

---

## MOS 3423F (Section 550) Sustainability Marketing Course Outline: Fall 2022

---

### 1. Basic Course Information:

- 1.1 Scheduled Class Location and Time: HC-A1 Tuesdays 3:30am - 5:30pm EST and Thursdays 2:30-3:30pm EST
- 1.2 Contact Information:  
Instructor: [Matthew Maxwell-Smith](#), PhD  
Office Hours: virtual office hours Thursdays 10:30-11:30am (see our OWL site for the Zoom link)  
Phone: n/a; e-mail is the best way to contact me  
Email: [mmaxwel3@uwo.ca](mailto:mmaxwel3@uwo.ca)  
Website Address: <http://owl.uwo.ca/portal>

### 2. Calendar Description

- 2.1 Course Description:  
Within the broader framework of sustainability, this course will build knowledge and critical thinking skills in researching, planning and developing marketing strategies to help organizations meet the triple bottom line (people, planet, profit). Topics to be discussed include developing sustainable business models to drive innovation and competitive advantage, understanding consumer expectations and behaviour on sustainability, using sustainability principles in the design and packaging of products and creation of value chains, and communicating sustainable value propositions.
- 3 lecture hours, 0.5 course
- Prerequisite(s): MOS 2320A/B or MOS 3320A/B and enrollment in 3rd or 4th year of BMOS
- 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 Learning Objectives

The topic of sustainability has emerged as a global imperative and generated much public discussion, increasing the focus on firm responsibilities and consumer choices. Increased awareness of environmental degradation, decline of natural systems and resources along with community, national and global social inequalities has emphasized the need for sustainable business practices. Indeed, consumer awareness of environmental and sustainability issues has evolved from an emerging social movement to mainstream values. Marketing strategy plays an important role in an organization's ability to effectively respond to these issues. In fact, more businesses seek to move beyond simply "responding" to environmental issues and strive to lead the positive social change needed to address global socio-ecological issues. This course is designed to help companies use specialized marketing principles to develop more forward-looking strategies that have the potential to create a more flourishing and sustainable world.

#### 3.1 Learning Outcomes

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

- Understand the historical background and context of sustainability marketing
- Identify and interpret the impact of social, economic and environmental change and the opportunities and threats these pose to individuals, the firm and society;
- Incorporate sustainability principles into marketing tactics and strategies, including marketing planning and implementation;
- Develop an appreciation for the relationship between sustainable business practices and societal and ecological welfare;
- Communicate to others about the benefits of integrating sustainability principles and objectives into marketing efforts.

### 4. Course Plan and Format

Note: The remaining Sections 4-7 are tentatively planned. Course format and scheduling is expected to remain as-is but there may be some incremental changes confirmed in September.

Students are expected to attend all lectures and labs, and to remain in attendance throughout the entire session. Because we will be applying, extending and critiquing the material in the assigned readings, it is very important that students are prepared to talk about the material under consideration. Thus, it is expected that you will read and critically think about the assigned materials **before** coming to class. Outline versions of lecture notes will be made available to students as a courtesy, and it is expected that students download and use them to maintain the pace of lectures. Full versions of notes will NOT be provided to students under ANY circumstances. **All students are responsible for all course material and should contact their peers for notes of missed classes.** Lecture notes may not be available for guest speakers.

Beyond the lectures, students will also be required to complete an individual and two group assignments, described in detail below. Groups will be formed during the second week of classes.

Some accommodations may [*or may not*] be available for international students who are prevented from arriving by the beginning of the fall term and have properly registered their needs with their Academic Advisor. Such students would be encouraged to attend lectures through a live feed via Zoom; however, a recording of in-class lectures will be made available for only one business day

after the scheduled date of these lectures. This would represent a *temporary* accommodation driven by the pandemic and some students' unique circumstances. As stated by the Huron administration, these accommodations would be discontinued once all students in our class are on-campus and cannot be accessed by other on-campus students who have missed class.

© 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.

**In line with Huron's COVID-19 on-campus safety requirements, students are required to observe the following protocols [subject to change until September 2022]:**

- Wearing masks or approved protective face coverings at all times;
- Do not attend class if you exhibit any COVID-19 symptoms as instructed by the Screening Questionnaire. Get notes from your peers for any missed classes.

#### 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 readings. You should plan on spending between 8 and 10 hours each week on this course. The bulk of your weekly workload will consist of reviewing the assigned textbook or article readings and reviewing the posted lecture materials. However, you should also be devoting time each week to working on individual and group assignments, especially the term project.

