
MOS 3398B Integrated Marketing Communications Course Outline: Winter 2022

Course delivery with respect to the COVID-19 pandemic

Although the intent is for this course to be delivered in-person, the changing COVID-19 landscape may necessitate some or all of the course to 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). The grading scheme will not change. Any assessments affected will be conducted online as determined by the course instructor.

Basic Course Information:

1.1 Scheduled Class Location and Time: Mondays 9:30am - 12:30pm EST, HC-A1

1.2 Contact Information:

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

Office Hours: Fridays 9:30am-10:30am EST, or by appointment.

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

Email: mmaxwel3@uwo.ca

Website Address: <http://owl.uwo.ca/portal>

2. Calendar Description

2.1 Course Description:

This course focuses on the theories, concepts, and applications of integrated marketing communications, covering the elements of advertising, sales promotion, public relations, publicity, personal selling, direct marketing, and interactive marketing. The goal is to understand how marketing communications reaches and serves customers, and how it helps to shape consumer behavior.

3 lecture hours, 0.5 course

Antirequisite(s): MOS 3322A/B

Prerequisite(s): MOS 2320A/B or MOS 3320A/B and enrollment in 3rd or 4th year of BMOS

2.2 Senate Regulations

Senate Regulations state, “*Students are responsible for ensuring that they have successfully completed all course prerequisites. If you do not have the prerequisites for this course, and you do not have written special permission from your Dean to enroll in this course, you will be removed from this course and it will be deleted from your record. This decision may not be appealed. You will receive no adjustment to your fees in the event that you are dropped from a course for failing to have the necessary prerequisites.*”

3. Course Learning Objectives

This course is designed to provide students with a further understanding about the nature and scope of Integrated Marketing Communications (IMC). By the end of the term, students should be able to: (1) identify the major components of an IMC campaign and be familiar with the advantages and disadvantages of IMC components; (2) understand how the IMC program is being used by advertisers and marketers; (3) develop skills in analyzing actual business situations and problems related to IMC; and (4) develop an IMC plan and propose an integrated promotional effort.

3.1 Learning Outcomes

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

- Identify and evaluate the core marketing communication channels concepts as well as the principles and theories applicable to each.
- Apply concepts, principles, and theories to solve realistic marketing communications problems and to make sound integrated marketing communications decisions
- Explain the marketing communication process and apply this to a specific business case through teamwork
- Analyze an industry along with a company in it, drawing out the key success factors related to a marketing plan and apply these to the creation of a fully integrated marketing communications strategy and execution.

4. Course Plan and Format

Because of recent events related to the COVID-19 pandemic, our initial teaching will take place online. Lectures and labs will be delivered SYNCHRONOUSLY via Zoom (see the Technology Needs section below) at the designated lecture times. We may return to in-person learning later in the term if the climate around the pandemic changes.

This course organized into 4 modules that each last two to three weeks. You will be required to complete the activities for each module during its respective time span. The required activities of each module will involve completing the assigned readings, participating in live, “synchronous” lectures, labs, and discussions or presentations (i.e., screen to screen) via Zoom. Students are expected to keep up with each module throughout the term and participate in the required number of lectures, labs, and discussions. Students are also expected to have completed the assigned readings in preparation for the corresponding discussions.

Because we will be applying, extending and critiquing the material in the assigned readings, it is very important that students are prepared to talk about the material under consideration. Thus, it is expected that you will read and critically think about the assigned materials **before** coming to class.

It is expected that students will attend all classes. Outline versions of lecture notes will be made available to students as a courtesy, and it is expected that students download and use them to maintain the pace of lectures. The professor does not provide access to lecture notes under any circumstances. Students are required to obtain missed lecture notes from a fellow student.

Lecture notes may not be available for guest speakers.

Some accommodations will be available for international students who are prevented from arriving by the beginning of the term and have properly registered their needs with their Academic Advisor. These students are still encouraged to attend lectures through a live feed via Zoom; however, a recording of in-class lectures and labs will be made available for only one business day after the scheduled date of these lectures. This is a temporary accommodation driven by the pandemic and some students' unique circumstances. As stated by Huron, these accommodations will be discontinued if we are cleared to return to in-person learning and once all students in our class are on-campus. These accommodations are not meant for and cannot be accessed by on-campus students who have missed class.

