
MOS 3420F (Section 550) Marketing Research Course Outline: Fall 2022

1. Basic Course Information:

Scheduled Class Location and Time: HC-W112 Thursdays 12:30pm - 2:30pm EST and Tuesdays 1:30-2:30pm EST

Contact Information:

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

Office Hours: virtual office hours Thursdays 10:30-11:30am (see our OWL site for the Zoom link)

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

Email: mmaxwel3@uwo.ca

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

2. Calendar Description

Course Description:

This course integrates the various research tools used within the social sciences and applies them to practical marketing research settings. The focus is on how to develop research designs, instruments, and methodologies to answer specific applied research questions and theories.

3 lecture hours per week, 0.5 course

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

Pre-or Corequisite(s): One of: MOS 2242A/B; Psychology 2820E; Sociology 2205A/B and Sociology 2206A/B; Statistical Sciences 2035.

Antirequisite(s): MOS 3470F/G.

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

Welcome to Marketing research! This course integrates the various research tools used within the social sciences and applies them to real-life marketing research settings. Research skills have a long 'shelf-life': beyond being valuable in a practical sense, knowledge of research methods in the social sciences is both enduring and applicable to a wide range of pursuits. Marketing research methods and philosophies draw from a wide range of social science disciplines, including psychology, sociology, anthropology, economics, organizational and human resources, as well as mathematics and statistics. As such, the multidisciplinary and integrative nature of this course exemplifies the spirit of the MOS program and the Marketing & Sustainability module at Huron, with their mixture of traditional business courses and a strong foundation in the social sciences.

Marketing research is an applied management discipline that is crucial to understanding markets and customers in order to make better marketing decisions, or, in other words, to support evidence-based management. This course considers the role of marketing research in society and its relevance to firms and individuals, providing a strong basis for understanding how research is developed and informs evidence-based management and decision-making. Our focus will be on how to develop research designs, instruments, and methodologies to answer specific applied research questions and theories. To these ends, you will have an opportunity to create, analyze and interpret research data obtained from a real-life marketing study.

3.1 Learning outcomes:

Taking this course, students will gain the following experiences and skillsets:

1. Synthesizing social science research approaches, and developing knowledge and awareness of available research methods and tools/designs for discovering insights into marketing phenomenon and for collecting, compiling, and analyzing marketing data.
2. Identifying appropriate statistical tests to apply to marketing research questions, conduct, analyze and interpret research data, as well as infer conclusions and apply the findings to augment marketing strategies.
3. Generate, design and conduct a marketing study to investigate and solve a novel and managerially relevant research question. Students will gain experience formulating a research question, reviewing and interpreting relevant literature, and generating hypotheses. They will apply their learned knowledge in justifying appropriate research design, data collection, and statistical techniques, identify the limitations of the proposed research, and conclude managerial implications of the research.
4. Refine essay-writing skills by formulating and composing a research report; practice communication and critical thinking skills, as well as manage peer learning by debating, investigating, explaining, and demonstrating scientific methods and statistics.

4. Course Plan and Format

The basic pedagogy in the course takes several forms. The lectures and the readings are the basis of knowledge acquisition. The lectures, class discussions, classroom activities, reading assignments, and video presentations will provide the opportunity to learn the concepts and theories of various marketing research topics, and to apply this knowledge in a systematic manner. Much of the class sessions will be devoted to applying, extending and critiquing the material in the assigned readings. Students are expected to contribute to class sessions.

Therefore, it is very important that students be prepared to talk about the material under consideration, and that means it is necessary to read and critically think about the assigned materials before coming to class. During the term, students are encouraged to share marketing research examples that you might come across, either directly or via the media, with the class.

Outline versions of lecture notes will be made available to students as a courtesy, and it is expected that students download and use them to maintain the pace of lectures. Lecture notes may not be available for guest speakers. Full versions of notes will NOT be provided to students under ANY circumstances. **All students are responsible for all course material and should contact their peers for notes of missed classes.**

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

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.

Some accommodations may [or *may not*] be available for international students who are prevented from arriving by the beginning of the fall term and have properly registered their needs with their Academic Advisor. Such students would be encouraged to attend lectures through a live feed via Zoom; however, a recording of in-class lectures will be made available for only one business day after the scheduled date of these lectures. This would represent a *temporary* accommodation driven by the pandemic and some students' unique circumstances. As stated by the Huron administration, these accommodations would be discontinued once all students in our class are on-campus and cannot be accessed by other on-campus students who have missed class.

