

MOS 3320A
Marketing for MOS
School of Leadership & Social Change

CONTACT

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Office Hours: By appointment

CLASS

Day: Tuesday
Time: 2:30-5:30
Room: BR-304

COURSE DESCRIPTION

MOS 3320 is an introductory marketing course providing an overview of the marketing concept used as a framework for analyzing marketing situations and as a basis for general management situations.

COURSE LEARNING OUTCOMES

Upon successful completion of this course students will be able to:

1. Demonstrate professionalism expected by an employer.
2. Demonstrate effective written and oral communication skills.
3. Describe all aspects of the marketing concept, including: marketing strategy, social responsibility, consumer behaviour, segmentation and targeting, products and services, the marketing mix, and marketing planning.
4. Apply the marketing concept in real business situations.

Student competency levels on these outcomes will vary. You can expect to achieve these outcomes if you honour course policies, attend classes regularly, complete all assigned work in good faith and on time, demonstrate comprehension of the course content, and meet all other course expectations of you as a student.

BRESCIA UNIVERSITY COLLEGE COMPETENCIES

Primary competencies developed in this course include:

1. Communication includes the articulation of one's ideas, developing informative and persuasive arguments in all forms of communication, understanding the communication context. Students will also develop interpersonal communication skills including working with others in groups, sharing opinions, resolving conflicts, offering ideas, listening to others, asking questions, and demonstrating effective nonverbal behaviours.
2. Problem Solving includes the development of a problem statement, identification of proposed solutions, selection of a solution, evaluation of that solution, iteration based on communication and feedback from the proposed customer. The student will be able to identify what she knows about the problem, her assumptions and biases, and will test her assumptions.

3. Inquiry and Analysis involves the methodical practice of exploring issues and posing questions to seek information, knowledge, or clarity in order to gain a more comprehensive understanding of what is true. Inquiry and analysis begins with the collecting of information, the examination of the knowledge, and then converting the material into valuable new knowns. Knowledge is therefore discovered over time because investigation is continual, as is the testing of new knowledge. Once the evidence has been organized and synthesized, conclusions about the question or problem are developed that logically follow from the inquiry process.
4. Critical Thinking involves reasoning, a process where we create arguments by connecting thoughts together so that some thoughts (premises) provide support for other thoughts (conclusions). There are three basic skills involved in critical thinking: interpretation, verification and reasoning. The first skill comprises understanding how words express or fail to express thoughts, expressing clearly what we mean, and discerning an argument's structure. The second skill involves determining whether premises are acceptable. And the third skill encompasses evaluating whether premises make it reasonable accept the conclusion.

See <http://brescia.uwo.ca/academics/brescia-competencies/> for a detailed description of each competency.

COURSE MATERIALS

Marketing, 3rd Canadian Edition (Grewal, Levy, Persaud, Lichti), 2015, McGraw-Hill Ryerson Ltd.
eText: ISBN-13 9781259105036, ISBN-10 1259105032
Print: ISBN-10 1-259-03065-2, ISBN-13 978-1-259-03065-9

COURSE PREREQUISITES AND ANTIREQUISITES

Anti-requisite: MOS 2320A/B

COURSE STRUCTURE AND CONTENT

A tentative schedule for this course is provided below. I may depart from this schedule as some topics take up more (or less) time than is scheduled. Following this schedule is your responsibility. You should check OWL regularly for lecture notes, reading, and announcements. You should anticipate spending a minimum of 3-5 hours per week preparing for classes, completing readings, cases and exercises, as well as studying for tests and preparing assignments.