4.1 Student Time and Technology Expectations

To succeed in this course, it is very important to consistently stay up-to-date and current with your readings. You should plan on spending between 8 and 10 hours each week on this course. The bulk of your weekly workload will consist of reviewing the assigned textbook or article readings and reviewing the posted lecture materials. However, you should also be devoting time each week to working on individual and group assignments, especially the term project. I recommend completing the assigned readings before the corresponding lectures and labs earlier in the week to facilitate your participation in any discussion activities.

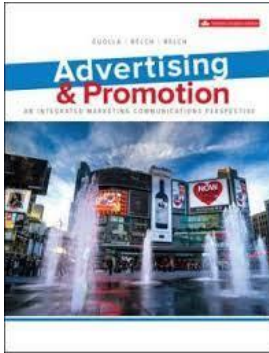
This course will require the following technological capabilities throughout the term:

- Stable high-speed internet connection
- Microphone
- A quiet space to take part in videoconferenced group meetings.
- Webcam is strongly recommended
- Virtual office hours will be accessible via Zoom, a videoconferencing application that is supported by Western. **Each student is expected to download the Zoom application onto their computers or phones** (download from this web site: <https://zoom.us/support/download>). For security and privacy reasons, students are required to access zoom videoconferencing sessions via their UWO logins (login access from this web site: <https://westernuniversity.zoom.us/>).

© Instructor generated course materials (e.g., lecture videos, notes, summaries, exam questions, etc.) are protected by law and may not be copied or distributed in any form or in any medium without explicit permission of the instructor. Note that infringements of copyright can be

subject to follow up by the University under the Code of Student Conduct and Disciplinary Procedures.

5. Textbook and Readings



Required: Guolla, Michael A., Belch, George E., & Belch, Michael A. (2020). Advertising & Promotion: An Integrated Marketing Communications Perspective (7th Canadian Edition). McGraw-Hill.

There are only two options for purchasing this textbook for our course section that you can purchase through the UWO Bookstore:

- Print option (recommended): (ISBN 9781260065985)
- eBook option: (ISBN 9781260328493)

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

Material covered in lectures and labs will not always be the same as material covered in the textbook. These two sources should be viewed as complimentary and not redundant. As such, students who want to do well in this course are **strongly encouraged** to attend lectures on a regular basis.

6. Evaluation

Evaluation component & Grading weights	
Quizzes (4 total; see below)	55%
Term Project: Elevator Pitch	5%
Term Project: IMC Presentation	10%
Term Project: IMC Plan	20%
Participation	5%
Ad Campaign Assignment	5%
Total	100%

Students are **REQUIRED TO COMPLETE ALL COMPONENTS** of this course. Extra assignments to improve grades **will NOT** be allowed. Grades will **not** be adjusted based on need. It is important to monitor your performance in the course.

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

6.1 Quizzes (55pts):

Students must complete 4 quizzes, one for each module, administered online only via our OWL course web site. Quizzes will be 30-40 minutes in length and will consist of multiple-choice questions. Quizzes are not cumulative. Please see Section 7.0 of this outline for the schedule and the list of topics and readings covered on each quiz. The first two quizzes of the term are worth 15% of the course grade each, the last two quizzes of the term are worth 12.5% of the course grade.

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

In most cases, quizzes will be open only on the second or third Friday of the scheduled module. For example, you will be able to access and begin the Quiz for Module 1 on Friday Jan 21 from 12:00am – 11:55pm EST. Once you begin the quiz, you will only have 30-40 minutes to complete it, and your answers will be automatically submitted if the time has elapsed. Quizzes cannot be paused once started, or retaken for any reason. Quizzes will not be dropped from the course evaluation or reweighed under any circumstances. Students should test their internet connection before starting a quiz and use minimal bandwidth (i.e., have no other programs open) during their quiz.

