

MOS 3321G Consumer Behavior Course Outline: Winter 2020



1. Basic Course Information:

1.1 Scheduled Class Location and Time: Fridays 10:30am - 1:30pm, HC - W108

1.2 Contact Information:

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

Office: A20

Office Hours: TBD

Phone: n/a

Email: mmaxwelwo@gmail.com

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

2. Calendar Description

2.1 Course Description:

This course focuses on understanding and predicting consumer behavior by integrating theories from psychology, sociology, anthropology and economics. Emphasis will be on how behavior is shaped by internal and external influences.

3 lecture hours, 0.5 course

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

Consumer decision-making is often complex and far from rational. This course focuses on understanding and predicting consumer behavior by integrating theories from psychology, sociology, anthropology and economics. Topics include the importance of consumer behaviour and research; internal influences such as motivation and involvement, personality, self-image, life-style, perception, learning, attitude formation and change, and communication; external influences such as culture, subculture, social class, reference groups and family, and the diffusion of innovations; and consumer decision making.

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

- Identify the key terms, concepts, and theories of consumer behaviour
- Evaluate the principal theories of consumer behaviour; critically assess strengths, limitations and applications
- Apply consumer behaviour concepts to real world marketing problems and develop better marketing programs and strategies to influence those behaviours
- Analyze the current trends in consumer behaviour; and apply them to the marketing of an actual product or service.

4. Course Plan and Format

4.1 Course Plan

Welcome to Consumer Behaviour! Consumer spending powers 70% of the Canadian economy, and understanding consumer behaviour is critical to successful marketing. Marketing begins and ends with the consumer—from determining consumer needs and wants and delivering consumer satisfaction. Marketing would be relatively easy if all consumers responded the same way. However, this is far from being the case. In fact, even the same individual consumer can behave in an inconsistent manner. Consumer behaviour is complex, and predicting consumer behaviour is rather difficult.



The course begins by investigating internal influences on consumer behaviours. Drawing from psychology, we look at perception, theories of learning and motivation, self-concept and values, as well as personality and lifestyles. We then consider the key roles played by attitudes on consumer behaviour, how attitudes are formed, and how attitudes can be changed. Next, we examine individual decision-making, including the decision-making process, and how other individuals, groups, families, as well as situational factors

combine to influence the consumer. Incorporating theories and concepts from the domains of sociology and anthropology, in the latter part of the course we shift our focus to understanding consumer behaviour at the group level. Here we consider socio-demographic predictors of behaviour, various subcultures of consumers residing within and outside of Canada, and the critical roles played by culture on consumer behaviour. The course will also touch upon the research methods and critical thinking skills used to study consumer behaviour.

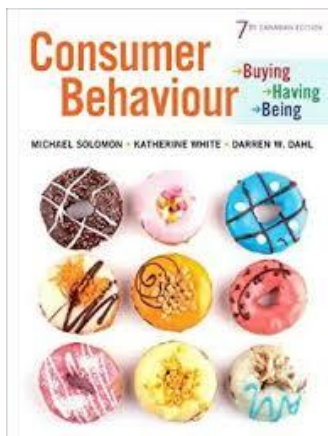
4.2 Course format



The lectures and readings are the base of knowledge acquisition, which will be supplemented by class discussions, presentations, assignments, games, and other activities. Together, these tasks are designed to provide students the opportunity to learn the theories and concepts of consumer behaviour, and to practically apply this knowledge to managerial contexts.

Students are expected attend all classes, and to remain in attendance throughout the entire class. Class sessions will be devoted to applying, extending and critiquing the material in the assigned readings. 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. 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. Moreover, the outline notes contain learning objectives that illustrate what each student should grasp from the lecture and readings, and how they should prepare for the midterm and final exams. 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. Lecture notes may not be available for guest speakers.

5. Textbook



Required: Solomon, Michael R., Katherine White & Darren W. Dahl (2015). Consumer Behaviour: Buying, Having, and Being (7th Canadian Edition). Pearson Education Canada. ISBN: 978-0-13-395809-6.