Date	Topic	Readings
Week 1 Sep 12	MARKETING FUNDAMENTALS 1. Introduction to course – Review of course syllabus 2. Discussion of Marketing paper (Group Project) 3. The Nature of Marketing/Why study Marketing?	Chapter 1
Week 2 Sep 19	THE MARKETING ENVIRONMENT 1. Social Responsibility & Ethics (see OWL for add. material) 2. Marketing Strategy 3. Analyzing the Marketing Environment	Chapters 2, 3
Week 3 Sep 26	1. Global Perspectives only through page 547 2. Market Segmentation, Targeting and Positioning Deadline: group lists for marketing project must be handed in at the beginning of class	Chapter 17, 6
Week 4 Oct 3	1. Marketing Research 2. Consumer Buying Behaviour (B2C) Deadline: Submit a one page synopsis outlining your Group Project Marketing Plan at the beginning of class	Chapters 7, 4
Reading Week Oct 10	Reading Week	
Week 5 Oct 17	1. Business to Business Marketing	Chapter 5
Week 6 Oct 24	MID-TERM EXAM IN CLASS Ch.'s 1, 2, 3, 4, 5, 6, 7, 17 and in-class materials/discussions, online material	
Week 7 Oct 31	ELEMENTS OF THE MARKETING MIX 1. New Product Development Product, Branding, Packaging	Chapters 8, 9

Week 8 Nov 7	1. Product: Services 2. Pricing	Chapters 10, 11
Week 9 Nov 14	1. Place: Distribution 2. Place: Retail	Chapters 12, 13
Week 10 Nov 21	1. Integrated Marketing Communication 2. Online (see OWL for add. material)	Chapter 14
Week 11 Nov 28	1. Advertising, Sales Promotions, Personal Selling Deadline: Marketing Plan Project due at the start of class Deadline: Peer Evaluations at the start of class	Chapter 15
Week 12 Dec 5	Group Presentations	
TBA	Final Exam – During Exam Period December 10-21	

The course outline and schedule are subject to change at the discretion of the course instructor.

Teaching Methodology and Expectations of Students

This course is designed to ensure maximum experiential learning. Readings may be expanded upon by way of videos, exercises, cases, and/or class discussions. The very nature of the case study approach demands a high level of attendance, preparation, and contribution in class. You are expected to be prepared and fully engaged in learning.

EVALUATION

Component	Timing	Learning Outcomes	Brescia Competency	Weight
Mid-Term Exam	Week 6	1,2,3	1,4	25%
Final Exam	During Exam Period	1,2,3	1,4	30%
Group Project Marketing Plan	Week 11	1,2,3,4	1,2,3,4	25%
Group Project Presentation	Week 12	1, 2,3,4	1,2,3,4	10%
Class Contribution	Weekly	1,2,3	1,2,3,4	10%

Evaluation Policies

You must complete all evaluation components to pass the course. I will not re-weight course components unless you have received an academic accommodation. I will not adjust grades based on need. Your mark in the course will be the mark that you earn based on your comprehension of course content. Extra credit assignments are not available, and evaluations cannot be rewritten to obtain a higher mark. Once you have completed an evaluation, you are committed to the mark earned.

Late assignments without an academic accommodation will receive a “0.” All assignments are subject to submission for textual similarity review to the commercial plagiarism detection software under license to the University for the detection of plagiarism. All assignments submitted for such checking will be included as source documents in the reference database to detect plagiarism of assignments 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 (<http://www.turnitin.com>).

Evaluation Component Descriptions

Please refer to all additional details regarding grading components provided through OWL and in class lectures.

Mid-Term Exam

The mid-term exam will cover all material in chapters 1, 2, 3, 4, 5, 6, 7, 17, online material, and all content covered during class time in weeks 1-5 of the course. The format may include multiple choice, short answer, long answer, essay and case analysis.

Final Exam

The final exam will cover all material in the text and all content covered during class time over the course of the semester. The format may include multiple choice, short answer, long answer, essay and case analysis. The exam will take place during the Final Exam Period (December 10-21)

Group Project Marketing Plan

The objective of the term project (worth 35% of your total grade for this course) is to provide you with experience in applying the concepts and methods of marketing to a real-world opportunity, in the form of a marketing plan. The project is to be done in teams. Teams will do a thorough analysis of the marketing situation and create a marketing plan for one of the following options:

Option 1 (*Existing organization option*): Create a comprehensive, real life marketing plan for an existing company/organization (this can include a not-for-profit organization). This could be a marketing plan for 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 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 Proctor & Gamble.

Option 2 (*Entrepreneurial option*): Develop a new product or service in an existing product/service category. Please note that existing brand names cannot be used. This option will also require you to make a reasonable financial justification of the viability of the product.

Option 3 (*Market development option*): Find an existing product or service that is successful in a foreign country, which is NOT currently available in Canada. Your task would be to introduce this product/service to the Canadian market.

