

MOS 2320A/3320A
Marketing
School of Behavioural and Social Sciences

Contact	Office Hours	Class
Colleen Sharen csharen@uwo.ca	Mondays & Wednesdays 2:30pm to 3:30pm Room: UH-333	Day: Tuesdays Time: 11:30 am to 2:30 pm Room: BR-304

COURSE 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.

COURSE STRUCTURE AND LEARNING OUTCOMES

This course is structured in four modules. Upon successful completion of this course students will be able to:

Module	Weeks	Outcomes
Strategy	1-3	<ol style="list-style-type: none"> 1. Describe external factors that affect marketing 2. Use SWOT analysis and marketing growth matrix analysis 3. Identify types of consumer involvement and buying decisions 4. Describe segmentation, targeting, and positioning concepts.
Marketing Mix: Product, Price, Place	4-7	<p>Product</p> <ol style="list-style-type: none"> 1. Classify consumer products 2. Describe role of branding and packaging 3. Apply product life cycle <p>Services</p> <ol style="list-style-type: none"> 1. Differentiate services from products 2. Describe services mix 3. Describe nonprofit marketing <p>Price</p> <ol style="list-style-type: none"> 1. Describe and correctly apply pricing strategies 2. Calculate retail margin, mark-up, factory price, and margin <p>Place</p> <ol style="list-style-type: none"> 1. Describe: types of channels and emerging channels, channel strategy, channel issues, and retail strategies
Marketing Mix: Marketing Communications	8-10	<ol style="list-style-type: none"> 1. Apply goals of promotion and the AIDA concept 2. Describe and apply MarComm mix strategies and tactics
Wrap-Up	11-12	<ol style="list-style-type: none"> 1. Describe marketing ethics and corporate social responsibility 2. Summarize key marketing concepts

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

A weekly learning plan is available at the end of this document and on OWL. Following the schedule is your responsibility. Plan to spend approximately 6 hours per week on this course. On average, you might spend

- 1.0 hour reading the textbook
- 1.5 hours researching and writing each concept application
- 0.5 hours reading the assigned posts before class
- 3.0 hours in class

Depending on how much effort you put in and how fast you read, these times will vary by individual.

In the event of a COVID-19 resurgence during the course that necessitates the course moving away from in-person delivery, course content may be delivered online either synchronously (i.e., at the times indicated in the timetable) or asynchronously (e.g., posted on OWL for students to view at their convenience). There may also be changes to any remaining assessments at the discretion of the course instructor. In the event of a COVID-19 resurgence, detailed information about the impact on this course will be communicated by the Office of the Dean and by the course instructor.

Learning Cycle

Learning science tells us that the more time we spend interacting with ideas, applying them, and evaluating them, the better we understand them. This course is designed to maximize your “time on task” by engaging you with the week’s core concepts up to six times each week. As the week passes, you will be using more advanced cognitive skills to build your knowledge about each core concept.

Stage	When	Activity	Cognitive Skill
Introduction	During Class A	1. Mini Lecture: Overview of concepts 2. Learning Activity	Remember, Understand Apply & Analyze
Reinforcement	After Class A	3. Read assigned textbook chapters for more in-depth comprehension	Remember, Understand
Concept Application	After Class A	4. Research, write and post analysis	Apply, Analyze, & Evaluate
Prepare Analysis	Before Class B	5. Preparing feedback on assigned posts for upcoming class.	Evaluate
Discuss in Class	During Class B	6. Providing feedback, build on the ideas presented in the post, provide evidence, challenge the ideas presented, or provide insight into the problem	Evaluate, Create

BRESCIA UNIVERSITY COLLEGE COMPETENCIES

Primary competencies developed in this course include:

Number	Competency	Level
1	Communication	3
2	Critical Thinking	3
3	Inquiry and Analysis	3
4	Problem Solving	3

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

REQUIRED COURSE MATERIALS

Lamb, C., Hair, J., McDaniel, C., Boivin, M., Gaudet, D., & Snow, K. (2021). *MKTG Principles of Marketing* (5th Canadian). Cengage Canada.