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

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

6.2 Ad Campaign Assignment (5 pts)

This assignment is designed to give you an opportunity to apply IMC concepts to a real-world example and reflect on factors that contribute to effective marketing communications. Your task is to select an individual ad campaign—as reflected through your attachment of an individual ad--and evaluate it. More details on what content to include in this assignment will be revealed later in the term. Submissions

should be no more than 1000 words, typed, double-spaced, and use 12 point font with one inch margins. Be sure to identify the client and source of the advertisement (e.g., title of magazine, date of issue) and attach the advertisement to your assignment. The assignments are due at the beginning of class on **Session 6 (Feb. 14th)**. Each student must hand in a paper copy of their assignment at the beginning of class AND submit an electronic copy of the assignment through the Turnitin assignment tab on our OWL site. **Late submissions will not be accepted.**

6.3 Term Project (35pts):

This project involves having student teams develop an integrated marketing communications plan for a product or service, which you will build throughout the term. The objectives of this project are to have you apply the course material and develop an appreciation for the process that a brand manager, account executive, or marketing communications manager goes through in developing a complete IMC plan.

For the report each team will essentially play the part of a marketing communications company which encompasses all the IMC tools (advertising, PR, sales promotions etc.) and will be pitching a comprehensive communication strategy to your client.

Additional details regarding the subject of the IMC plan will be discussed in class.

Each team will submit one collective IMC plan document. A more detailed outline for the IMC plan, to help organize your submission, will be provided in class. The IMC plan must be typewritten and include page numbers, an executive summary, headings and sub-headings to enhance readability, and a complete bibliography. You must be explicit and thorough with endnotes; all information taken from another source, whether quoted verbatim or merely summarized, must be properly acknowledged in the body of the document. The IMC plan submission should be no longer than 15 pages (12 point type, double spaced, 1" margins). There is no page limit for exhibits & appendices.

Please note that each team is strongly advised to meet with the instructor to discuss the project. In the discussion, it would be useful to be mindful about: (1) a brief analysis of the industry you will be dealing with (name, size, environmental influences affecting the market); (2) a list of the key competitors in this product category (including your product!), along with their positioning strategies; and (3) your assessment of why your product's current communication efforts and whether these could be further improved. Also, clearly establish each of your group members.

The complete project is due on **Friday April 8th at 9:30am**. Each group must submit the project through the Turnitin assignment tab on the OWL site. **Late submissions will not be accepted.**

Elevator Pitch (5pts):

Part of Week 7 is reserved for each team to make a 5-minute "elevator pitch" of their IMC idea. It should include a very concise summary of your client and their goals, but more importantly, summarize the "big idea" of your team's IMC campaign. Teams should prepare powerpoint slides for a short 5-minute presentation, with the focus on captivating your audience with the potential of your IMC campaign idea. Each team will have five additional minutes to answer questions. Presentations are expected to **submit a copy of their PowerPoint slides to our OWL site by 8:30am the day of the presentation.**

All team members should contribute to the Elevator Pitch and be present. Some group members may speak less during the pitch as long as they field questions during the question & answer period. Any group members who are absent for their Elevator Pitch without a compelling reason from an Academic Advisor 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 IMC Elevator Pitches is mandatory for the entire class.

Group Project Final Presentation:

Weeks 11 & 12 of the course are reserved for each team to make a 15 minute presentation, which will be based on the IMC plan being prepared. Five minutes will also be designated for questions. Presentations should be supported by audiovisual aids (e.g., PowerPoint slides), and presenters are expected **to submit a copy of their PowerPoint slides to our OWL site by 8:30am the day of the presentation.**

All team members should contribute to the IMC Pitch and be 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 IMC Pitches for both weeks 11 & 12 is mandatory for the entire class.

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.

Prior to midnight on April 8th you need to use the Messages tab on our OWL web site to send me a peer evaluation for your group members. Assign each person in your team 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.** 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%. In the case where a group member has literally not participated at all (zero), that group member will receive a grade of zero on the project.

