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**MOS 3320B (Section 550) Marketing for Management & Organizational Studies  
Course Outline: Winter 2021**

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## 1. Basic Course Information:

Scheduled Class Location and Time: Fridays 10:30am - 1:30pm, Online delivery

Contact Information:

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

Office: A20

Office Hours: TBD

Phone: n/a; e-mail is the best way to contact me

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, our study of marketing fundamentals focuses on the triple-bottom line: **people** (understanding consumer needs and desires), **profits** (forging profitable relationships that are long-term and sustainable) and **planet** (recognizing and planning for social and environmental responsibility).

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. 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

This online course will be offered in both a SYNCHRONOUS and ASYNCHRONOUS delivery style. This means that some components of the course will be delivered in real time (e.g., live videoconferencing discussions), and other components of the course will be posted on OWL and you will be expected to work on the material on your own (e.g., viewing video lectures) in order to meet the posted timelines and due dates for assignments and quizzes.

This course organized into 5 modules that each last two-three weeks. You will be required to complete the activities for each module during its respective two-week span. The required activities of each module will involve reading the assigned chapters from our textbook, watching a series of pre-recorded "asynchronous" lecture videos, and participating in online, live, "synchronous" discussions or presentations that are written via the Forums section of our web site or face-to-face (i.e., screen to screen) via Zoom. Students are expected to keep up with each module throughout the term and participate in the required number of discussions. Students are also expected to have completed the assigned readings in preparation for the corresponding discussions.

Beyond the modules, students will also be required to participate in a group project, described in detail below. Groups will be formed during the second week of classes.

© Instructor generated course materials (e.g., lecture videos, notes, summaries, exam questions, etc.) are protected by law and may not be copied or distributed in any form or in any medium without

explicit permission of the instructor. Note that infringements of copyright can be subject to follow up by the University under the Code of Student Conduct and Disciplinary Procedures.

## 4.1. Student Time and Technology Expectations

To succeed in this course, it is very important to consistently stay up-to-date and current with your modules. You should plan on spending between 8 and 10 hours each week on this course. The bulk of your weekly workload will consist of reading the textbook and reviewing the posted lecture materials in the module. However, you should also be devoting time each week to participating in discussion activities and working with your groups to complete your term project. I recommend completing the assigned readings then viewing the corresponding video lectures earlier in the week to facilitate your participation in any discussion activities.

This course will require the following technological capabilities throughout the term:

- Stable high-speed internet connection
- Microphone
- A quiet space to take part in synchronous learning (i.e., videoconferencing discussions)
- Webcam is optional but strongly recommended

Virtual office hours and live, videoconferencing discussions will be accessible via Zoom, a videoconferencing application that is supported by Western. **Each student is expected to download the Zoom application onto their computers or phones** (download from this web site: [https://wts.uwo.ca/zoom/getting\\_started.html](https://wts.uwo.ca/zoom/getting_started.html)). For security and privacy reasons, students are required to access zoom videoconferencing sessions via their UWO logins (login access from this web site: <https://westernuniversity.zoom.us/>).

## 5. Textbook

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

Through the BookStore website you can order a hardcopy that will be shipped to your home, a digital E-Text version of the textbook, or an option that provides access to both. If you are only interested in the hardcopy, you do not need to buy additional online access, but you will be expected to have access to the textbook for the start of the term, in any case.

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 view lecture videos as they appear for each module. Please note that the instructor will not be providing copies of lectures notes or overheads under ANY circumstances. Therefore, if you miss access to a lecture, you should obtain notes for this material from another student.

## 6. Evaluation

Student evaluation will be measured as follows:

Evaluation Component	% of final grade	Date
Quizzes (10% each)	50	See Section 7. Course schedule
Term Project: Written Marketing Plan	20	Nov 30
Term Project: Video Pitch of Marketing Plan	15	Dec 7
Live Videoconferencing Participation assignments (2.5% each)	15	See Section 7. Course schedule
	100	

Please note that the final two module quizzes will be combined and administered in one test session just prior to the winter 2021 final exam period. There will be NO final exam for this course.

### 6.1. Quizzes

Students must complete 5 quizzes, one for each module, administered online only via our OWL course web site. Quizzes will be 30-40 minutes in length and will consist of multiple-choice questions. Quizzes are not cumulative. Please see Section 7.0 of this outline for the schedule and the list of topics and readings covered on each quiz.

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

**Quizzes for Modules 1-3 will be open only on the second Thursday of the scheduled module.** For example, you will be able to access and begin the Quiz for Module 1 on Friday Jan 28 from 12:00am – 11:55pm EST. Once you begin the quiz, you will only have 30-40 minutes to complete it, and your answers will be automatically submitted if the time has elapsed. Quizzes cannot be paused once started, or retaken for any reason. Each quiz is worth 10% of your final grade; quizzes will not be dropped from the course evaluation or reweighed under any circumstances. Students should test their internet connection before starting a quiz and use minimal bandwidth during their quiz.