Ivey Publishing Case (See OWL for purchase instructions).

COURSE PREREQUISITES AND ANTIREQUISITES

Antirequisite(s): MOS 3320A/B and MOS 2320A/B are antirequisites to each other.

Prerequisite(s): Business Administration 1220E or both MOS 1021A/B and MOS 1023A/B and enrolment in BMOS.

Extra Information: Students interested in pursuing an HBA Degree at the Richard Ivey School of Business should not take this course in second year as Ivey does not recognize this course as part of the HBA degree.

COURSE EVALUATION

Learning Task	Timing	Learning Outcomes	Brescia Competency	Weight
LT1: Concept Application	Weekly	All	1,2,3,4	32%
LT2: Contribution to Learning	Weekly	All	1,2,3,4	32%
LT3: Final Exam	TBD	All	1,2,3,4	36%

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 (Turnitin) under license to the University for the detection of plagiarism.

Learning Tasks: Evaluation Component Descriptions

Learning Tasks (LTs) are the graded assignments you complete to demonstrate that you have achieved the learning outcomes and Brescia Competencies required to successfully complete this course. Detailed instructions, templates, examples, and grading rubrics for all learning tasks are available on OWL.

Learning Task 1: Concept Application

You will be asked to apply the concepts you learned in class to the same firm each week throughout the semester. Each student will select one of five industry groups. Number of students per group will depend on the class size. Each industry group will form a marketing department for a firm in their industry. You will find a set of discussion questions to answer on OWL each week. Students will individually post their answers to the discussion questions to OWL Forums by **Fridays at noon**. If you submit an Self-Reported Absence (SRA) for a LT1 post, your post will be due 48 hours after then end of the SRA (including weekends). For example, if your SRA ends on Friday at midnight, your post will be due before Sunday at midnight.

During week 1 through 6, I will randomly select two posts per student to mark; and during week 7 through 11, I will randomly select two posts per student to mark. I will make the random selection during the first week of class. Grades for the first two posts will be released in Week 7 and grades for the second two posts will be released in Week 12. If you miss a post that was randomly selected for grading, you will receive a “0” for that posting. You may miss one non-graded post without an academic accommodation, and you will not receive a grade penalty. Each additional missed non-graded post without an accommodation will result in 3.2 percentage point reduction in the overall LT1 grade. See the LT1 Instructions and rubric posted on OWL for more details.

I will randomly select several posts each week to submit to Turnitin for similarity checking. You may conduct internet research to find facts about your firm, but you may not use any analysis of the firm's strategy or tactics and represent it as your own.

Learning Task 2: Contribution to Learning

Each week, I will randomly select one concept application per group for class discussion. (Selection for discussion does not mean that your post has been selected for grading). You will receive an email listing the assigned posts on **Friday afternoon**. During class, we will discuss the assigned posts. Your task during class is to give feedback, build on the ideas presented in the post, add additional evidence, challenge the ideas presented, provide contradictory evidence, or provide insight into the problem. The posts being discussed will not be evaluated, rather each student's contribution to the discussion will be evaluated.

Additionally, most weeks, we will be undertaking a learning activity. Your engagement in the learning activity, reflection on that activity, and interaction with other students will be considered in the LT2 grade.

LT2 will be graded weekly. The lowest weekly grade will be dropped. You may miss one class without an accommodation or academic penalty. Any further missed classes will result in a "0" for the week. At the discretion of the instructor, any student who misses more than 3 classes (25% of class time) without an accommodation will receive a "0" on LT2 for the term.

Learning Task 3: Final Exam

Learning Task 3, the final exam, will evaluate your knowledge of concepts from all four course modules. It will consist of a case study and several analysis questions. You will need to purchase the case from Ivey Publishing, and the case will be released to you prior to the exam. Please note that you should not rely on any online case analysis you find on websites like Course Hero. The quality of analysis on these websites is quite low.