Additional readings from academic journals, practitioners' journals and the popular press may be assigned periodically, to illustrate and expand upon the concepts covered in the text. Class sessions will be devoted to applying, extending, and critiquing the assigned reading materials. Students must be prepared to talk about the material under consideration, and that means that students must read and critically think about the assigned materials before the scheduled class.

Material covered in lectures 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. Please note that the instructor will not be providing copies of lectures notes or overheads. Therefore, if you miss a lecture, you should try to obtain this material from another student.

6. Evaluation

Summary of Evaluation Components	
Components	Points/Percentage of Course Grade
Midterm Exam	20
Final Exam	30
Attendance & Participation	15
Term Project	35

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. Remember: *You* are responsible for your grades in this course.

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

6.1 Midterm Exam (20pts) and Final Exam (30pts):

There will be a mid-term and final exam in the course. These may include a combination of multiple-choice, quantitative problem solving, qualitative appraisals, short answer questions, cases, and/or short essay questions. Questions can pertain to any of the material covered during the course, including those topics contained in video presentations, class discussions/activities, and ALL assigned readings.

Both the mid-term and final exams are closed-book. **Dictionaries are NOT allowed into the examinations.** The final exam will take place during the regular final examination period, and is non-cumulative (100% post-midterm material). Exams will not be returned to students but may be reviewed in the instructor's office.

Instructions for attending exams:

- Bring student identification, a pencil, an eraser, and a pen. Nothing is to be on/at one's desk during an exam except these items.
- Do not wear baseball caps to exams

- Do not bring music players, cell phones, or other electronic devices to exams

6.2 Attendance (5 pts) & Participation Mark (10pts):

Students are expected to regularly attend class, and participate in and make regular contribution to class discussions. Merely attending class is not considered sufficient for “participating” in class. Weak contributions reflect poor classroom etiquette, 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.

6.3 Term Project (35pts):

Throughout the term students can choose to work as individuals or in teams on a term project that will be conducted outside of class. Term projects can take one of the following options:

Option #1 (academic literature review): conduct a research review that examines and discusses the results of multiple studies regarding one broad topic.

Option #2 (academic research proposal): propose a new research study that outlines a proposed methodology for collecting data that will address a specific information gap for a variety of business-to-consumer companies/industries

Option #3 (applied brand analysis): analyze background information on a current brand from the perspective of 2-3 concepts and theories discussed in this course. Your analysis should include an explanation of the relevant consumer behaviour concepts or theories, how the brand relates to/applies to these concepts or theories, and an evaluation on the effectiveness of applying these concepts or theories.

For either of these options, you will be expected to prepare a **memo** due *Week 2* that describes your interests and intentions for the project, a **progress report (5 points)** due *Week 5*, then a **final report (15 points)** due *Week 11* and a 10-15 minute **presentation (10 points)** to be delivered on *Week 12*. More details on each option and each evaluation component of the project will be provided later in the term. During the course of the semester, you are encouraged to meet with the professor *at least* once for advice.

If you decide to work as a team on the term project, *your peers’ evaluations will also be taken into account* and your grade(s) on the project may be adjusted if the evaluations in the team indicate an uneven distribution of contribution and effort. If, for example, a student’s team received a 85% grade on an assignment but the student only earned 80% of the possible points from this assignment based on evaluations from his or her teammates, s/he will earn only 80% of that mark, i.e., s/he will finish with a 68% grade.

7. Lecture and Examination Schedule

The schedule is subject to change at the discretion of the course instructor. **Additional readings may be assigned periodically throughout the term.**

Week 1 (Jan 10):

Introduction to Consumer Behaviour

- Introduction to the course, review of course syllabus, discussion of team assignments
- What is consumer behaviour, marketing strategy and consumers, needs and wants, the dark side of CB
- Research methods

Readings: Chapter 1



Week 2 (Jan 17):

The Cognitive Consumer: Perception, Learning and Memory

- Sensory systems, exposure, attention, interpretation, biases,
- Learning theories and process, memory

Readings: Chapter 2, Chapter 3

ASSIGNMENT DUE: MEMO for term project



Week 3 (Jan 24):