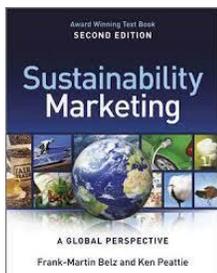
This course will require the following technological capabilities throughout the term:

- 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

Regular office hours 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://zoom.us/support/download>). 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/>). There is also an option of meeting in person if an online office hour meeting cannot be arranged.

## 5. Textbook & Readings

There are **two** sources of assigned readings: the required textbook **and** articles posted by your instructor.



**Required:** Belz, Frank-Martin & Peattie, Ken (2012). Sustainability Marketing: A Global Perspective (2<sup>nd</sup> Edition). Wiley. ISBN: 978-1-119-96619-7.

You can purchase an eBook (electronic-access only) or a print copy from the Western book store.

Additional readings from academic journals, practitioners' journals and the popular press are also assigned periodically, to illustrate and expand upon the concepts covered in the text (see Section 7.0).

Material covered in lectures and labs will not always be the same as material covered in the readings. 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.

## 6. Evaluation

Components	Points/Percentage of Course Grade
Midterm	20
Final Exam	25
Individual assignment	5
Individual participation	15
Group Assignment: Industry Consultation	10
Term Project	25

Students are **REQUIRED TO COMPLETE ALL COMPONENTS** of this course. There are no exceptions to this. Extra assignments to improve grades **will NOT** be allowed. Grades will **not** be adjusted on the basis of need. It is important to monitor your performance in the course.

Below is an abbreviated summary of the evaluation components, which will be described in more detail as the course progresses.

### 6.1 Exams (45 pts):

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

Exam questions will be based on information from both the assigned readings 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).

**If you write with Accessible Education and Accommodated Exams, please e-mail me as soon as you can, or well before our first exam is administered.** To retain your privacy, you do NOT need to tell me the nature of your accommodation.

## 6.2 Individual Assignment: Analyze your Carbon Footprint (5pts)

For this assignment you will use an online carbon footprint calculator to estimate your own ecological footprint based on your personal consumption of resources over the past week. You will be asked to submit a reflection paper that presents an analysis of your results and its implications for sustainability marketing. (500-750 word maximum). More details will be provided during Weeks 1-2. **Your reflection paper is due at the beginning of class during Week 3 on Thursday Sept. 22.**

## 6.3 Individual Participation (15pts)

Participation is an important component of this course. Students are expected to regularly attend lectures and make contributions to discussions. ***Merely attending is not considered sufficient for "participating" in class.*** Weak contributions reflect poor classroom etiquette, or 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.

## 6.4 Group Assignment: Industry Consultation (10pts):

To develop oral communication skills and self-efficacy when discussing issues related to marketing and sustainability, your assigned groups will design a presentation to help a company navigate sustainability issues in their industry while creating competitive value. From a designated list, you will select an industry, and from there, an associated product category and target company. You will adopt a product-life-cycle approach to conduct research reviews, develop expertise in sustainability issues within that industry and provide recommendations to the company. You will decide, as a group, which of the available industries to select, as well as the date of your presentation, which would occur during one of our class sessions between Oct. 13 – Nov. 22. The target company for your presentation cannot be the same as those from the assigned readings or term project. The presentation should last between 15-25 minutes; each group member must participate equally. **You will submit your presentation slides to the instructor one week before your scheduled presentation and make any required adjustments beforehand.** Teams will be evaluated on the submitted slides and classroom presentation.

## 6.5 Term Project (25pts):

The term project is to be done in teams (4-6 members), and all members will receive the same mark given to the team (except if there are issues indicated by peer evaluations explained below). Your team will have two options for your project:

Option 1: Develop an environmental marketing plan for a real, local business of your choice.

Option 2: Develop a social marketing plan for a real, local business to ally with a governmental or non-governmental organization to change ecologically relevant behaviours and beliefs of a target audience.

Details on how both will be structured and evaluated are covered in Week 3. More specific grading rubrics will be made available later in the term. Below are some important events/deadlines; please mark them down in your calendars.