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

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

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

4.1 Technology Requirements

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

- A laptop computer that you can bring to class (see section 4.2 below for recommendations). A tablet is unsuitable for our class needs.

- Usage of personal smartphones or similar mobile devices is not allowed in class.
- Stable high-speed internet connection
- Microphone.
- A quiet space for some asynchronous learning (e.g., small pre-recorded tutorial videos)
- Webcam is optional but strongly recommended
- Office 365 software (see below) for accessing lectures and preparing assignments.
- Zoom software for office hours. **Each student is expected to download the Zoom application onto their computers or phones** (download from this web site: <https://zoom.us/support/download>). For security and privacy reasons, students are required to access zoom videoconferencing sessions via their UWO logins (login access from this web site: <https://westernuniversity.zoom.us/>). There is also an option of meeting in person if an online office hour meeting cannot be arranged.
- MyVLab software will be used to gain free access to SPSS statistical software for some in-class lectures, assignments, and the term project. Visit the MyVLab page for setup and login instructions: <https://myvlab.uwo.ca/index.html>.
 - Alternatively, students may (but are not required to) purchase a SPSS student licence from The Campus Computer Store / The Tech Hub.

4.2 Laptop Recommendations

Laptops come in many different sizes and capabilities. These capabilities are described by screen size and resolution, CPU, memory (RAM) and storage (Hard Disk size). The two main styles of computers are Apple and PC. The guidelines below focus on a PC computer however, a Mac device is acceptable.

Huron IT does not make any brand specific recommendations except to say, with most laptops you get what you pay for. Lenovo, Dell, HP and ASUS would be four top brands. Purchasing a laptop at Costco or BestBuy is completely acceptable. Huron strongly encourages you to purchase an extended warranty.

Screen Size	12.5", 13.3", 14", 15.6", 16.1", 17.3" This is the screen size in inches. Smaller is more portable while larger gives you more screen visibility
Resolution	At a minimum 1920x1080 for screen resolution and anything higher (2K, 2.5K, 3K, 4K, etc.) gives you a much better image
CPU	Intel CPUs generally come in three capacities – i3, i5, & i7. Huron recommends avoiding i3 and focus on i5 or i7 chipsets. i5-1135G7, i5-1155G7, i5-11300H, i5-11320H, i5-11260H, i5-11400H, i5-12500H, i7-1165G7, i7-11800H, i7-12700H AMD CPUs are called Ryzen and come in R3, R5, R7 and R9. Huron recommends avoiding the R3 CPU and focus on at least R5 or R7

	Ryzen R5-5500U, R5-5600U, R5-4600H, R7-4700U, R7-5800H, R7-6800H, R9-4900HS, R9-4900H, R9-5900HS, R9-5900HX
Memory (RAM)	RAM or Memory in a laptop really defines how much you can accomplish at one time (multi-tasking). For RAM, more is always better, up to 32Gb of RAM. However, this will dramatically increase the price. Huron is recommending at least 8 Gb, but preferably 16 Gb of RAM in your laptop
Storage (HDD)	Storage defines how much local space is available to store files. There are two main styles of storage, Hard Disk Drive and Solid State Drive (HDD Vs. SSD). In EVERY CASE SSD is better. At a minimum 500 Gb of local storage is recommended. The Office365 account that you get for free as a Huron student comes with 2 Tb of online storage via Microsoft OneDrive. This is where Huron recommends you store all of your files and documents as this ensures they are always backed up.

5. Textbook & Readings



Malhotra, Naresh K. (2019). *Marketing Research: An Applied Orientation, 7th Edition*, New York, NY: Pearson.

Paperback - ISBN: 9780134734842
E-Text - ISBN: 9780137504879

6. Evaluation

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

Evaluation Component	Percentage of Course Grade
Attendance & Participation	16
Quizzes	30
Application activities	24
Marketing Research Proposal (materials, presentation, report)	30

6.1 Quizzes (30pts):

Students must complete 3 quizzes, one for each module, administered in-class. Quizzes will be 35-45 minutes in length and will consist of multiple-choice and short answer questions. Quizzes are not cumulative. See Section 7.0 for the list of topics and readings covered on each quiz.

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

In most cases, quizzes will be open only on the last Tuesday of the scheduled module.