□ If you are having potential issues relating to group participation with one or more group members, please notify me by email by Session 6.

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

There are seven important days/deadlines: Please mark these in your calendars

1. By the end of week 2 (**Jan. 17**), **groups of 4-6 members will be formed** by the professor. By the beginning of **Session 3 (Jan. 24)** have one member from each group e-mail me (mmaxwel3@uwo.ca) a **GROUP MEMO** containing the names and valid email addresses of each group member, a logo for your group, and a time and location during the week in which all of your group members can commit to meeting regularly.
2. In addition to your group memo, each team must email a **1-page report** by the beginning of class on week 3 (**Jan. 24 by 9:30am**). The report will be the framework for how you plan to proceed and must include a list of 3 potential companies you wish to advise, questions/issues you want to answer to proceed with the IMC plan. The more information that you provide, the more feedback that can be offered. During the semester, you are encouraged to meet with the professor *at least* once for advice.
3. The Ad campaign assignment (see section 5.2 above) **is due at the beginning of class on February 14th**. Each student must hand in a paper copy of their assignment and submit an electronic copy via Turnitin through the assignment tab on the OWL site. **Late submissions will not be accepted.**
4. The Elevator Pitch assignment (see section 5.2 above) **will occur during class on February 28th**. Each team must submit an electronic copy of their presentation through the assignment tab on the OWL site.
5. **In-class presentations** summarizing the IMC Plan will take place on **Sessions 11 & 12**. Each presentation should be between ten and fifteen minutes (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 contribute.
6. The complete **project is due on Friday April 8 by 9:30am**. Each group must hand me a paper copy, and submit an electronic copy via Turnitin through the assignment tab on the OWL site. **Late submissions will not be accepted.**
7. The **Peer Review** is due on **Friday April 8 by midnight**.

Evaluation: In grading your project, I will pay close attention to the supporting research, clarity, originality, and overall rigor of your IMC plan. More details on the requirements of each component will be posted on our course web site; each team member is expected to know these details.

Plagiarism is an academic offense and will be treated as such. Students who are in doubt as to the nature of this offence should consult their instructor, Department Chair, or Dean's Office, as well as the Huron University College Statement on Plagiarism, available at the Reference Desk in the Huron University College Library and at www.huronuc.on.ca. In addition, students may seek guidance from a variety of current style manuals available at the Reference Desk in the Huron University College Library. Information about these resources can be found at

www.huronuc.on.ca/library&computing~styleguides. Plagiarism detection software will be used in this course. Students will be required to submit their work in electronic form.

6.4 Participation Mark (5pts):

Participation is a very important component of this course. Students are expected to regularly attend our lectures and consumer insights labs and participate by making regular contributions to discussions. Mere **attendance is not considered sufficient** for participating in class. Weak contributions reflect poor classroom etiquette, body language, or little effort to contribute to the discussion. Adequate contributions consist of responding to questions. Strong contributions are those which reflect that the student has read the assigned materials before class and has an accurate understanding of the content.