Motivation and Affect

- Critical thinking about consumer behaviour
- Needs and wants, motivation process and strength, involvement
- Preparation for Progress Report 1

Readings: Chapter 4; article TBD



Week 4 (Jan 31):

The Self, Personality, and Lifestyles

- Perceptions on the self, self-concept, gender roles and body image
- Personality and brand personality, lifestyles and psychographics, values

Readings: Chapters 5 & 6



Week 5 (Feb 7):

Attitudes: Formation & Change

- Formation of attitudes, attitudes as predictors of behaviour, modifying attitudes, communication effects on attitudes
- Modifying attitudes, communication effects on attitudes

Readings: Chapters 7 & 8

ASSIGNMENT DUE: Term Project Progress Report 1








Week 6 (Feb 14): *no class – meet with instructor for feedback on progress report and update on term projects

Feb 21: *no class – Winter Reading Week

- *Work independently on Term projects*



<p>Week 7 (Feb 28): MIDTERM EXAM</p> <ul style="list-style-type: none"> • Corresponding to topics covered during Weeks 1-5. 	
<p>Week 8 (March 6): <i>Decision-Making: Individuals and Situations</i></p> <ul style="list-style-type: none"> • The stages in consumer decision-making, situational effects on behaviour • buying and disposing • Post-purchase satisfaction and behaviour <p>Readings: Chapters 9 & 10</p>	
<p>Week 9 (March 13): <i>The Social Consumer: Group Influences and Families</i></p> <ul style="list-style-type: none"> • Reference groups and conformity, W.O.M, opinion leaders, family decision making and roles • Income and consumer spending patterns, social class and status symbols <p>Readings: Chapter 11, Chapter 12</p>	
<p>Week 10 (March 20): <i>The Social Consumer: Subcultures; Cultural Influences on Consumer Behaviour</i></p> <ul style="list-style-type: none"> • Subcultures and consumer identities by age, regions • What is culture, characteristics of culture, culture and consumption, Myths and rituals <p>Readings: Chapters 13 & 14</p>	
<p>Week 11 (March 27): <i>The Social Consumer: Creation and Diffusion of Culture</i></p> <ul style="list-style-type: none"> • Cultural selection and diffusion, meaning transference <p>Readings: Chapter 15 ASSIGNMENT DUE: Term Project Final Report due beginning of class</p>	
<p>Week 12 (April 3):</p> <ul style="list-style-type: none"> • Special topics: <ul style="list-style-type: none"> ○ Sustainable consumption trends ○ Big Data • Exam review <p>ASSIGNMENT DUE: Term Project Presentations</p>	
<p>During final exam period (April 6-26): FINAL EXAM</p> <ul style="list-style-type: none"> • 3 hours, closed book. Location, time, date: TBA • NON-CUMULATIVE → Corresponding to topics covered in weeks 7-12. This includes assigned text chapters, assigned supplementary materials, and classroom discussions. 	

8. Special Instructions & Frequently Asked Questions

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.

9. FASS APPENDIX



Appendix to Course Outlines: Academic Policies & Regulations 2019/2020

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 enrol in it without them, you may be removed from this course and it will be deleted from your record. If you enrol in this course despite having already taken an antirequisite you may be removed from this course and it will be deleted from your record. Removals for these reasons 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 or for having already taken the antirequisites.

Conduct of Students in Classes, Lectures, and Seminars

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. The academic and social privileges granted to each student are conditional upon the fulfillment of these responsibilities.

In the classroom, students are expected to behave in a manner that supports the learning environment of others. Students can avoid any unnecessary disruption of the class by arriving in sufficient time to be seated and ready for the start of the class, by remaining silent while the professor is speaking or another student has the floor, and by taking care of personal needs prior to the start of class. If a student is late, or knows that he/she will have to leave class early, be courteous: sit in an aisle seat and enter and leave quietly.

Please see the Code of Student Conduct at:

www.huronuc.on.ca/sites/default/files/pdfs/Code%20of%20Student%20Conduct.pdf.

Technology

It is not appropriate to use technology (such as, but not limited to, laptops, cell phones) in the classroom for non-classroom activities. Such activity is disruptive and is 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.