For example, the Quiz for Module 1 is on Tuesday Sept. 27 from 1:30 – 2:20pm EST. Each quiz is worth 10% of your final grade; quizzes will not be dropped from the course evaluation or reweighed under any circumstances.

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. **Forgetting 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.

6.2 Participation (12pts) & Attendance (4pts) Marks:

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.

During the term there will be opportunities to participate in more than 20 in-class sessions; you are only required to participate in 15, and I will count the marks of your best 15 toward your course grade. To get a perfect attendance mark, you required to attend at least 20 in class sessions (not including quizzes). The 15 in-class sessions that garnered your best participation will be rescaled to a mark out of 12. Similarly, the amount of classes attended out of 20 will be rescaled to a mark out of 4. In sum, it is important to attend and regularly contribute to class discussions.

Attending or participating in fewer than the required in-class sessions will result in an automatic 0 applied to each missed component. **There will be no alternate assignments made available for missed in-class sessions.**

6.3 Application Activities

Throughout the term there will be six in-class application activities. They will be graded on of the basis of your level engagement (participation) and ability (knowledge) to apply concepts from class. **This will require being physically present in class, prepared for discussion by completing the required readings for each class, and demonstrating your understanding of the key issues involved.** These will be small activities either assigned or completed in class that you will hand in

individually, in pairs, or as a group. As assigned, **details will be provided in class only, and will not be posted to OWL. Each application activity is worth 4% of your final grade; activities will not be dropped from the course evaluation or reweighed under any circumstances.** 7

6.4 Term Project

This experiential project involves giving students hands-on practice applying marketing research methods to address a real-world marketing problem. You will apply the lessons from our course to conduct an original research study to address the kinds of critical marketing decisions faced by organizations. The project is to be done in teams (4-6 members), and all members will receive the same mark given to the team (except if there are issues indicated by peer evaluations explained below). More specific grading rubrics will be made available later in the term.

There are six events and deadlines; please mark them down in your agendas.

1. **Teams will be formed by your instructor on Week 2**, upon which you will want to meet with your team as soon as possible to finish the Team Memo (item #2 below).
2. The first team task is to create a team memo that contains your original team name, logo, scheduling details on regular meeting times and key deliverables/events in the term. In addition, your memo you must also identify a target company or organization that will be helped by your study. Finally, your team must select the type of marketing decision or topic (from a pre-determined list of topics) that will be used addressed through your study. More details will be provided in class. **The TEAM MEMO is due during Week 3 by the beginning of class on Sept 27)** Note: **Your team cannot begin or submit any other project components before completing this important stage and receiving approval from me to proceed.** The feedback you get from me during Week 4 will form the basis of the marketing research study materials your team will create (item 3 below).
3. **During Weeks 6-8** teams will finalize your study materials and jointly distribute the final survey. First, your team must **submit the materials to be used in your marketing research study by 12:30 pm EST Thursday Oct. 13.** Teams will use Qualtrics (<https://mysurveys.uwo.ca/>) to create the online survey materials that will be presented to your participants. I will provide feedback immediately if your team needs to make changes to their materials. **Your team may not be able to complete your project without finishing this important, timely step. The survey containing all teams' study materials will be compiled by me and distributed by each of you by or before Friday Oct. 28.** This assignment is worth 5% of your course grade; it is primarily evaluated based on the quality of your initial submission, followed by the subsequent quality of your revisions and final materials.
4. The **WRITTEN REPORT is due during Week 11 by 12:30pm on Tuesday November 29.** Your report should summarize information about your company, its industry, and relevant marketing environment. Most critically, it should also describe the analyses and findings of your study, and the implications from the marketing problems and research questions your team identified back in Weeks 3 and 4. To help teams prepare, I will provide step-by-step guidance on how to use SPSS to perform the data analyses needed and format your report accordingly during Weeks 7-10. Your paper must adhere to the following: Double-spaced, 12-point font, Times New Roman,

correct grammar and spelling, date and class in upper left hand corner, title centered and bolded, reference list at end, and using APA-style citations and bibliography, maximum of 15 pages not counting title page, table of contents, executive summary, references or required appendices. An electronic copy should be submitted to the Turnitin plagiarism detection system via our OWL web site by one member of your group. There are no exceptions to this requirement, and no late submissions will be accepted. This term project component is worth 15% of your course grade.

