual programs. Their contact information can be found on the Huron website at: [www.huronuc.ca/student-life-campus/art-social-science](http://www.huronuc.ca/student-life-campus/art-social-science) and at [www.huronuc.ca/student-life-campus/management-and-organizational-studies](http://www.huronuc.ca/student-life-campus/management-and-organizational-studies).

### **Adding / Dropping Courses**

If you think that you are too far behind to catch up or that your work load is not manageable, you should consult your Academic Advisor. If you consider reducing your workload by dropping one or more courses, this must be done by the appropriate deadlines. Please refer to the Huron website, [huronuc.ca/student-life-campus/student-services/academic-advising](http://huronuc.ca/student-life-campus/student-services/academic-advising) or review the list of official Sessional Dates on the Academic Calendar, available here: <http://www.westerncalendar.uwo.ca/SessionalDates.cfm>.

You should consult with the course instructor and the Academic Advisor who can help you consider alternatives to dropping one or more courses. Note that dropping a course may affect OSAP and/or Scholarship/Bursary eligibility.

### **Mental Health & Wellness Support at Huron and at Western**

Students who are stressed, emotionally distressed or in mental health crisis please refer to: [huronuc.ca/student-life-campus/student-services/health-wellness](http://huronuc.ca/student-life-campus/student-services/health-wellness) for a complete list of options about how to obtain help, or email [Huronwellness@huron.uwo.ca](mailto:Huronwellness@huron.uwo.ca) to access your wellness staff directly.

Additional supports for Health and Wellness may be found and accessed at Western through [www.uwo.ca/uwocom/mentalhealth/](http://www.uwo.ca/uwocom/mentalhealth/).

Huron is committed to providing a safe, welcoming campus for students, staff and faculty by providing confidential assistance to those who have personal safety concerns. Providing a safe and welcoming campus for students, staff and faculty is one of Huron's top priorities.

The Student Emergency Response Team (SERT) provides medical response to 9-1-1 calls on Main, Brescia and Huron campuses which operates 24 hours a day, 7 days a week during the academic year. SERT is dispatched through the campus community Police Service (CCPS) to any medical emergency on campus at (519) 661-3300. For more information about SERT please visit: [sert.uwo.ca/about-sert/about-sert/](http://sert.uwo.ca/about-sert/about-sert/).

### **Statement on Academic Integrity**

The International Centre for Academic Integrity defines academic integrity as "a commitment, even in the face of adversity, to five fundamental values: honesty, trust, fairness, respect, and responsibility. From these values flow principles of behaviour that enable academic communities to translate ideals to action." (CAI Fundamental Values Project, 1999).

A lack of academic integrity is indicated by such behaviours as the following:

- Cheating on tests;
- Fraudulent submissions online;
- Plagiarism in papers submitted (including failure to cite and piecing together unattributed sources);
- Unauthorized resubmission of course work to a different course;
- Helping someone else cheat;

- Unauthorized collaboration;
- Fabrication of results or sources;
- Purchasing work and representing it as one's own.

### **Academic Integrity: Importance and Impact**

Being at university means engaging with a variety of communities in the pursuit and sharing of knowledge and understanding in ways that are clear, respectful, efficient, and productive. University communities have established norms of academic integrity to ensure responsible, honest, and ethical behavior in the academic work of the university, which is best done when sources of ideas are properly and fully acknowledged and when responsibility for ideas is fully and accurately represented.

In the academic sphere, unacknowledged use of another's work or ideas is not only an offence against the community of scholars and an obstacle to academic productivity. It may also be understood as fraud and may constitute an infringement of legal copyright.

A university is a place for fulfilling one's potential and challenging oneself, and this means rising to challenges rather than finding ways around them. The achievements in an individual's university studies can only be fairly evaluated quantitatively through true and honest representation of the actual learning done by the student. Equity in assessment for all students is ensured through fair representation of the efforts by each.

Acting with integrity at university constitutes a good set of practices for maintaining integrity in later life. Offences against academic integrity are therefore taken very seriously as part of the university's work in preparing students to serve, lead, and innovate in the world at large.

A university degree is a significant investment of an individual's, and the public's, time, energies, and resources in the future, and habits of academic integrity protect that investment by preserving the university's reputation and ensuring public confidence in higher education.

**Students found guilty of plagiarism will suffer consequences ranging from a grade reduction to failure in the course to expulsion from the university. In addition, a formal letter documenting the offence will be filed in the Dean's Office, and this record of the offence will be retained in the Dean's Office for the duration of the student's academic career at Huron University College.**

### **Statement on Academic Offences**

Scholastic offences are taken seriously and students are directed to read the appropriate policy, specifically, the definition of what constitutes a Scholastic Offence, as per the Academic Calendar:

[http://www.westerncalendar.uwo.ca/PolicyPages.cfm?PolicyCategoryID=1&Command=showCategory&SelectedCalendar=Live&ArchiveID=#SubHeading\\_189](http://www.westerncalendar.uwo.ca/PolicyPages.cfm?PolicyCategoryID=1&Command=showCategory&SelectedCalendar=Live&ArchiveID=#SubHeading_189) .