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.

Short Absences: If you miss a class due to a minor illness or other problems, check your course outline for information regarding attendance requirements and make sure you are not missing a test or assignment. Cover any readings and arrange to borrow notes from a classmate. Contact the course instructor if you have any questions.

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

Please see the policy on Attendance Regulations for Examinations here:
https://www.uwo.ca/univsec/pdf/academic_policies/exam/attendance.pdf.

Class Cancellations

In the event of a cancellation of class, every effort will be made to post all relevant information on the OWL class site at: <https://owl.uwo.ca/portal>, and on the Huron website at www.huronuc.on.ca/about/accessibility .

Academic Student 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: www.huronuc.ca/student-life-campus/student-services/academic-advising.

Department Chairs and Program Directors and Coordinators are also able to answer questions about their individual programs. Their contact information can be found on the Huron website at: www.huronuc.ca/student-life-campus/art-social-science and at www.huronuc.ca/student-life-campus/management-and-organizational-studies.

Adding / Dropping Courses

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. If you consider reducing your workload by dropping one or more courses, this must be done by the appropriate deadlines. Please refer to the Huron website, [huronuc.ca/student-life-campus/student-services/academic-advising](http://www.huronuc.ca/student-life-campus/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.

Mental Health & Wellness Support at Huron and at Western

Students who are stressed, emotionally distressed or in mental health crisis please refer to: [huronuc.ca/student-life-campus/student-services/health-wellness](http://www.huronuc.ca/student-life-campus/student-services/health-wellness) for a complete list of options about how to obtain help, or email Huronwellness@huron.uwo.ca to access your wellness staff directly.

Additional supports for Health and Wellness may be found and accessed at Western through www.uwo.ca/uwocom/mentalhealth/.

Huron is committed to providing a safe, welcoming campus for students, staff and faculty by providing confidential assistance to those who have personal safety concerns. Providing a safe and welcoming campus for students, staff and faculty is one of Huron's top priorities.

The Student Emergency Response Team (SERT) provides medical response to 9-1-1 calls on Main, Brescia and Huron campuses which operates 24 hours a day, 7 days a week during the academic year. SERT is dispatched through the campus community Police Service (CCPS) to any medical emergency on campus at (519) 661-3300. For more information about SERT please visit: sert.uwo.ca/about-sert/about-sert/.

Statement on Academic Integrity

The International Centre for Academic Integrity defines academic integrity as "a commitment, even in the face of adversity, to five fundamental values: honesty, trust, fairness, respect, and responsibility. From these values flow principles of behaviour that enable academic communities to translate ideals to action." (CAI Fundamental Values Project, 1999).

A lack of academic integrity is indicated by such behaviours as the following:

- Cheating on tests;
- Fraudulent submissions online;

- Plagiarism in papers submitted (including failure to cite and piecing together unattributed sources);
- Unauthorized resubmission of course work to a different course;
- Helping someone else cheat;
- Unauthorized collaboration;
- Fabrication of results or sources;
- Purchasing work and representing it as one's own.

Academic Integrity: Importance and Impact

Being at university means engaging with a variety of communities in the pursuit and sharing of knowledge and understanding in ways that are clear, respectful, efficient, and productive. University communities have established norms of academic integrity to ensure responsible, honest, and ethical behavior in the academic work of the university, which is best done when sources of ideas are properly and fully acknowledged and when responsibility for ideas is fully and accurately represented.

In the academic sphere, unacknowledged use of another's work or ideas is not only an offence against the community of scholars and an obstacle to academic productivity. It may also be understood as fraud and may constitute an infringement of legal copyright.

A university is a place for fulfilling one's potential and challenging oneself, and this means rising to challenges rather than finding ways around them. The achievements in an individual's university studies can only be fairly evaluated quantitatively through true and honest representation of the actual learning done by the student. Equity in assessment for all students is ensured through fair representation of the efforts by each.

Acting with integrity at university constitutes a good set of practices for maintaining integrity in later life. Offences against academic integrity are therefore taken very seriously as part of the university's work in preparing students to serve, lead, and innovate in the world at large.