5. **A PRESENTATION** summarizing the purpose of your team's study, findings, and potential marketing implications for your company will occur **during Week 12 during class time on Dec. 1**. Each team member must participate in the creation and delivery of this presentation, which must be between ten and fifteen minutes long. In addition, an electronic copy of your slide deck must also be submitted to our course web site by the deadline. This term project component is worth 10% of your course grade.

6. **PEER EVALUATIONS are due by 11:55pm on December 7**. Working collaboratively in groups is still a very important part of the business world in general. All team members should participate equally; you will have the opportunity to confidentially evaluate the contributions made (or lack thereof) of fellow team members, with a peer-evaluation. If there are large discrepancies indicating there were issues relating to one or more group members not pulling their weight or participating at all, I may pursue this further. Ideally you will be able to provide e-mails and other correspondence showing that there were efforts to include all group members in the completion of the project. This feedback will be incorporated in assigning the grade for each student in the group. **Lack of participation by one or more group members will not affect the final mark of the project itself, but it can lead to less than full marks being awarded to the group member(s) who have not participated fully.** If your peers have evaluated you between 5/10 to 7/10, your individual grade on the project will be reduced by at least 10%. If your peer evaluation shows your contribution to be 5/10 or less from your group members, your individual grade on the project will be reduced by at least 20%. In the case where a group member has literally not participated at all (zero), that group member will receive a grade of zero on the project. If you are having issues relating to group participation with one or more group members, please notify me by email by Week 5.

Evaluation: In grading your project, I will pay close attention to the clarity, supporting research, originality, and overall rigor of your marketing research study. The specific 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.

7. Lecture and Examination Schedule

9

Week	Thursdays 12:30-2:30pm	Tuesdays 1:30-2:30pm
Module 1: Marketing Research Designs		
1	<u>Sept. 8</u> <ul style="list-style-type: none"> • Course overview • Introduction to Marketing Research • Readings: Ch. 1, 2 	<u>Sept. 13</u> <ul style="list-style-type: none"> • Overview of Marketing Research designs; explanation of term project • Readings: Ch. 3
2	<u>Sept. 15</u> <ul style="list-style-type: none"> • Primary vs. Secondary Data; Exploratory and Qualitative Research Designs • Readings: Ch. 4, 5, Ch. 6 pp. 185-202 • TERM PROJECT: Formation of teams Thurs Sept 15 	<u>Sept. 20</u> <ul style="list-style-type: none"> • In-class: Application Task 1 (observational research)
3	<u>Sept. 22</u> <ul style="list-style-type: none"> • Experimental Research Designs; Causality in Marketing Research • Readings: Ch. 7 	<u>Sept. 27</u> <ul style="list-style-type: none"> • QUIZ 1 • TERM PROJECT: Team Memo due Tues Sept 27
Module 2: Survey Creation & Distribution		
4	<u>Sept. 29</u> <ul style="list-style-type: none"> • Survey Design • Readings: Ch. 6 pp. 164-185, 196-202; Ch. 10 	<u>Oct. 4</u> <ul style="list-style-type: none"> • In-class: Application Activity 2 (experimental research) • TERM PROJECT: Feedback meeting on Team Memo during Week 4
5	<u>Oct. 6</u> <ul style="list-style-type: none"> • Questionnaire design and measurement; application to real-world marketing problems. • Readings: Ch. 8, 9 	<u>Oct. 11</u> <ul style="list-style-type: none"> • In-class: Application Activity 3 (questionnaire design)
6	<u>Oct. 13</u> <ul style="list-style-type: none"> • Principles of Sampling • Readings: Ch. 11, 12 • TERM PROJECT: Submit Term Project Materials by Thurs Oct. 13 	<u>Oct. 18</u> <ul style="list-style-type: none"> • QUIZ 2
Module 3: Insights from Marketing Research Data		
7	<u>Oct. 20</u> <ul style="list-style-type: none"> • Data Preparation, Hypothesis-testing • Readings: Ch. 14, Ch. 15 pp. 437-450 • TERM PROJECT: Incorporate feedback on materials by Thurs Oct. 20 	<u>Oct. 25</u> <ul style="list-style-type: none"> • Guidance on orientation to SPSS, data coding