### **Turnitin.com**

All required papers may be subject to submission for textual similarity review to the commercial plagiarism detection software under license to the University for a detection of plagiarism. All

papers submitted for such checking will be included as source documents in the reference database for the purpose of detecting plagiarism of papers subsequently submitted to the system. Use of the service is subject to the licensing agreement, currently between Western University and Turnitin.com.

### **Computer-Marked Tests/exams**

Computer-marked multiple-choice tests and/or exams may be subject to submission for similarity review by software that will check for unusual coincidences in answer patterns that may indicate cheating.

### **Clickers**

Personal Response Systems ("clickers") may be used in some classes. If clickers are to be used in a class, it is the responsibility of the student to ensure that the device is activated and functional. Students must see their instructor if they have any concerns about whether the clicker is malfunctioning. Students must use only their own clicker. If clicker records are used to compute a portion of the course grade:

- the use of somebody else's clicker in class constitutes a scholastic offence
- the possession of a clicker belonging to another student will be interpreted as an attempt to commit a scholastic offence.

### **Policy on "Special" Accommodation**

Students who require **special** accommodation for tests and/or other course components must make the appropriate arrangements with the Student Development Centre (SDC). Further details concerning policies and procedures may be found at:

<http://www.sdc.uwo.ca/ssd/index.html> .

### **Policy on "Academic" Accommodation - Medical / Non-Medical Grounds**

Students who require academic accommodation for tests and/or other course components must make the appropriate arrangements with the Student Development Centre (SDC). Further details concerning policies and procedures may be found at:

<http://www.sdc.uwo.ca/ssd/index.html>.

**(a) Medical Grounds for assignments *worth 10% or more of final grade*: Go directly to Huron Support Services/ Academic Advising, or email [huronsss@uwo.ca](mailto:huronsss@uwo.ca) .**

University Senate policy, which can be found at, [https://www.uwo.ca/univsec/pdf/academic\\_policies/appeals/accommodation\\_medical.pdf](https://www.uwo.ca/univsec/pdf/academic_policies/appeals/accommodation_medical.pdf) , requires that all student requests for accommodation on medical grounds for assignments worth 10% or more of the final grade be made directly to the academic advising office of the home faculty (for Huron students, the "home faculty" is Huron), with supporting documentation in the form (minimally) of the Senate-approved Student Medical Certificate found at: [https://www.uwo.ca/univsec/pdf/academic\\_policies/appeals/medicalform.pdf](https://www.uwo.ca/univsec/pdf/academic_policies/appeals/medicalform.pdf) .

The documentation is submitted in confidence and will not be shown to instructors. The advisors will contact the instructor when the medical documentation is received, and will outline the severity and duration of the medical challenge as expressed on the Student Medical Certificate and in any other supporting documentation. The student will be informed that the instructor has been notified of the presence of medical documentation, and will be instructed to work as quickly as possible with the instructor on an agreement for accommodation.

The instructor will not normally deny accommodation where appropriate medical documentation is in place and where the duration it describes aligns with the due date(s) of assignment(s). Before denying a request for accommodation on medical grounds, the instructor will consult with the Dean. The instructor's decision is appealable to the Dean.

**(b) Accommodation on Medical Grounds for assignments worth *less than 10%* of final grade: Consult Instructor Directly**

When seeking accommodation on medical grounds for assignments worth less than 10% of the final course grade, the student should contact the instructor directly. The student need only share broad outlines of the medical situation. The instructor **may** require the student to submit documentation to the academic advisors, in which case she or he will advise the student and inform the academic advisors to expect documentation. The instructor may not collect medical documentation. The advisors will contact the instructor when the medical documentation is received, and will outline the severity and duration of the medical challenge as expressed on the Student Medical Certificate and in any other supporting documentation. The student will be informed that the instructor has been notified of the presence of medical documentation, and will be instructed to work as quickly as possible with the instructor on an agreement for accommodation.

The instructor will not normally deny accommodation where appropriate medical documentation is in place and where the duration it describes aligns with the due date(s) of assignment(s). Before denying a request for accommodation on medical grounds, the instructor will consult with the Dean. The instructor's decision is appealable to the Dean.

**(c) Non-Medical Grounds: Consult your Instructor directly.**

Where the grounds for seeking accommodation are not medical, the student should contact the instructor directly. Late penalties may apply at the discretion of the instructor. Apart from the exception noted below, academic advisors will not be involved in the process of accommodation for non-medical reasons.