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

1. Your first task is to **FORM GROUPS** by the end of Week 2. **The number of members in the group will be discussed in the first class. At the beginning of class Week 3**, one member from each group must hand in a piece of paper containing the names and valid email addresses of each group member. I will arbitrarily group students not being a member of a group by this date,

during Week 3. Group members are responsible for exchanging relevant contact information with one another (e.g. telephone numbers, email addresses, availability, etc.).

2. Each team will hand in a **1-PAGE REPORT** (consisting of a description of, and rationale for choosing the product/service) at the beginning of class on Week 4, in order to obtain my approval and feedback. The more information that you provide, the more feedback I can offer. During the course of the semester, you are encouraged to meet with me *at least* once for advice.
3. The **COMPLETE PROJECT** is due at the beginning of class on Week 11. Each group must hand in one (1) paper copy *and* 1 electronic copy must be submitted via OWL (check the assignment section for the link). Choose one member of the group to submit the electronic copy. There are no exceptions to this requirement, and no late submissions will be accepted.
4. **Peer evaluations are also due on this day at the beginning of class.**
5. **IN-CLASS PRESENTATIONS** summarizing the marketing plans will occur **Week 12**. The time limit will depend on the number of groups and will be announced in class). The presentation will be graded and all team members should participate.

Evaluation: In grading your project, I will pay close attention to the realism, clarity, thoroughness, and originality of the written marketing plan. 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. Note that this feedback will be incorporated in assigning the grade for each student in the group. In other words, the grade assigned to the group as a whole may be adjusted downwards for any team member(s) deemed by their fellow group members as making an insufficient contribution.

Special Instructions:

1. The Marketing Plan should represent a professional effort, in content, structure, and presentation. A good way to think about this project is to imagine that your team will actually be implementing this plan for real; alternatively you might imagine that your team has been hired as consultants, in order to develop a marketing plan (Consider this to be a real world assignment...the report will be scored in large part on the professor's perception of the usefulness and acceptability of the report to a real client).
2. Include a cover page, and ensure that each team member's name and student ID are on the handed-in project. Each team must hand in one (1) paper copy of the project, along with an electronic copy submitted to Turnitin. Only one team member should submit via Turnitin.
3. You are encouraged to refer to the handouts distributed in class (and/or posted on the course website) as well as materials in the text, for hints on analytical methods and formatting.
4. You are expected to do outside secondary research for this project. This would include, for example, finding and analyzing demographic information that is related to the size/location of the target markets for this product or service, information on the competition, distribution channels, promotional options and costs, etc. This may also include relevant academic and/or trade journal sources. You must provide proper citations for all sources.
5. Assume current (2017) dollars throughout. Clearly state the rationale (and/or source) behind any other assumptions that you may make. Cite all sources of information (i.e., provide references):

ALL facts in the report must be substantiated except those that are obviously common knowledge. Use footnotes/endnotes where necessary, and include a bibliography. Ensure that all material included is relevant and appropriate for the situation at hand.

6. Total length of the project (not including appendices, exhibits, references, and cover page) is not to exceed 20 typed, double-spaced pages (note that ‘bulleted items’ do not require double spacing). Use Arial, Helvetica or Times New Roman non-condensed size-12 fonts, with 1-inch margins.

Detailed Outline and Format for the Marketing Plan:

- (*in order*) Table of Contents (1 page). The executive summary, which precedes the table of contents, presents a brief summary of the main goals and recommendations of the plan for management review, helping top management to find the plan’s major points quickly.
- Introduction / Summary (approximately 2 pages). Start with a brief summary of the company’s situation, the main goals and recommendations of the plan for management review. This should lead into an introduction that explains the nature, focus, and objectives of the report to the reader. In addition, if following the market development or existing company option, you should include a brief description of the company and product/service that you are focusing on (e.g., history/background, mission statement, major products/divisions, etc.). With respect to the ‘new’ product or service, state the main marketing objectives that your team would like to attain during the term of the marketing plan, and mention any key issues (i.e., major constraints) that will affect their attainment. Irrespective of the option chosen, you must concisely make a compelling case for proposing this marketing opportunity.
- Analysis of the Marketing Situation (approximately 8 pages, *excluding* any associated appendices). The use of point-form is appropriate here, so long as each point listed is clearly phrased *and* interpreted. Please use appropriate subheadings to organize your assessment of the following:
 - Relevant factors and trends of the demographic environment, cultural and social environment, the economic environment, the technological environment, the political and legal environment (if applicable), natural and ecological environments (if applicable), etc.
 - Competitor analysis, such as defining direct and indirect competitors, what is the likelihood of new competition, what is the intensity of competition, what are specific competitors' advantages and disadvantages, competitive barriers that need to be overcome, areas of potential competitive advantage, etc.
 - Customer analysis (organizational and/or final consumer), including evaluating possible segmenting dimensions (customer needs, consumer behaviours, and other characteristics that form the bases for segmentation). Identify and profile the target market(s) relating to the specific product-category under consideration including potential size, and likely growth.
 - Company analysis, including company objectives and overall marketing activities, company resources (e.g., management skills and competencies, finances, human resources, and other resources, etc.).
 - SWOT analysis: identification of the major strengths, weaknesses, opportunities, and threats (based on the above analyses of company resources, customers, competitors, and other aspects of the external marketing environment).

- Strategy and Recommendations (approximately 6 pages, excluding any associated appendices). On the basis of your situational analysis, generate a marketing strategy (give your strategy a descriptive label). This should include the following components (of the three below subsections, please note that the marketing strategy is the most important):
 - *Marketing Strategy*. Clearly state the marketing objectives of your strategy, the generic and narrow product-market(s) that you will be targeting (should relate back to the target(s) you identified under “Customer Analysis), positioning statement, and most importantly, the marketing mix(es) of your strategy. In crafting your marketing mix(es), provide a detailed description and (if necessary, justification) for each element (point form is OK here):
 - Product (decisions about everything the target group receives)
 - Price (decisions about everything the target group gives up to receive it)
 - Place (decisions about everything that is done to get the product to the target group)
 - Promotion (decisions about everything that is done to communicate the other three elements to the target group)
 - *Financial Assessment and Budget*. Estimate the market potential for your product/service, in the short-, and medium-terms. What is the impact on the ‘bottom line’ of your strategy? That is, briefly discuss key figures, including projected revenues, expenses, profits (losses), breakeven analysis, market share, etc. Show details and calculations in the appendix section but extract and discuss key figures in the main part of your project. You may also want to assess trends and/or make forecasts over the long-term.
 - *Additional Issues (if applicable)*. Briefly outline any issues you foresee with regards to impact on the bottom-line, match to core competencies of the firm, viability (given resources, skills, etc.), potential competitors’ responses, etc..
- Implementation and Control (approximately 3 pages). Implementation consists of your action plan—it spells out, according to a detailed time frame, how the marketing strategy will be launched into the marketplace (i.e., what has to be done, when, how, how much, who is responsible for doing it, additional resources required, obstacles to overcome, etc.). Are there any special implementation problems that need to be overcome? Finally, briefly outline the controls that will be used to monitor progress of the strategy and allow management to review and/or readjust the strategy.
- Appendices. Put all supporting calculations, graphs, tables and charts, in this section. It is critical that you extract and discuss key the findings from your calculations into the main body of your project. Similarly, in the main body of your project, clearly direct the reader towards the supporting calculations, where appropriate. There is no page limit on the number of Appendices, but they must all be relevant to the marketing plan.
- References. List all sources of information.

Group Project Peer Evaluation: Working collaboratively in groups is a very important part of the business world in general. The experience of doing this to complete the group project is as valuable as the project itself. It’s important that all group members participate equally in this assignment.

Each team member must submit a peer evaluation for the group members when the paper copy of the project is handed in. This can be handwritten, but should be in a sealed envelope with your name written on the front of the envelope. All peer evaluations must be attached to the final project.

This should include a list of the group member names including yourself. Assign each person in the group a mark between zero and ten. In an effort to have everyone give this some thought, **do not assign more than two people the same mark**. Please ensure you are clearly identified as the evaluator **on this paper**.

In the extreme case where a group member did not participate at all, give that person a zero.

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.