COURSE POLICIES

Teaching Methodology and Expectations of Students

Students are expected to complete the preparatory work *before* they attend class where it will be discussed. Each class session may include a combination of mini-lectures, case discussions, active learning activities (individual and team), and guest speakers.

Attendance

Attendance at all classes in this course is expected; however, circumstances may arise which make it impossible for you to attend. For this reason, students will be excused from one class. This absence will not negatively affect your LT2: Contribution to Learning grade. In the situation of an extended absence (see the final two pages of this outline), please discuss with your Academic Advisor.

Under University regulations, your instructor can determine at which point absenteeism has become excessive and approach the Academic Dean who may stop your final test/paper from being marked, thus preventing you from passing the course. **At the discretion of the instructor, any student who misses more than 25% of scheduled classes will receive a LT2: Contribution to Learning grade of 0 for the course.**

Student Use of Technology in Class

The nature of the classroom requires that electronic devices (laptops, tablets, and/or smart phones) be used to participate in class activities. There will be times where students will be asked to close or put devices away. Students are asked to fully cooperate with in-class instructions. Failure to cooperate and using devices for non-class activities (i.e., texting, checking email, checking social media pages, etc.) will result in an immediate "0" in LT2 Contribution to Learning for that class. Recording devices of any kind (camera, recorders, phones, etc.) may not be operated without my consent.

Assignment Authoring

All LT1 Concept Application posts must be researched and written by the individual student. While you may use the internet to research your firm, your analysis must be your own.

Preferred Method of Contact

If you have questions about the course content or an activity or assignment, please check OWL Forums to see whether your question has been answered. If you cannot find the information you need, please post your question on OWL Forums, so other students can benefit from your question.

If you would like to discuss something personal, please contact me through email. You can also visit me during my office hours. If those times do not work for you, we can set up a meeting at a mutually convenient time. I check email and OWL daily Monday through Friday between the hours of 7:00 am and 3:00 pm. I generally do not check OWL or email in the evenings or during the weekend, so plan accordingly.

Privacy

To respect privacy laws and the privacy of individual students, all grades will be distributed on OWL only. 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.

Academic Accommodation

If, on medical or compassionate grounds, a student is unable to complete a course component worth greater than 10 per cent of the final course grade, it is the responsibility of the student to consult with an Academic Advisor and follow the procedures documented in the "Policy regarding makeup exams and extensions of deadlines" on the final pages of this outline.

For academic accommodation to be considered for any course component worth less than 10 per cent of the final course grade, it is the responsibility of the student to approach me in a timely fashion (within two business days of the missed deadline). Documentation may be required to be submitted to the academic advisor. If documentation is required, the request for accommodation will be decided by the academic advisor in consultation with me. If documentation is not required, I will make the final decision.

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, 2021
Winter Term Half Credit Course	March 7, 2022

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.