Week	Thursdays 12:30-2:30pm	Tuesdays 1:30-2:30pm	1
8a	<u>Oct. 27</u> <ul style="list-style-type: none"> • Descriptive Analyses; Tabular Analysis • Readings: Ch. 15 pp. 450-459 • TERM PROJECT: final online survey compiled and distributed on Fri Oct. 28 	<u>Oct. 31</u> <i>Reading Week Oct. 31 – Nov. 6 – no in-class session</i>	
8b	<u>Nov. 6</u> <i>Reading Week Oct. 31 – Nov. 6 – no in-class session</i>	<u>Nov. 8</u> <ul style="list-style-type: none"> • Guidance on descriptive analysis; cross-tab analyses • In-class: Application Activity 4 (descriptive analyses) 	
9	<u>Nov. 10</u> <ul style="list-style-type: none"> • Statistical Tests of Difference • Guidance on inferential data analysis to test hypotheses Part 1 • Readings: Ch. 15 pp. 460-470, Ch. 16 	<u>Nov. 15</u> <ul style="list-style-type: none"> • Guidance on inferential data analysis to test hypotheses Part 1 (cont'd) • In-class: Application Activity 5 (inferential tests of difference) 	
10	<u>Nov. 17</u> <ul style="list-style-type: none"> • Statistical Tests of Relation (Correlation & Regression) • Guidance on inferential data analysis to test hypotheses Part 2 • Readings: Ch. 17 • In-class: Application Activity 6 (inferential tests of relation) 	<u>Nov. 22</u> <ul style="list-style-type: none"> • Report Preparation & Presentation • Readings: Ch. 23 	
11	<u>Nov. 24</u> <ul style="list-style-type: none"> • Guidance on preparing final report (cont'd) • Readings: Ch. 23 	<u>Nov. 29</u> <ul style="list-style-type: none"> • <i>No in-class session</i> • TERM PROJECT: Final Report due by Tues Nov. 29 12:30pm 	
12	<u>Dec. 1</u> <ul style="list-style-type: none"> • TERM PROJECT: Team Presentations 	<u>Dec. 6</u> <ul style="list-style-type: none"> • QUIZ 3 • TERM PROJECT: Peer Evaluations due Dec. 7. 	

8. FASS APPENDIX



Pandemic Contingency

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

Student Code of Conduct

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

<https://huronatwestern.ca/sites/default/files/Res%20Life/Student%20Code%20of%20Conduct%20-%20Revised%20September%202019.pdf>.

Prerequisite and Antirequisite Information

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

Attendance Regulations for Examinations

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

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

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

Statement on Academic Offences

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

[Academic](#)

[Calendar - Western University \(uwo.ca\)](#) .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.

1

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, tablets, 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

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, 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. 1

b) Medical Grounds for assignments worth 10% or more of final grade: Go Directly to Academic Advising

University Senate policy, which can be found at [Academic Calendar - Western University \(uwo.ca\)](#) requires that all student requests for accommodation on medical grounds for assignments worth 10% or more of the final grade be made directly to the academic advising office of the home faculty (for Huron students, the “home faculty” is Huron), with supporting documentation in the form (minimally) of the Senate-approved Student Medical Certificate found at: https://www.uwo.ca/univsec/pdf/academic_policies/appeals/medicalform.pdf.

The documentation is submitted in confidence and will not be shown to instructors. The advisors will contact the instructor when the medical documentation is received, and will outline the severity and duration of the medical challenge as expressed on the Student Medical Certificate and in any other supporting documentation. The student will be informed that the instructor has been notified of the presence of medical documentation, and will be instructed to work as quickly as possible with the instructor on an agreement for accommodation. The instructor will not normally deny accommodation where appropriate medical documentation is in place and where the duration it describes aligns with the due date(s) of assignment(s). Before denying a request for accommodation on medical grounds, the instructor will consult with the Dean. The instructor’s decision is appealable to the Dean.

c) 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. 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: [accommodation_medical.pdf \(uwo.ca\)](#). 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://academicsupport.uwo.ca/>
 Huron University College Student Council: <https://huronatwestern.ca/student-life/beyond-classroom/hucsc/>
 Western USC: <http://westernusc.ca/your-services/#studentservices>

Wellness and Health Supports 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. All Huron staff and faculty have received training on responding to disclosures of Gender-Based Sexual Violence (GBSV); students should know that the Community Safety Office is a resource for survivors, providing support and, if desired, guidance while referring them to the further supports that they may require. 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

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

Western Calendar - Policy Pages -

[Academic Calendar - Western University \(uwo.ca\)](#)