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 your peers have evaluated you between 5/10 to 7/10, your grade on the project will be reduced by 10%. If your peer evaluation shows your contribution to be 5/10 or less from your group members, your grade on the project will be reduced by 20% or more. Where a group member has literally not participated at all, that group member will receive a grade of zero on the project.

If you do not submit a peer evaluation, your grade on the Group Marketing Plan Project will be reduced by 10%.

Group Project Presentation

The presentation of the group project is worth 10% of your overall final grade. All group members must be part of this presentation. Every group member must present.

Any group members who are absent for their Group Project Presentation without a compelling reason from the Academic Councillor will receive a mark of zero. Failure to contribute fully in preparation for the Group Presentation may also result in a lower grade.

Attendance during the Group Project Presentations is mandatory for the entire class. **If you are not present, your grade on the Group Project Presentation will be reduced by five percentage points.**

Class Contribution

Class contribution assesses your oral communication, critical thinking, complex problem solving, and inquiry and analysis skills. Class contribution may also be used to determine whether you have mastered the content of the course and to assess your professionalism, including preparation, civility, ethical perspective, and promptness.

While class participation or contribution is not primarily an assessment of attendance, if you are not in class, it is not possible to assess your contribution. Each class will count equally toward your contribution grade, with each missed class receiving a grade of "0". If you miss more than

25% of scheduled classes without an academic accommodation you will receive a class contribution grade of “0” for the semester.

You should attend every class in this course. However, extenuating circumstances arise that make this difficult. Family medical issues, personal medical issues, family bereavement, participation in University sports teams are acceptable reasons for missing class, with appropriate documentation (i.e. an academic accommodation).

COURSE POLICIES

Attendance Policy

This course has a Student Focused Learning (SFL) attendance policy. Class attendance is the best predictor of academic performance, so by attending class, you are setting yourself up for success. Missing more than 25% (or 9 hours) of scheduled course hours without an academic accommodation will result in the following academic consequences: 1) receiving a “0” in the semester class contribution component, and, 2) completing the group project independently.

You are expected to attend class. You should check your UWO email and OWL site mail regularly for any notifications regarding your attendance. You should read the course outline and clarify any concerns that you might have regarding the class attendance policy with me. I suggest that you track your class attendance.

If you are struggling with attendance, I encourage you to talk to me, to your academic advisor, to a spiritual advisor, or to a member of the student life staff. We may be able to help. If you believe that your situation warrants an academic accommodation, please consult with your academic advisor to determine if an accommodation would apply to your situation.

Student Use of Technology in Class

I welcome the use of laptops in the classroom if they are used for class related purposes, such as research, participation in class exercises. Using your computer or phone during class for personal activities such as reading or writing e-mail, surfing the web, or playing games is distracting for others, is not conducive to your own learning, and is disrespectful to the instructor. Please ensure your phones are turned off and placed inside a bag.

Recent research shows that grades decline when you use laptops in the classroom for non-educational tasks. Additionally, students find other students use of laptops in the classroom the number one source of interference with their ability to learn (Fried, 2008). So, if I find you using a laptop for non-class related activities, I will ask you to close the laptop for the remainder of the class or until a class exercise requires the use of the laptop.

Texting substantially reduces academic performance. Researchers asked half the students in an accounting class to text their professor three times, while the other half were requested to refrain from texting. Students were then tested at the end of the lecture on the contents of the lecture. The students who texted scored 16% points lower than those who did not text (Ellis, Daniels & Jauregui, 2010). As a result, if I find you texting I will ask you to put your phone away.

Fried, C. (2008). In-class laptop use and its effects on student learning. *Computers and Education* (50). 906-914.

Ellis, Y., Daniels, B.& Jauregui, A. (2010). The effect of multi-tasking on the grade performance of business students. *Research in Higher Education*. (8).1 – 10.

Email

Email is a useful tool for sharing news, setting up appointments, or for a simple assignment clarification, but for more complex questions, a face-to-face meeting is best. Please make an appointment to discuss any personal, academic, group work, or controversial issues in person, especially any concerns that you might have about your grades.

For privacy reasons, you must use your Western email account to contact me. Please include your name, course and section number in the subject line of your emails. I check email Monday through Friday during office hours; you can expect a response within 24 hours during the work week. I will not check email over weekends and holidays, so plan accordingly.