7. Lecture and Examination Schedule

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

Week	Dates	Topic	Readings
Module 1: IMC Fundamentals			
1	Jan 10	<ul style="list-style-type: none"> Introduction to IMC and the Marketing Communications Environment 	<ul style="list-style-type: none"> Ch. 1 – IMC Ch. 2 – Organizing for IMC: Role of Agencies Ch. 19 pp. 478-492 – Advertising Regulation in Canada & Ethical Effects of Advertising
2	Jan 17	<ul style="list-style-type: none"> Consumer Behaviour and Communication Fundamentals Special topics: sustainability TERM PROJECT: Formation of teams 	<ul style="list-style-type: none"> Ch. 3 – Consumer Behaviour and Target Audience Decisions Ch. 4 – Communication Response Models Ch. 19 pp. 492-500 – Social and Economic Effects of Advertising
3	Jan 24	<ul style="list-style-type: none"> Branding Strategy MODULE 1 QUIZ: Friday Jan. 28 TERM PROJECT: Team Memo due 	<ul style="list-style-type: none"> Ch. 6 – Brand Positioning Strategy Decisions Kumar & Christodoulopoulou (2014): Sustainability and branding- -An integrated perspective
Module 2: IMC Strategy			
4	Jan 31	<ul style="list-style-type: none"> IMC Planning & Evaluation 	<ul style="list-style-type: none"> Ch. 5 – Objectives for the IMC Plan Ch. 9 – Measuring the Effectiveness of the Promotional Message
5	Feb 7	<ul style="list-style-type: none"> Creative / Message Strategy Special topics: celebrity endorsers 	<ul style="list-style-type: none"> Ch. 7 – Creative Strategy Decisions Ch. 8 – Creative Tactics Decisions
6	Feb. 14	<ul style="list-style-type: none"> Media Planning MODULE 2 QUIZ: Friday Feb. 18 ASSIGNMENT: Ad campaign critique due <u>Mon Feb 14</u>; 	<ul style="list-style-type: none"> Ch. 10 – Media Planning and Budgeting Ch. 11 – Broadcast Media
Feb. 21		Winter reading week – no lecture	
Module 3: IMC Tactics – Part 1			
7	Feb. 28	<ul style="list-style-type: none"> Print & Out-of-home Media TERM PROJECT: Elevator Pitch 	<ul style="list-style-type: none"> Ch. 12 – Print Media Ch. 13 – Out-of-Home Media

Week	Dates	Topic	Readings
8	Mar. 7	<ul style="list-style-type: none"> Public Relations Special topics: Experiential marketing and advertising; Responding to crises MODULE 3 QUIZ: Friday Mar. 11 	<ul style="list-style-type: none"> Ch. 15 – Public Relations Greenberg & Elliot (2009): A Cold Cut Crisis: Listeriosis, Maple Leaf Foods, and the Politics of Apology
Module 4: IMC Tactics – Part 2			
9	Mar. 14	<ul style="list-style-type: none"> Sales Promotions Direct Marketing 	<ul style="list-style-type: none"> Ch. 14 – Sales Promotion Ch. 16 – Direct Marketing
10	Mar. 21	<ul style="list-style-type: none"> Internet and Digital Interactive Media MODULE 4 QUIZ: Friday Mar. 25 	<ul style="list-style-type: none"> Ch. 17 – Internet Media Ch. 18 – Social Media
11	Mar. 28	<ul style="list-style-type: none"> TERM PROJECT: Team Presentations 	
12	Apr. 4	<ul style="list-style-type: none"> TERM PROJECT: Team Presentations TERM PROJECT: IMC Plan due by 9:30am Friday Apr. 8 TERM PROJECT: Team Peer Evaluations due by 11:59pm Friday Apr. 8 	

8. FASS APPENDIX



Appendix to Course Outlines: Academic Policies & Regulations 2021 - 2022

Mandatory Use of Masks in Classrooms

Students will be expected to wear triple layer non-medical masks at all times in the classroom as per Huron policy and public health directives. Students are now permitted to drink water in class by lifting and replacing the mask each time a drink is taken. Students will be able to eat and drink outside of the classroom during scheduled breaks.

Students unwilling to wear a mask as stipulated by Huron policy and public health directives will be referred to the Dean's Office, and such actions will be considered a violation of the Huron Student Code of Conduct.

Pandemic Contingency

In the event of a COVID-19 resurgence during the course that necessitates the course delivery moving away from face-to-face interaction, all remaining course content will be delivered entirely online, typically using a combination of synchronous instruction (i.e., at the times indicated in the timetable) and asynchronous material (e.g., posted on OWL for students to view at their convenience). Any remaining assessments will also be conducted online at the discretion of the course instructor. In the unlikely event that changes to the grading scheme are necessary, these changes will be clearly communicated as soon as possible.