MOS 2320/3320 Fall 2021 Weekly Learning Plan

Wk	Date	Before Class Read Assigned Posts	During Class Class Activities Tuesdays 11:30am to 2:30pm	After Class Reading	After Class LT1 Concept Application Posts Due Friday @ Noon/ Assigned Posts Emailed Fri @ 2 pm
Module 1: Marketing Strategy					
1	Sep 14	No reading.	Participate: Mini-Lecture Strategy Review: <ul style="list-style-type: none"> Course Outline Weekly Learning Plan LT1&LT2 Instruction Select: Your LT1 industry & firm Learning Activity: Marketing Dept.	Ch. 3 Strategic Planning Ch. 2 Marketing Environment, p. 15-29	Strategic Planning: 1. Conduct a SWOT analysis of your firm. 2. What elements of the environment affect your firm? 3. Identify/justify an appropriate growth strategy using Ansoff's matrix. 4. Identify your firm's competitive advantage. Is it meaningful? 5. Evaluate your firm's marketing strategy. Is it working or not?
2	Sep 21	Strategic planning posts.	Discuss: Assigned strategic planning posts. Participate: Mini-Lecture Consumer Behaviour Learning Activity: Marketing Dept.	Ch. 4 Marketing Research Ch. 5 Consumer Behaviour	Consumer Behaviour: 1. What degree of consumer involvement in the buying decision? 2. What type of consumer buying decision is involved? 3. What are the cultural, social, psychological, and individual influences on the consumer buying decision for your firm?
3	Sep 28	Consumer behaviour posts.	Discuss: Assigned consumer behaviour posts. Participate: Mini-Lecture Target/Positioning Learning Activity: Marketing Dept.	Ch. 7 Segmenting, Targeting, and Positioning	Segmenting, Targeting, & Positioning (STP): 1. Select/justify a bases for segmenting your firm's market. 2. Select/justify a strategy for target selection. 3. Select/justify a target. 4. Develop/justify a positioning statement for your firm.
Module 2: Marketing Mix – Product, Price, Place					
4	Oct 5	Segmentation posts.	Discuss: Assigned segmenting, targeting, positioning posts. Participate: Mini-Lecture Products Learning Activity: Marketing Dept.	Ch. 9 Product Concepts Ch. 10 Developing Products, p. 188-192	Students with CPG firms (food or health/beauty) post this week: 1. Describe your firm: what type of consumer product is it? 2. Identify the product items, lines and mix 3. Describe the product's firm and packaging. 4. Identify the product's stage in the product life cycle.
5	Oct 12	CPG posts.	Discuss: Assigned CPG firm posts. Participate: Mini-Lecture Services Learning Activity: Marketing Dept.	Ch. 6 Business Marketing Ch. 11 Services & Nonprofit Organizations	Students with nonprofit/financial services post this week: 1. Describe your service's marketing mix. 2. Evaluate your service's quality. 3. Describe & evaluate the unique aspects of your service. Students with professional services post this week: 1. Identify the type of demand, negotiations, and customer. 2. Describe buying situation & buyers' criteria for your firm. 3. Describe & evaluate how your firm uses digital marketing.
6	Oct 19	Nonprofit/professional/financial services posts.	Discuss: Assigned nonprofit/professional/financial services posts. Participate: Mini-Lecture Pricing Learning Activity: Marketing Math	Ch. 12 Setting the Right Price	Price Setting: 1. Identify your firm's pricing objectives. 2. What pricing strategy does your firm follow? 3. What pricing tactics does it use? Are they effective?

MOS 2320/3320 Fall 2021 Weekly Learning Plan

Wk	Date	Before Class Read Assigned Posts	During Class Class Activities Tuesdays 11:30am to 2:30pm	After Class Reading	After Class LT1 Concept Application Posts Due Friday @ Noon/ Assigned Posts Emailed Fri @ 2 pm
7	Oct 26	Price setting posts.	Discuss: Assigned price setting posts. Participate: Mini-Lecture Channels Learning Activity: Marketing Dept.	Ch. 13 Marketing Channels Ch. 14 Retailing	Channels: 1. Describe the channels used by your firm. 2. Discuss the factors that influenced channel choice. 3. Identify any channel issues and opportunities.
<p>Reading Week: Nov 1- Nov 7 Module 3: Marketing Mix – Marketing Communication (MarComm)</p>					
8	Nov 9	Channels posts.	Discuss: Assigned channels posts. Participate: Mini-Lecture Marketing Communication Learning Activity: Marketing Dept.	Ch. 15 Marketing Communications Ch. 16 Advertising, PR, Direct Response	MarComm: 1. Describe your firm’s promotional goals. 2. Describe its promotional mix. 3. Pick one promotional activity. Describe how AIDA applies. 4. Assess the effectiveness of the firm’s marcomm activities.
9	Nov 16	Marcomm posts.	Discuss: Assigned MarComm posts. Participate: Mini-Lecture Promo Learning Activity: Marketing Department	Ch. 17 Sales Promo & Personal Selling	Sales: 1. Describe your firm’s consumer sales promotions. 2. Evaluate their effectiveness. 3. Describe your firm’s personal selling strategy. Is it effective?
10	Nov 23	Sales posts.	Discuss: Assigned sales posts. Participate: Mini-Lecture Digital Learning Activity: Marketing Dept.	Ch. 18 Social Media and Digital Strategies	Social Media/Digital: 1. What customer personas are in play? 2. What tools/platforms are used? 3. How does the firm express its positioning? 4. How effective is its social media plan?
<p>Module 4: Course Wrap Up</p>					
11	Nov 30	Digital marketing posts.	Discuss: Assigned digital posts. Participate: Lecture Ethics & CSR Learning Activity: Marketing Dept. Learning Activity: Exam Prep	Ch. 2 Marketing Ethics & CSR p. 29-33	Exam Preparation: 1. Review readings and class notes. 2. Prepare and post list of questions about course concepts that you would like clarified before the final exam.
12	Dec 7	Read Posts Prepare answers to 3 questions.	Activity: Mind Map Course Concepts Discuss: Key concepts prep for exam. Learning Activity: Reflection		No LT1 this week.