Appointments

Students are welcome to meet with me by arranging an appointment at a mutually convenient time. Be on time for your appointment, have an objective for the discussion and bring a copy of your paper or exam you wish to discuss.

Privacy

To respect privacy laws and the privacy of individual students, all grades will be distributed on OWL only. If you wish to discuss a grade, or review a test or paper, please make an appointment with the professor to do so in person. To respect your privacy, I will discuss your grades only with you. Please do not share or compare your grades. I cannot share information about another student's grades, so discussions comparing grades between students will not be entertained.

DROPPING A COURSE

To drop a course without academic penalty, you must drop the course by the following dates:

Fall Term Half Credit Course	November 12, 2017
Winter Term Half Credit Course	March 7, 2018
Full Credit Course	November 30, 2017

For further details, check the online academic calendar in the registrar's website. To book an appointment with one of Brescia's Academic Advisors, call 519.432.8353, extension 28266. If you are registered at another college or main campus, please make an appointment to see your academic advisor at your home campus.

2017-18 BRESCIA UNIVERSITY COLLEGE ACADEMIC POLICIES AND REGULATIONS

1. POLICY REGARDING MAKEUP EXAMS AND EXTENSIONS OF DEADLINES

When a student requests academic accommodation (e.g., extension of a deadline, a makeup exam) for work representing 10% or more of the student's overall grade in the course, it is the responsibility of the student to provide acceptable documentation to support a medical or compassionate claim. All such requests for academic accommodation **must** be made through an Academic Advisor and include supporting documentation. Academic accommodation for illness will be granted only if the documentation indicates that the onset, duration and severity of the illness are such that the student could not reasonably be expected to complete her academic responsibilities. Minor ailments typically treated by over-the-counter medications will not normally be accommodated. Documentation shall be submitted as soon as possible to the student's Academic Advisor indicating the period of illness and when the student should be able to resume academic responsibilities. Students must submit their documentation along with a request for relief specifying the nature of the accommodation being requested no later than two business days after the date specified for resuming responsibilities. Appropriate academic accommodation will be determined by the Dean's Office in consultation with the student's instructor(s). Please note that personal commitments (e.g., vacation flight bookings, work schedule) which conflict with a scheduled test, exam or course requirement are **not** grounds for academic accommodation.

A UWO Student Medical Certificate (SMC) is **required** if a student is seeking academic accommodation on medical grounds. This documentation should be obtained at the time of the initial consultation with the physician/nurse practitioner or walk-in clinic. A SMC can be downloaded from: http://www.uwo.ca/univsec/pdf/academic_policies/appeals/medicalform.pdf. The student must request documentation sufficient to demonstrate that her ability to meet academic responsibilities was seriously affected. Please note that under University Senate regulations documentation stating simply that the student "was seen for a medical reason" or "was ill" is **not** adequate to support a request for academic accommodation.

Whenever possible, requests for academic accommodation should be initiated in advance of due dates, examination dates, etc. Students must follow up with their professors and Academic Advisor in a timely manner.

The full policy on requesting accommodation due to illness can be viewed at: <http://westerncalendar.uwo.ca/2017/pg117.html>

2. ACADEMIC CONCERNS

If you feel that you have a medical or personal problem that is interfering with your work, contact your instructor and Academic Advisor as soon as possible. Problems may then be documented and possible arrangements to assist you can be discussed at the time of occurrence rather than on a retroactive basis. Retroactive requests for academic accommodation on medical or compassionate grounds may not be considered.

If you think that you are too far behind to catch up or that your work load is not manageable, you should consult an Academic Advisor. If you consider reducing your workload by dropping one or more courses, this must be done by the appropriate deadlines (refer to the Registrar's website, <http://brescia.uwo.ca/academics/registrar-services/> or the list of official dates <http://westerncalendar.uwo.ca/2017/pg7.html>). 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 eligibility and/or Entrance Scholarship eligibility.*

The 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 (<http://westerncalendar.uwo.ca/2017/pg130.html>)

3. ABSENCES

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.

4. POLICY ON CHEATING & ACADEMIC MISCONDUCT

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 Web site:
http://www.uwo.ca/univsec/pdf/academic_policies/appeals/scholastic_discipline_undergrad.pdf.