Student Code of Conduct

Membership in the community of Huron University College and Western University implies acceptance by every student of the principle of respect for the rights, responsibilities, dignity and well-being of others and a readiness to support an environment conducive to the intellectual and personal growth of all who study, work and live within it. Upon registration, students assume the responsibilities that such registration entails. While in the physical or online classroom, students are expected to behave in a manner that supports the learning environment of others. Please review the Student Code of Conduct at: <https://huronatwestern.ca/sites/default/files/Res%20Life/Student%20Code%20of%20Conduct%20-%20Revised%20September%202019.pdf>.

Prerequisite and Antirequisite Information

Students are responsible for ensuring that they have successfully completed all course prerequisites and that they have not completed any course antirequisites. Unless you have either the requisites for this course or written special permission from your Dean to enroll in it, you may be removed from this course and it will be deleted from your record. This decision may not be appealed. You will receive no adjustment to your fees in the event that you are dropped from a course for failing to have the necessary prerequisites.

Attendance Regulations for Examinations

A student is entitled to be examined in courses in which registration is maintained, subject to the following limitations:

- 1) A student may be debarred from writing the final examination for failure to maintain satisfactory academic standing throughout the year.
- 2) Any student who, in the opinion of the instructor, is absent too frequently from class or laboratory periods in any course will be reported to the Dean of the Faculty offering the course (after due warning has been given). On the recommendation of the Department concerned, and with the permission of the Dean of that Faculty, the student will be debarred from taking the regular examination in the course. The Dean of the Faculty offering the course will communicate that decision to the Dean of the Faculty of registration.

Review the policy on Attendance Regulations for Examinations here:

https://www.uwo.ca/univsec/pdf/academic_policies/exam/attendance.pdf.

Statement on Academic Offences

Scholastic offences are taken seriously and students are directed to read the appropriate policy, specifically, the definition of what constitutes a Scholastic Offence, at the following website:

https://www.uwo.ca/univsec/pdf/academic_policies/appeals/scholastic_discipline_undergrad.pdf. The appeals process is also outlined in this policy as well as more generally at the following website:

https://www.uwo.ca/univsec/pdf/academic_policies/appeals/appealsundergrad.pdf.

Turnitin.com

All required papers may be subject to submission for textual similarity review to the commercial plagiarism detection software under license to the University for the detection of plagiarism. All papers submitted for such checking will be included as source documents in the reference database for the purpose of detecting plagiarism of papers subsequently submitted to the system. Use of the service is subject to the licensing agreement, currently between The University of Western Ontario and Turnitin.com (<http://www.turnitin.com>).

Statement on Use of Electronic Devices

It is not appropriate to use electronic devices (such as, but not limited to, laptops, cell phones) in the classroom for non-classroom activities. Such activity is disruptive and distracting to other students and to the instructor, and can inhibit learning. Students are expected to respect the classroom environment and to refrain from inappropriate use of technology and other electronic devices in class.

Statement on Use of Personal Response Systems (“Clickers”)

Personal Response Systems (“clickers”) may be used in some classes. If clickers are to be used in a class, it is the responsibility of the student to ensure that the device is activated and functional. Students must see their instructor if they have any concerns about whether the clicker is malfunctioning. Students must use only their own clicker. If clicker records are used to compute a portion of the course grade:

- the use of somebody else’s clicker in class constitutes a scholastic offence
- the possession of a clicker belonging to another student will be interpreted as an attempt to commit a scholastic offence.

Academic Consideration for Missed Work

Students who are seeking academic consideration for missed work during the semester may submit a self-reported absence form online provided that the absence is **48 hours or less** and the other conditions specified in the Senate policy at

https://www.uwo.ca/univsec/pdf/academic_policies/appeals/accommodation_illness.pdf are met.

Students whose absences are expected to last **longer than 48 hours**, or where the other conditions detailed in the policy are not met (e.g., work is worth more than 30% of the final grade, the student has already used 2 self-reported absences, the absence is during the final exam period), may receive academic consideration by submitting a Student Medical Certificate (for illness) or other appropriate documentation (for compassionate grounds). The Student Medical Certificate is available online at

https://www.uwo.ca/univsec/pdf/academic_policies/appeals/medicalform.pdf.