If you miss a quiz, you must obtain documentation from an academic counsellor that supports your reason for accommodation, otherwise you will automatically receive a zero for that missed quiz. If you are granted an accommodation, you will automatically be assigned to take the quiz you missed on the next Thursday that a subsequent quiz is made available, and complete both (or more) quizzes on that day. **Forgetting, unstable internet connections (see Section 4.1), or having multiple course commitments in the current week cannot be accepted as reasons for missing a quiz.**

**If you are a student who writes with Accessible Education and Accommodated Exams, please e-mail me as soon as you can, or well before our first quiz is administered.** To retain your privacy, you do NOT need to tell me the nature of your accommodation. However, you do need to let me know how your exams are administered so I can ensure these protocols are implemented.

## 6.2. Term Project

This project involves having student teams develop an integrated marketing plan, 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 complete when developing a comprehensive 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. Details of your client will be revealed in early September; more specific grading rubrics will be made available later in the term.

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

1. Teams will be formed by your instructor on Week 2, upon which you will want to meet with your team as soon as possible! The first team task is to create a team memo that contains your original team name, logo, scheduling details on regular meeting times and key deliverables/events in the term and a short paragraph describing how you plan to research and complete your marketing plan. **The TEAM MEMO is due by 10:30am on Week 3 (Jan 29).** I will provide feedback on your project ideas in Week 4 (Feb. 5). 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 by 5pm on Friday March 26 at 5pm.** 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 required appendices. An electronic copy should be submitted to the Turnitin plagiarism detection system via our OWL web site by one member of your group. There are no exceptions to this requirement, and no late submissions will be accepted. This term project component is worth 20% of your course grade.
3. **A PRE-RECORDED VIDEO PITCH summarizing your group's marketing plans is due by 5pm on Friday April 2.** The video should be centered around a Powerpoint presentation that summarizes your marketing plans. Each group member must participate in the creation of this video and be visibly present in this video pitch. Each presentation should be between ten and fifteen minutes long. The final video must be edited and combined in a single video file that one group member will submit to our course web site. In addition, an electronic copy of your slide deck must also be submitted to our course web site by the deadline. This term project component is worth 15% of your course grade.
4. **PEER EVALUATIONS are due by 11:55pm on Tuesday April 6.** Working collaboratively in groups is still a very important part of the business world in general. 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 can lead to less than full marks being awarded to the group member(s) who have not participated fully.** If your peers have evaluated you between 5/10 to 7/10, your individual grade on the project will be reduced by at least 10%. If your peer evaluation shows your contribution to be 5/10 or less from your group members, your individual grade on the project will be reduced by at least 20%. In the case where a group member has literally not participated at all (zero), that group member will receive a grade of zero on the project. If you are having issues relating to group participation with one or more group members, please notify me by email by Week 7.

**Evaluation:** In grading your project, I will pay close attention to the supporting research, 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 term project.

**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.**

### 6.3. Participation in Online Videoconferencing Discussions

Live, "synchronous" participation is a very important component of this course. In each module there will be opportunities to participate in an online discussion via live videoconferencing discussions via the videoconferencing application Zoom with the professor and/or other students.

Each videoconferencing discussions worth 2.5% of your course grade. There will be a total of six videoconferencing discussions that will be made available; you are only required to participate in five, and I will count the marks of your best five. You may be graded based on your individual contributions or those that you make as part of a small group. It is always recommended you complete the assigned readings and view the assigned video lectures prior to each discussion in order to achieve full marks. The instructions for each videoconferencing discussion will vary. Students are expected to maintain a respectful and professional demeanour during each session. If you are hesitant to voice your contributions for any reason, I would like to help. Please discuss the matter with me so we can devise appropriate solutions.

Keep up-to-date with your discussions! Completing fewer than the required five videoconferencing discussions will result in an automatic 0/2.5% applied to each missed component. **There will be no alternate assignments made available for missed discussions.** Videoconferencing discussions may be recorded for grading purposes.

## 7. Course Schedule

Week	Date	Topic	Chapter(s)
<i>Module 1: Introduction to Marketing and the Marketing Environment</i>			
1	Jan 15	Review course syllabus Introducing Marketing Ethics and Socially Responsible Marketing <b>Written online discussion:</b> Introduce yourself!	1 18 (pp. 550-570)
2	Jan 22	Planning and Developing Marketing Strategies Analyzing the Marketing Environment <b>TERM PROJECT:</b> Formation of teams <b>Videoconferencing discussion topic:</b> E-Harmony Case Study on Friday Jan. 22, 10:30am-11:30am EST <b>MODULE 1 QUIZ:</b> Thursday Jan. 28	2 3
<i>Module 2: Marketing Fundamentals</i>			
3	Jan 29	Consumer Behaviour Business-to-Business Marketing <b>TERM PROJECT:</b> Team Memo due by 10:30am Jan. 29	4 5
4	Feb 5	Segmentation, Targeting and Positioning <b>Videoconferencing discussion topic:</b> Netflix Case Study (Details TBA) Marketing Research <b>MODULE 2 QUIZ:</b> Thursday Feb. 11	6  7 (pp. 190-198; 204-216)
<i>Module 3: Marketing Mix Part 1—Products, Services, Branding and Pricing</i>			
5	Feb. 12	New Product Development Product, Branding, and Packaging Aprisions	8 9
	Feb. 19	<b>FALL READING WEEK – NO CLASS ACTIVITIES</b>	
6	Feb. 26	Services Pricing <b>Tentatively scheduled Videoconferencing discussion topic: SPECIAL GUEST TALK BY CLIENT OF TERM PROJECT—Insights into client’s marketing environment</b> (Scheduled time TBA) <b>MODULE 3 QUIZ:</b> Thursday Mar. 4	10 11
<i>Module 4: Marketing Mix Part 2—Promotion</i>			
7	Mar. 5	<b>Videoconferencing discussion topic:</b> Pricing Case Studies on Monday Feb. 26 (Scheduling Details TBA) Integrated Marketing Communication	14
8	Mar. 12	Advertising, Sales Promotions	15 (pp. 454-473)

