

Management and Organization Studies 3323B

Digital Marketing

CONTACT

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Office Hours: Monday 1:00-2:00 p.m.

CLASS

Day: Monday
Time: 2:30-5:30 p.m.
Room: 303 (St. James Building)

COURSE DESCRIPTION

Digital Marketing offers students the opportunity to explore digital marketing tactics in a rapidly changing environment, including digital strategy, marketing planning, project management, social media management, search engine optimization, and analytics. Students will develop inquiry and analysis, critical thinking, problem solving, and communication competencies.

COURSE LEARNING OUTCOMES

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

1. Differentiate between objectives, strategy, and tactics to conceptualize a successful digital marketing campaign.
2. Select appropriate methods and frameworks to develop a digital marketing campaign that includes target audiences, measurable goals, and associated strategies, tactical execution plans, and measurement tools to evaluate the success of the execution.
3. Execute and evaluate digital marketing tactics. Student competency levels on these outcomes will vary.

Students can expect to achieve these outcomes if they honour course policies, attend classes regularly, complete all assigned work in good faith and on time, demonstrate understanding of the course content and meet all other course expectations as a student.

In addition, students will have the opportunity to further develop the following Brescia Competencies:

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

Communication includes the articulation of one's ideas, developing informative and persuasive arguments in all forms of communication, as well as 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.

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. The third skill encompasses evaluating whether premises make it reasonable accept the conclusion.

Inquiry and Analysis includes exploring issues and posing questions to seek information, knowledge, or clarity in order to gain a more comprehensive understanding of the task in hand. Students can access information from a wide variety of sources, based on the relevance to their topic, and be ethical by giving credit to the work of others.

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 they know about the problem, her assumptions and biases, and will test her assumptions.

PREREQUISITES AND ANTIREQUISITES

Antirequisite(s): [Digital Communication 2309A/B](#).

Prerequisite(s): [MOS 3320A/B](#) or [MOS 2320A/B](#), enrollment in MOS or Diploma in Management Studies.

COURSE MATERIALS

This course will require a digital textbook (*Digital Marketing Essentials*) and an online simulation (Mimic Pro Simulation), both of which can be accessed from <http://library.stukent.com>.

EVALUATION

Component	Timing	Learning Objective	Brescia Competency	Weight
In class contribution	Throughout the semester	1,2,3	Communication, Critical Thinking, Inquiry and Analysis, Problem Solving	25%
Individual -Digital Marketing Observation and Analysis	March 21	1,2,3	Communication, Critical Thinking, Inquiry and Analysis, Problem Solving	35%
Group - Simulation Participation and Analysis	January 31, February 7, 28, March 14, 21; Analysis due March 28	3	Communication, Critical Thinking, Problem Solving	20%

Component	Timing	Learning Objective	Brescia Competency	Weight
Group - Digital Marketing Plan & Presentation	April 4	1,2,3	Communication, Critical Thinking, Inquiry and Analysis, Problem Solving	20%

COURSE STRUCTURE AND CONTENT

Session	Date	Topics	Readings, Assignments, and Exams
Session 1	10-Jan-22	Introduction to Digital Marketing	Chapters 1 and 2
Session 2	17-Jan-22	Outbound Marketing (Search Marketing)	Chapters 3 and 6
Session 3	24-Jan-22	Case Study Session (Digital Marketing)	Case: Squatty Potty Guest Lecture – Audra Quinn
Session 4	31-Jan-22	Outbound Marketing (Display Advertising, Email Marketing)	Chapters 7 and 8 Introduction to Mimic Pro Simulation
Session 5	7-Feb-22	Inbound Marketing (On-Site SEO: Web Design)	Chapter 4 Mimic Pro Simulation Practice Round (mandatory participation)
Session 6	14-Feb-22	Case Study Session (Digital Marketing)	Accor Hotels Digital Transformation Guest Lecture – TBA
21-Feb-22 Reading Week No class			
Session 7	28-Feb-22	Inbound Marketing (Off-Site SEO)	Chapter 5 Mimic Pro Simulation Actual Round (mandatory participation)
Session 8	7-Mar-22	Case Study Session (Digital Marketing)	Customer Lifetime Value and Omnichannel Case: Clearly Guest Lecture – Dannielle Sakher
Session 9	14-Mar-22	Social Media Marketing (Social Media Plan and Analytics)	Chapters 9 and 10 Mimic Pro Simulation Actual Round (mandatory participation)
Session 10	21-Mar-22	Social Media Marketing (Influencer Marketing, Employee Advocacy, Social Selling)	Deadline: Digital Marketing Observation and Analysis due at the start of class Chapters 9 and 10 Mimic Pro Simulation Actual Round (mandatory participation)
Session 11	28-Mar-22	Mobile Technology	Chapter 12 Deadline: Simulation Analysis due at the start of class

Session	Date	Topics	Readings, Assignments, and Exams
Session 12	4-Apr-22	Digital Marketing Presentations	Presentations Deadline: Digital Marketing Plan and Presentations due at the start of class

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

Students must complete all elements of evaluation to receive a passing grade in the course. There will be no re-weighting of components within the course unless a student has received an academic accommodation. Please note that grades cannot be adjusted based on need. Your mark in the course will be the mark that you earn based on your demonstrated understanding of the course content. Extra credit assignments are not available.