Students are responsible for understanding the nature of and avoiding the occurrence of plagiarism and other academic offences. Students are urged to read the section on Scholastic Offences in the Academic Calendar. Note that such offences include plagiarism, cheating on an examination, submitting false or fraudulent assignments or credentials, impersonating a candidate, or submitting for credit in any course without the knowledge and approval of the instructor to whom it is submitted, any academic work for which credit has previously been obtained or is being sought in another course in the University or elsewhere. Students are advised to consult the section on Academic Misconduct in the Western Academic Calendar.

If you are in doubt about whether what you are doing is inappropriate or not, consult your instructor, the Student Services Centre, or the Registrar. A claim that "you didn't know it was wrong" is not accepted as an excuse.

The penalties for a student guilty of a scholastic offence (including plagiarism) include refusal of a passing grade in the assignment, refusal of a passing grade in the course, suspension from the University, and expulsion from the University.

Plagiarism:

Students must write their essays and assignments in their own words. Whenever students take an idea or a passage from another author, they must acknowledge their debt both by using quotation marks where appropriate and by proper referencing such as footnotes or citations. Plagiarism is a major academic offence (see Scholastic Offence Policy in the Western Academic Calendar).

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 (<http://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. Software currently in use to score computer-marked multiple-choice tests and exams performs a similarity review as part of standard exam analysis.

5. PROCEDURES FOR APPEALING ACADEMIC EVALUATIONS

All appeals of a grade must be directed first to the course instructor. If the student is not satisfied with the decision of the course instructor, a written appeal signed by the student must be sent to the Department Chair. If the response of the department is considered unsatisfactory to the student, she may then submit a signed, written appeal to the Office of the Dean. Only after receiving a final decision from the Dean may a student appeal to the Senate Review Board Academic. A Guide to Appeals is available from the Ombudsperson's Office, or you can consult an Academic Advisor. Students are advised to consult the section

on Student Academic Appeals under Academic Rights and Responsibilities in the Western Academic Calendar (<http://westerncalendar.uwo.ca/2017/pg112.html>).

Note that final course marks are not official until the Academic Dean has reviewed and signed the final grade report for the course. If course marks deviate from acceptable and appropriate standards, the Academic Dean may require grades to be adjusted to align them with accepted grading practices (http://www.uwo.ca/univsec/pdf/academic_policies/exam/evaluation_undergrad.pdf and http://www.uwo.ca/univsec/pdf/academic_policies/exam/finalgrades.pdf).

6. PREREQUISITES

Unless you have either the prerequisites for a course or written special permission from your Dean to enroll in it, you will be removed from the 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 prerequisite(s).

7. SUPPORT

Support Services

The Brescia University College Registrar's website, with a link to Academic Advisors, is at <http://brescia.uwo.ca/academics/registrar-services/>. The website for the Student Development Centre at Western is <http://www.sdc.uwo.ca/>.

Mental Health and Wellness

Students may experience a range of issues that can cause barriers to your learning, such as increased anxiety, feeling overwhelmed, feeling down or lost, difficulty concentrating and/or lack of motivation. Services are available to assist you with addressing these and other concerns you may be experiencing. You can learn more about mental health and wellness at Brescia at <http://brescia.uwo.ca/life/mental-health-wellness/>. Students who are in emotional/mental distress should refer to Mental_Health@Western <http://www.uwo.ca/uwocom/mentalhealth/> for a complete list of options about how to obtain help.

Sexual Violence

All members of the Brescia University College community have a right to work and study in an environment that is free from any form of sexual violence. Brescia University College recognizes that the prevention of, and response to, Sexual Violence is of particular importance in the university environment. Sexual Violence is strictly prohibited and unacceptable and will not be tolerated. Brescia is committed to preventing Sexual Violence and creating a safe space for anyone in the Brescia community who has experienced Sexual Violence.

If you or someone you know has experienced any form of Sexual Violence, you may access resources at <http://brescia.uwo.ca/life/sexual-violence/>.

Portions of this document were taken from the Academic Calendar, the Handbook of Academic and Scholarship Policy and the Academic Handbook of Senate Regulations. This document is a summary of relevant regulations and does not supersede the academic policies and regulations of the Senate of the University of Western Ontario.