2021-22 BRESCIA UNIVERSITY COLLEGE ACADEMIC POLICIES AND REGULATIONS

1. POLICY REGARDING ACADEMIC ACCOMMODATION

The complete policy regarding [Accommodation for Illness - Undergraduate Students](https://www.westerncalendar.uwo.ca/PolicyPages.cfm?Command=showCategory&PolicyCategoryID=1&SelectedCalendar=Live&ArchiveID=#Page_12) can be found at https://www.westerncalendar.uwo.ca/PolicyPages.cfm?Command=showCategory&PolicyCategoryID=1&SelectedCalendar=Live&ArchiveID=#Page_12.

Students who have long-term or chronic medical conditions which may impede their ability to complete academic responsibilities should seek Academic Accommodation through Student Accessibility Services (https://www.westerncalendar.uwo.ca/PolicyPages.cfm?Command=showCategory&PolicyCategoryID=1&SelectedCalendar=Live&ArchiveID=#Page_10).

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.

Students who experience an illness or extenuating circumstance sufficiently severe to temporarily render them unable to meet academic requirements may submit a request for academic consideration through the following routes:

1. Submitting a **Self-Reported Absence** form provided that the conditions for submission are met;
2. For medical absences, submitting a **Student Medical Certificate (SMC)** signed by a licensed medical or mental health practitioner;
3. For non-medical absences, submitting **appropriate documentation** (e.g., obituary, police report, accident report, court order, etc.) to their Academic Advisor. Students are encouraged to contact their Academic Advisor to clarify what documentation is acceptable.

Requests for Academic Consideration Using the Self-Reported Absence Portal

Students who experience an unexpected illness or injury or an extenuating circumstance of 48 hours or less that is sufficiently severe to render them unable to meet academic requirements 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. Note that the excused absence includes all courses and academic requirements within the up to 48 hours, it is not intended to provide an excused absence from a single course while students fulfill their academic responsibilities in other courses during that time.

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

1. Students will be allowed **a maximum of two self-reported absences** between September and April and one self-reported absence between May and August;
2. The duration of the absence will be for a maximum of 48 hours from the time the Self-Reported Absence form is completed through the online portal, or from 8:30 am the following morning if the form is submitted after 4:30 pm;
3. The excused absence will terminate prior to the end of the 48-hour period if the student undertakes significant academic responsibilities (writes a test, submits a paper) during that time;
4. Self-reported absences will **not** be allowed for scheduled final examinations; midterm examinations scheduled during the December examination period; or for final lab examinations scheduled during the final week of term;
5. Self-report absences may **not** be used for assessments worth more than 30% of any course;
6. Any absences in excess of 48 hours will require students to present a Student Medical Certificate (SMC), or appropriate documentation;
7. Students **must** communicate 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 fulfil the academic expectations they may have missed during the absence.

Request for Academic Consideration for a Medical Absence

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 their academic responsibilities. Minor ailments typically treated by over-the-counter medications will not normally be accommodated.