Where a student seeks accommodation on non-medical grounds where confidentiality is a concern, the student should approach an academic advisor with any documentation available. The advisors will contact the instructor after the student's request is received, and will outline the severity and duration of the challenge without breaching confidence. The student will be informed that the instructor has been notified that significant circumstances are affecting or have affected the student's ability to complete work, and the student will be instructed to work as quickly as possible with the instructor on an agreement for accommodation. Before denying a request for accommodation where documentation has been submitted to an academic

advisor, the instructor will consult with the Dean. The instructor's decision is appealable to the Dean.

### **Requests for Academic Consideration Using the Self-Reported Absence Form**

The full Policy on Academic Consideration for student Absences – Undergraduate Students in First Entry Programs is available at:

[https://www.uwo.ca/univsec/pdf/academic\\_policies/appeals/Academic\\_Consideration\\_for\\_absences.pdf](https://www.uwo.ca/univsec/pdf/academic_policies/appeals/Academic_Consideration_for_absences.pdf) .

Students who experience an unexpected illness or injury or an extenuating circumstance (48 hours or less) that is sufficiently severe to temporarily render them unable to meet academic requirements (e.g., attending lectures or labs, writing tests or midterm exams, completing and submitting assignments, participating in presentations) should self-declare using the online Self-Reported Absence portal. This option should be used in situations where the student expects to resume academic responsibilities within 48 hours or less.

The following conditions are in place for self-reporting of medical or extenuating circumstances:

- a.** students will be allowed **a maximum of two self-reported absences** between September and April and one self-reported absence between May and August;
- b.** any absences in excess of the number designated in clause a above, regardless of duration, will require students to present a **Student Medical Certificate (SMC)**, signed by a licensed medical or mental health practitioner, detailing the duration and severity of illness, or appropriate documentation supporting extenuating circumstances to the Academic Counselling unit in their Faculty of registration no later than two business days after the date specified for resuming responsibilities. Please see section 4 below for more details.
- c.** The duration of the excused absence will be for a maximum of 48 hours from the time the Self-Reported Absence form is completed through the online portal, or from 8:30 am the following morning if the form is submitted after 4:30 pm;
- d.** The duration of the excused absence will terminate prior to the end of the 48 hour period should the student undertake significant academic responsibilities (write a test, submit a paper) during that time;
- e.** The duration of an excused absence will terminate at 8:30 am on the day following the last day of classes each semester regardless of how many days of absence have elapsed;
- f.** Self-reported absences will not be allowed for scheduled final examinations; for midterm examinations scheduled during the December examination period; or for final lab examinations scheduled during the final week of term;
- g.** Self-reporting **may not be used** for assessments (e.g. midterm exams, tests, reports, presentations, or essays) worth more than 30% of any given course.
- h.** students must be in touch with their instructors **no later than 24 hours after the end of the period covered by the Self-Reported Absence form**, to clarify how they will be expected to fulfil the academic expectations they may have missed during the absence.

### **Academic Consideration for Missed Work**

Students who are seeking academic consideration for missed work during the semester may submit a self-reported absence form online provided that the absence is 48 hours or less and the other conditions specified in the Senate policy at [https://www.uwo.ca/univsec/pdf/academic\\_policies/appeals/Academic\\_Consideration\\_for\\_absences.pdf](https://www.uwo.ca/univsec/pdf/academic_policies/appeals/Academic_Consideration_for_absences.pdf) are met.

Students whose absences are expected to last longer than 48 hours, or where the other conditions detailed in the policy are not met (e.g., work is worth more than 30% of the final grade, the student has already used 2 self-reported absences, the absence is during the final exam period), may receive academic consideration by submitting a Student Medical Certificate (for illness) or other appropriate documentation (for compassionate grounds). The Student Medical Certificate is available online at

[https://www.uwo.ca/univsec/pdf/academic\\_policies/appeals/medicalform.pdf](https://www.uwo.ca/univsec/pdf/academic_policies/appeals/medicalform.pdf).

All students pursuing academic consideration, regardless of type, must contact their instructors no less than 24 hours following the end of the period of absence to clarify how they will be expected to fulfill the academic responsibilities missed during their absence. Students are reminded that they should consider carefully the implications of postponing tests or midterm exams or delaying submission of work, and are encouraged to make appropriate decisions based on their specific circumstances.

Students who have conditions for which academic accommodation is appropriate, such as disabilities or ongoing or chronic health conditions, should work with Accessible Education Services to determine appropriate forms of accommodation.

### **Important Dates and Directory at Huron and Western**

For a current and up-to-date list of important dates and campus directories, please visit:

- **Huron – Important Dates:** <https://huronuc.ca/important-dates-and-deadlines>
- **Western – Academic Calendar & Sessional Dates:** <http://www.westerncalendar.uwo.ca/SessionalDates.cfm>
- **Huron Directory – Faculty, Staff and Administration:** <https://huronuc.ca/index.php/contact/contact-directory>
- **Western Directory – Faculty, Staff and Administration:** <https://www.uwo.ca/directory.html>