Once a student has completed an assignment, they are committed to the mark earned. A late penalty of 10 per cent will be deducted for each 24-hour period during which an assignment is late unless academic accommodation is received. All required assignments are subject to submission for textual similarity review to the commercial plagiarism detection software under license to source documents in the reference database to detect plagiarism of papers subsequently submitted to the system. Use of the service is subject to the licensing agreement, currently between Western University and Turnitin.com (<http://www.turnitin.com>).

Evaluation Component Descriptions

Contribution (Individual)

Contribution will consist of two parts – in class contribution (90% of the contribution component) and sharing interesting articles on relevant topics on the bulletin board 24 hours before class time (10% of the contribution component). Students, if they wish to share articles, will need to search for recent media publications or cases that are relevant to the discussion topic of the class. If any student posts an article, they will be encouraged to speak briefly, on why they choose the particular article and what the class can learn from it.

Students will be expected to come to class prepared to actively engage in class – this will not be possible without careful readings of the assignments prior to class. In class contribution will include active, engaged listening to the instructor and other students, active, respectful participation in class discussions and exercises.

Missed classes, tardy attendance or disengaged attendance (for example, using social media during class) will negatively affect contribution marks. Please see me early in the semester if you have any concerns or questions about contribution.

Digital Marketing Observation and Analysis (Individual)

This assignment consists of an 800-1000 word (not including your references) write-up on a current digital marketing topic in the form of a blog post. This is due at the start of class on Monday, March 21. Put yourself in the position of an expert explaining a digital marketing concept, with relevant examples, to someone who is not an expert. The post should be engaging and clear while also illuminating an important marketing concept (e.g. measurement of online ad effectiveness, use of robots/AI in retail) for your reader. Remember to properly reference your ideas in APA style to avoid any plagiarism concerns. For example, the ideas you write about must be your own or properly credited to their original source.

Details of the formatting requirements and grading rubric will be posted separately in OWL.

Simulation Participation and Analysis (Group)

You will play anywhere between 3-6 “runs” of the simulation based on time availability and my discretion. Each group will have 4-5 participants, based on the total enrolment in the class. I will randomly assign students to groups. You will then analyze your performance in the Mimic Simulation, assessing what went well and what could have been improved using course concepts and terminology.

Your project will be assessed on:

- Active, thoughtful participation in all rounds of Mimic Simulation
- Correct and thorough application of course concepts
- Clear, concise and professional communication of your ideas
- Adherence to formatting requirements, which will be separately posted in OWL.

Digital Marketing Plan and Presentations (Group)

Each team will build a digital media plan for an existing organization. Please inform me by February 7 which organization you are planning to study, so that there is no overlap between groups. In case two or more groups select the same organization, the group which approaches me first can work on the identified organization, other groups have to come up with other organization names. Detailed expectation from the plan will be separately posted in OWL.

The Digital Marketing Presentation should be a “pitch” of your Digital Marketing Plan. Key elements of the plan must be included, and conveyed in a way that maximizes the opportunities of “presentation” as a medium. For example, students might include thoughtful use of visuals and videos. Student should limit reliance on notes and find ways to interest and connect with the audience. Presentations should be well organized, should include an agenda slide and should begin with introductions of the members of the team and end with concluding remarks. Business attire is not required but is strongly suggested. All presentations must be properly cited and referenced using APA.

- Each team must hand in a hard copy of the project, as well as submitting it through OWL.
- The time limit will be announced on March 7.
- Every group member must present for the presentation.

Important Note

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.

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, team discussions, active learning activities (individual and team), and guest speakers. The preparatory work, including relevant links, PPT slides and other materials will be posted on OWL by session.

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.

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 another meeting at a mutually convenient time. I check email and OWL daily Monday through Friday between the hours of 8:00 am and 4:30 pm. **I generally do not check OWL or email in the evenings or during the weekend, so plan accordingly.**

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 two classes without penalty towards their in-class contribution component. In the situation of an extended absence (see the final 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 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 an In-Class Contribution 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 some 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 (texting, checking

email, checking social medial pages, etc.) will result in a “0” in In-Class Contribution to Learning for that class. Recording devices of any kind (camera, recorders, phones, etc.) may not be operated without my explicit consent.

Assignment Authoring

All course assignments must be researched and written by the individual student.

Privacy

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

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 ACADEMIC ACCOMMODATION” 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 date:

Winter Term Half Credit Course

March 7, 2022

For further details, check Western’s online Academic Calendar. To book an appointment with one of Brescia’s Academic Advisors, visit

https://www.brescia.uwo.ca/enrolment_services/academic_advising/book_an_appointment.php.

If you are registered at another affiliate or main campus, please make an appointment to see your academic advisor at your home campus.

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&Select edCalendar=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 maybe 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.