Week	Date	Topic	Chapter(s)
		Social/Mobile Marketing <b>Videoconferencing discussion topic:</b> Group discussion of Term Project progress on Friday Mar. 12, 10:30am-11:30am EST	16 (pp. 492-509)
<i>Module 5: Marketing Mix Part 3—Distribution &amp; Retailing; Special Topics</i>			
9	Mar. 19	Distribution Channels Retailing <b>Videoconferencing discussion topic:</b> Retailing in a pandemic (Details TBA)	12 (pp. 356-376) 13
10	Mar. 26	<b>Special topics:</b> Big Data & Marketing <b>TERM PROJECT: MARKETING PLAN due 5pm Mar. 26</b>	12 (pp. 376-383); 7 (pp. 198-204; 216-219)
11	Apr. 2	<b>TERM PROJECT: VIDEO PITCH due 5pm on Apr. 2</b>	
12	Apr. 9	<b>MODULES 4 &amp; 5 Test:</b> Friday Apr. 9	

Please note that the final two module quizzes will be combined and administered in one test session just prior to the winter 2021 final exam period. There will be NO final exam for this course.

## 8. FASS APPENDIX



### Appendix to Course Outlines: Academic Policies & Regulations 2020 - 2021

#### 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.

While in the physical classroom or online 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 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: 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 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.

### **Adding / Dropping Courses**

If you think that you are too far behind to catch up or that your workload is not manageable, you should consult your Academic Advisor. If you are considering reducing your workload by dropping one or more courses, this must be done by the appropriate deadlines. Please refer to the Huron website, <https://huronatwestern.ca/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.

### **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 and on the Huron website at, <https://huronatwestern.ca/about/accessibility>.

### **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.

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).

### **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: <https://huronatwestern.ca/academic-advising>.

Department Chairs, Program Directors and Coordinators are also able to answer questions about individual programs. Contact information can be found on the Huron website at: <https://huronatwestern.ca/contact/contact-directory>.

### **Copyright Regarding Course Material**

Lectures and course materials, including PowerPoint presentations, tests, outlines, and similar materials are protected by copyright. Faculty members are the exclusive owner of copyright in those materials they create. Students may take notes and make copies for their own use. Students may not allow others to reproduce or distribute lecture notes and course materials publicly (whether or not a fee is charged) without the express written consent of a faculty member. Similarly, students own copyright in their own original papers and exam essays. If a faculty member is interested in posting a student's answers or papers on the course website he/she should ask for the student's written permission.

### **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, it is also 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 the 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 The University of Western Ontario and Turnitin.com (<https://www.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.

### **Academic Accommodation for Students With Disabilities**

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://academicsupport.uwo.ca/>.

Please review the full policy at,

[https://www.uwo.ca/univsec/pdf/academic\\_policies/appeals/Academic%20Accommodation\\_disabilities.pdf](https://www.uwo.ca/univsec/pdf/academic_policies/appeals/Academic%20Accommodation_disabilities.pdf).

### **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.

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

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.

Please note the following conditions that are in place for self-reporting or medical of extenuating circumstances:

- Students will be allowed **a maximum of two self-reported absences** between September and April and one self-reported absence between May and August;
- 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.
- 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.
- 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.
- 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.

Please review the full policy at,

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

### **Policy on “Academic” Accommodation - Medical / Non-Medical Grounds**

- (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 Huron Support Services/ Academic Advising**

Where the grounds for seeking accommodation are not medical (e.g. varsity sports, religious, compassionate, bereavement) the student should contact an academic advisor directly. All accommodation requests must include a completed [Accommodation Request Form](#). Late penalties may apply at the discretion of the instructor.

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.

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

University students may encounter setbacks from time to time that can impact academic performance. Huron offers a variety of services that are here to support your success and wellbeing. Please visit <https://huronatwestern.ca/student-life-campus/student-services/wellness-safety> for more information or contact staff directly:

Wellness Services: [huronwellness@huron.uwo.ca](mailto:huronwellness@huron.uwo.ca)

Community Safety Office: [safety@huron.uwo.ca](mailto:safety@huron.uwo.ca)

Chaplaincy: [gthorne@huron.uwo.ca](mailto:gthorne@huron.uwo.ca)

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/).

## **Important Dates & Directory**

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>
- **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>