The following conditions apply for students seeking academic accommodation on medical grounds:

1. Students must submit their Student Medical Certificate (SMC) 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. An SMC can be downloaded from

http://www.uwo.ca/univsec/pdf/academic_policies/appeals/medicalform.pdf ;

2. In cases where there might be an extended absence or serious issue, students should submit their documentation promptly and consult their Academic Advisor for advice during their recovery period;
3. Whenever possible, students who require academic accommodation should provide notification and documentation in advance of due dates, scheduled tests or examinations, and other academic requirements;
4. Students **must** communicate with their instructors **no later than 24 hours** after the end of the period covered by the SMC to clarify how they will fulfil the academic expectations they may have missed during the absence;
5. Appropriate academic accommodation will be determined by the Dean's Office/Academic Advisor in consultation with the course instructor(s). Academic accommodation may include extension of deadlines, waiver of attendance requirements, arranging Special Exams (make-ups), re-weighting course requirements, or granting late withdrawal without academic penalty.

The [full policy on requesting accommodation due to illness](#) can be viewed at:

http://www.westerncalendar.uwo.ca/PolicyPages.cfm?Command=showCategory&PolicyCategoryID=1&SelectedCalendar=Live&ArchiveID=#Page_12

2. ACADEMIC CONCERNS

If you feel that you have a medical or personal challenge 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 are not normally considered.

If you think that you are too far behind to catch up or that your work load is not manageable, you should consult your Academic Advisor (https://www.brescia.uwo.ca/enrolment_services/academic_advising/index.php). If you consider reducing your workload by dropping one or more courses, this must be done by the appropriate deadlines; please refer to <http://brescia.uwo.ca/academics/registrar-services/> or the list of official sessional dates in the Academic Calendar (<http://www.westerncalendar.uwo.ca/SessionalDates.cfm?SelectedCalendar=Live&ArchiveID=>).

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.*

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.

Please note that for asynchronous online courses, attendance or participation requirements may be different than for synchronous or in-person courses.

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

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

(http://www.westerncalendar.uwo.ca/PolicyPages.cfm?Command=showCategory&PolicyCategoryID=5&SelectedCalendar=Live&ArchiveID=#SubHeading_68).

4. SCHOLASTIC 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:

http://www.westerncalendar.uwo.ca/PolicyPages.cfm?Command=showCategory&PolicyCategoryID=1&SelectedCalendar=Live&ArchiveID=#Page_20.

Students are responsible for understanding the nature of and avoiding the occurrence of plagiarism and other academic offences. 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 Scholastic Discipline for Undergraduate Students in the Academic Calendar.

If you are in doubt about whether what you are doing is inappropriate or not, consult your instructor, the Academic Dean's Office, 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.

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 is to be sent to the School Chair. If the response of the Chair is considered unsatisfactory to the student, they may then submit a written appeal to the Office of the Dean. If the student is not satisfied with the decision of the Dean, they may appeal to the Senate Review Board Academic (SRBA), if there are sufficient grounds for the appeal and if the matter falls within the jurisdiction of the SRBA. For information on academic appeals consult your Academic Advisor or see the Student Academic Appeals – Undergraduate in the Academic Calendar

http://www.westerncalendar.uwo.ca/PolicyPages.cfm?Command=showCategory&PolicyCategoryID=1&SelectedCalendar=Live&ArchiveID=#Page_14.

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.

6. PREREQUISITES

Unless you have either the prerequisites for a course or written Special Permission from the 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/>. Students can access supports through Brescia's Student Life Centre (<http://brescia.uwo.ca/life/student-life/>) and Learning Skills Services at Western (<https://www.uwo.ca/sdc/learning/>)

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 obtain information about how to obtain help for yourself or others through **Health & Wellness at Brescia** (https://brescia.uwo.ca/student_life/health_and_wellness/index.php) and **Health and Wellness at Western**, http://uwo.ca/health/mental_wellbeing/index.html.

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 https://brescia.uwo.ca/safe_campus/sexual_violence/index.php .

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.