1. **Teams will be formed by your instructor on Thursday Sept. 15**, upon which you will want to meet with your team as soon as possible to prepare your team memo.
2. 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. In your memo you must also identify the flipped classroom discussion topic and date along with ideas for a target company. Your team must also indicate the preferred option of the two term projects you wish to pursue as well as your ideas for a target company (which must be different from the flipped classroom assignment). **The TEAM MEMO is due at the beginning of class on Thursday Sept. 29**. Note: **Your team cannot begin or submit any other project components before completing this important stage and receiving approval to proceed**. Feedback on team memos will be given during a pre-arranged Zoom on Thursday Oct. 6. Interview, or earlier if necessary.
3. The **WRITTEN MARKETING PLAN is due by 5pm on Friday Nov. 25**. Your paper must adhere to the following: Double-spaced, 12-point font, Times New Roman, correct grammar and spelling, date and class in upper left hand corner, title centered and bolded, reference list at end, and using APA-style citations and bibliography, maximum of 18 pages not counting title page, table of contents, executive summary (300-word maximum), 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 15% of your course grade.
4. **An in-class PRESENTATION summarizing the team's marketing plan will occur on Thursday Dec. 1 or Tuesday Dec. 6**. Each team member must participate in the creation and delivery of this presentation, which must be between 15-20 minutes long. 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 10% of your course grade.
5. **PEER EVALUATIONS are due by 11:55pm on Tuesday Dec. 6**. 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 6.

More details on the requirements of each component will be mentioned in class and posted on our course web site; each team member is expected to know these details.

**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

The schedule and assigned readings are subject to change at the discretion of the course instructor. "Ch." refers to the assigned textbook. "SM" = "Sustainability Marketing."

Date	Topics	Readings and Assignments
Sept 8	<ul style="list-style-type: none"> <li>Course Overview; Introduction to SM</li> </ul>	<ul style="list-style-type: none"> <li>Ch. 1: Marketing in the Twenty-First Century</li> </ul>
Sept 13	<ul style="list-style-type: none"> <li>Introduction to SM (cont'd)</li> </ul>	<ul style="list-style-type: none"> <li>Ch. 2: Framing SM</li> <li>Ch. 5: SM Values and Objectives (pp. 129-132)</li> </ul>
Sept 15	<ul style="list-style-type: none"> <li>Socio-ecological challenges Part 1</li> </ul>	<ul style="list-style-type: none"> <li>Ch. 3 Socio-Ecological Problems (pp. 51-61)</li> <li><b>TERM PROJECT:</b> Formation of teams</li> </ul>
Sept 20	<ul style="list-style-type: none"> <li>Socio-ecological challenges Part 2</li> </ul>	<ul style="list-style-type: none"> <li>United Nations Environment Programme. (2019). Global Environment Outlook 6. (selected sections only, details from instructor forthcoming)</li> <li>Intergovernmental Panel on Climate Change. (June 7, 2022) [press release]. <a href="#">Climate Change 2022: Impacts, Adaptation &amp; Vulnerability - Full video.</a></li> </ul>
Sept 22	<ul style="list-style-type: none"> <li>Environmental Marketing Plans; Social Marketing Plans</li> </ul>	<ul style="list-style-type: none"> <li><b>INDIVIDUAL CARBON FOOTPRINT ASSIGNMENT DUE</b></li> <li>Ch. 3 Socio-Ecological Problems (pp. 61-71)</li> <li>Ch. 12 Reframing SM (pp. 303-306)</li> </ul>
Sept 27	<ul style="list-style-type: none"> <li>SM Strategy and Planning</li> </ul>	<ul style="list-style-type: none"> <li>Ch. 6 SM Strategies</li> </ul>
Sept 29	<ul style="list-style-type: none"> <li>Consumer behaviour &amp; segmentation Part 1</li> </ul>	<ul style="list-style-type: none"> <li><b>TERM PROJECT:</b> Team Memo Due</li> <li>Ch. 4 Sustainable Consumer Behaviour</li> </ul>
Oct 4	<ul style="list-style-type: none"> <li>Consumer behaviour &amp; segmentation Part 2</li> </ul>	<ul style="list-style-type: none"> <li>White, K., Hardisty, D. J., &amp; Habib, R. (July-August 2019). The Elusive Green Consumer. <i>Harvard Business Review</i>, pp. 124-133.</li> </ul>
Oct 6	<ul style="list-style-type: none"> <li>No class</li> </ul>	<ul style="list-style-type: none"> <li><b>TERM PROJECT:</b> Zoom Interview Feedback on Team Memos</li> </ul>
Oct 11	<ul style="list-style-type: none"> <li><b>IN-CLASS MIDTERM</b></li> </ul>	
Oct 13	<ul style="list-style-type: none"> <li>Customer solutions: Products &amp; Services</li> </ul>	<ul style="list-style-type: none"> <li>Ch. 7 Customer Solutions (pp. 173-185)</li> </ul>
Oct 18	<ul style="list-style-type: none"> <li>Customer solutions: Product Innovation</li> </ul>	<ul style="list-style-type: none"> <li>Dangelico, R., &amp; Pujari, D. (2010). Mainstreaming Green Product Innovation: Why and How Companies Integrate Environmental Sustainability. <i>Journal of Business Ethics</i>, 95 (3), 471-486.</li> </ul>
Oct 20	<ul style="list-style-type: none"> <li>Customer solutions: Branding</li> </ul>	<ul style="list-style-type: none"> <li>Ch. 7 (pp. 185-191)</li> </ul>
Oct 25	<ul style="list-style-type: none"> <li>SM &amp; Packaging</li> </ul>	<ul style="list-style-type: none"> <li>Coelho et al. (2020). Sustainability of reusable packaging—Current situation and trends. <i>Resources, Conservation &amp; Recycling</i>, 6, 1-10.</li> </ul>