All students pursuing academic consideration, regardless of type, must contact their instructors no less than 24 hours following the end of the period of absence to clarify how they will be expected to fulfill the academic responsibilities missed during their absence. **Students are reminded that they should consider carefully the implications of postponing tests or midterm exams or delaying submission of work, and are encouraged to make appropriate decisions based on their specific circumstances.**

Students who have conditions for which academic accommodation is appropriate, such as disabilities or ongoing or chronic health conditions, should work with Accessible Education Services to determine appropriate forms of accommodation. Further details concerning policies and procedures may be found at:

<http://academicsupport.uwo.ca/>.

Policy on Academic Consideration for a Medical/ Non-Medical Absence

(a) Consideration on Medical Grounds for assignments worth *less than 10%* of final grade: Consult Instructor Directly and Contact Academic Advising

When seeking consideration on **medical grounds** for assignments worth *less than 10%* of the final course grade, and if the student has exceeded the maximum number of permissible Self-Reported absences, the student should contact the instructor directly. The student need only share broad outlines of the medical situation. The instructor **may** require the student to submit documentation to the academic advisors, in which case she or he will advise the student and inform the academic advisors to expect documentation. If documentation is requested, the student will need to complete and submit the [Student Medical Certificate](#). The instructor may **not** collect medical documentation. The advisors will contact the instructor when the medical documentation is received, and will outline the severity and duration of the medical challenge as expressed on the Student Medical Certificate and in any other supporting documentation. The student will be informed that the instructor has been notified of the presence of medical documentation, and will be instructed to work as quickly as possible with the instructor on an agreement for accommodation.

(b) Consideration on Non-Medical Grounds: Consult Huron Support Services/Academic Advising, or email huronsss@uwo.ca.

Students seeking academic consideration for a **non-medical** absence (e.g. varsity sports, religious, compassionate, or bereavement) will be required to provide appropriate documentation where the conditions for a Self-Reported Absence have not been met, including where the student has exceeded the maximum number of permissible Self-Reported. All consideration requests must include a completed [Consideration Request Form](#). Late penalties may apply at the discretion of the instructor.

Please review the full policy on Academic Consideration for medical and non-medical absence at: https://www.uwo.ca/univsec/pdf/academic_policies/appeals/accommodation_illness.pdf. Consult [Huron Academic Advising](#) at huronsss@uwo.ca for any further questions or information.

Support Services

For advice on course selections, degree requirements, and for assistance with requests for medical accommodation, students should email an Academic Advisor in Huron's Student Support Services at huronsss@uwo.ca. An outline of the range of services offered is found on the Huron website at: <https://huronatwestern.ca/student-life/student-services/>.

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

If you think that you are too far behind to catch up or that your workload is not manageable, you should consult your Academic Advisor. If you are considering reducing your workload by dropping one or more courses, this must be done by the appropriate deadlines. Please refer to the Advising website, <https://huronatwestern.ca/student-life/student-services/academic-advising/> or review the list of official Sessional Dates on the Academic Calendar, available here: <http://www.westerncalendar.uwo.ca/SessionalDates.cfm>.

You should consult with the course instructor and the Academic Advisor who can help you consider alternatives to dropping one or more courses. Note that dropping a course may affect OSAP and/or Scholarship/Bursary eligibility.

Huron Student Support Services: <https://huronatwestern.ca/student-life/student-services/>
Office of the Registrar: <https://registrar.uwo.ca/>
Student Quick Reference Guide: <https://huronatwestern.ca/student-life/student-services/#1>
Academic Support & Engagement: <http://academicssupport.uwo.ca/>
Huron University College Student Council: <https://huronatwestern.ca/student-life/beyond-classroom/hucsc/>
Western USC: <http://westernusc.ca/your-services/#studentservices>

Mental Health & Wellness Support at Huron and Western

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

Wellness Services: huronwellness@huron.uwo.ca
Community Safety Office: safety@huron.uwo.ca
Chaplaincy: gthorne@huron.uwo.ca

Additional supports for Health and Wellness may be found and accessed at Western through, <https://www.uwo.ca/health/>.