Date	Topics	Readings and Assignments
Oct 27	• Communications	• Ch. 8 Communications (pp. 197-216)
Nov 1	<i>FALL READING WEEK</i>	
Nov 3	<i>FALL READING WEEK</i>	
Nov 8	• Communications (Part 2)	<ul style="list-style-type: none"> <li>• Ch. 8 (pp. 216-223)</li> <li>• Reich, B. J., &amp; Soule, C. A. A. (2016). Green Demarketing in Advertisements: Comparing 'Buy Green' and 'Buy Less' Appeals in Product and Institutional Advertising Contexts. <i>Journal of Advertising</i>, 45, 441-458.</li> </ul>
Nov 10	• Costs and Pricing	• Ch. 9 Customer Cost
Nov 15	<ul style="list-style-type: none"> <li>• Costs and Pricing Strategies</li> <li>• Convenience and Retail</li> </ul>	• Ch. 10 Convenience
Nov 17	• Convenience and Distribution	• Ch. 10 Convenience
Nov 22	• Sustainable Supply Chain Management	• Liu, S., Kasturiratne, D., & Moizer, J. (2012). A hub-and-spoke model for multi-dimensional integration of green marketing and sustainable supply chain management. <i>Industrial Marketing Management</i> , 41, 581-588.
Nov 24	• SM & Entrepreneurship (Part 1)	<ul style="list-style-type: none"> <li>• Lowitt, E. (April 2014). How to survive climate change and still run a thriving business. <i>Harvard Business Review</i>, 87-92.</li> <li>• <b>TERM PROJECT:</b> Written Marketing Plan due <a href="#">Friday Nov. 25</a></li> </ul>
Nov 29	• SM & Entrepreneurship (Part 2)	<ul style="list-style-type: none"> <li>• Haanaes et al., (March 2013). Making sustainability profitable. <i>Harvard Business Review</i>, 110-114.</li> <li>• Unruh, G. C. (February 2008). The biosphere rules. <i>Harvard Business Review</i>, 111-117.</li> </ul>
Dec 1		• <b>TERM PROJECT:</b> Team Presentations
Dec 6		<ul style="list-style-type: none"> <li>• <b>TERM PROJECT:</b> Team Presentations</li> <li>• <b>TERM PROJECT:</b> Peer Evaluations due</li> </ul>

**Final Exam:** will cover all material on and after Oct. 14. Administered during F2022 Exam period (Dec. 10-22).

## 8. FASS APPENDIX



### Appendix to Course Outlines: Academic Policies & Regulations Fall/Winter 2022

#### Pandemic Contingency

Huron will continue to follow the guidance of public health and government officials. It is anticipated that there will be no further disruptions to in-person instruction. This is subject to change.

#### Student Code of Conduct

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. While in the physical or online classroom, students are expected to behave in a manner that supports the learning environment of others. Please review the Student Code of Conduct at: <https://huronatwestern.ca/sites/default/files/Res%20Life/Student%20Code%20of%20Conduct%20-%20Revised%20September%202019.pdf>.

#### 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 enroll in it, you may 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.

#### 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.

Review the policy on Attendance Regulations for Examinations here: [Academic Calendar - Western University \(uwo.ca\)](https://www.uwo.ca/academic_calendar/)

#### 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, at the following website: [Academic Calendar - Western University \(uwo.ca\)](https://www.uwo.ca/academic_calendar/). The appeals process is also outlined in this policy as well as more generally at the following website: [https://www.uwo.ca/univsec/pdf/academic\\_policies/appeals/appealsundergrad.pdf](https://www.uwo.ca/univsec/pdf/academic_policies/appeals/appealsundergrad.pdf).

#### Turnitin.com

All required papers may be subject to submission for textual similarity review to the commercial plagiarism

### **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>