A university degree is a significant investment of an individual's, and the public's, time, energies, and resources in the future, and habits of academic integrity protect that investment by preserving the university's reputation and ensuring public confidence in higher education.

Students found guilty of plagiarism will suffer consequences ranging from a grade reduction to failure in the course to expulsion from the university. In addition, a formal letter documenting the offence will be filed in the Dean's Office, and this record of the offence will be retained in the Dean's Office for the duration of the student's academic career at Huron University College.

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, as per the Academic Calendar:

http://www.westerncalendar.uwo.ca/PolicyPages.cfm?PolicyCategoryID=1&Command=showCategory&SelectedCalendar=Live&ArchiveID=#SubHeading_189 .

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 a 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 Western University and 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.

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.

Policy on “Special” Accommodation

Students who require **special** accommodation for tests and/or other course components must make the appropriate arrangements with the Student Development Centre (SDC). Further details concerning policies and procedures may be found at:

<http://www.sdc.uwo.ca/ssd/index.html> .

Policy on “Academic” Accommodation - Medical / Non-Medical Grounds

Students who require academic accommodation for tests and/or other course components must make the appropriate arrangements with the Student Development Centre (SDC). Further details concerning policies and procedures may be found at:

<http://www.sdc.uwo.ca/ssd/index.html>.

- (a) **Medical Grounds** for assignments *worth 10% or more of final grade*: Go directly to Huron Support Services/ Academic Advising, or email huronsss@uwo.ca .

University Senate policy, which can be found at,

https://www.uwo.ca/univsec/pdf/academic_policies/appeals/accommodation_medical.pdf , 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.

(b) Accommodation on Medical Grounds for assignments worth *less than 10%* of final grade: **Consult Instructor Directly**

When seeking accommodation 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. 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.

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) Non-Medical Grounds: **Consult your Instructor directly.**

Where the grounds for seeking accommodation are not medical, the student should contact the instructor directly. Late penalties may apply at the discretion of the instructor. Apart from the exception noted below, academic advisors will not be involved in the process of accommodation for non-medical reasons.

Where a student seeks accommodation on non-medical grounds where confidentiality is a concern, the student should approach an academic advisor with any documentation available. The advisors will contact the instructor after the student's request is received, and will outline the severity and duration of the challenge without breaching confidence. The student will be informed that the instructor has been notified that significant circumstances are affecting or have affected the student's ability to complete work, and the student will be instructed to work as quickly as possible with the instructor on an agreement for accommodation. Before denying a request for accommodation where documentation has been submitted to an academic advisor, the instructor will consult with the Dean. The instructor's decision is appealable to the Dean.

Requests for Academic Consideration Using the Self-Reported Absence Form

The full Policy on Academic Consideration for student Absences – Undergraduate Students in First Entry Programs is available at:

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

Students who experience an unexpected illness or injury or an extenuating circumstance (48 hours or less) that is sufficiently severe to temporarily render them unable to meet academic requirements (e.g., attending lectures or labs, writing tests or midterm exams, completing and submitting assignments, participating in presentations) 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 or less.

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

- a. students will be allowed **a maximum of two self-reported absences** between September and April and one self-reported absence between May and August;
- b. any absences in excess of the number designated in clause a above, regardless of duration, will require students to present a **Student Medical Certificate (SMC)**, signed by a licensed medical or mental health practitioner, detailing the duration and severity of illness, or appropriate documentation supporting extenuating circumstances to the Academic Counselling unit in their Faculty of registration no later than two business days after the date specified for resuming responsibilities. Please see section 4 below for more details.
- c. The duration of the excused 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;
- d. The duration of the excused absence will terminate prior to the end of the 48 hour period should the student undertake significant academic responsibilities (write a test, submit a paper) during that time;
- e. The duration of an excused absence will terminate at 8:30 am on the day following the last day of classes each semester regardless of how many days of absence have elapsed;
- f. Self-reported absences will not be allowed for scheduled final examinations; for midterm examinations scheduled during the December examination period; or for final lab examinations scheduled during the final week of term;
- g. Self-reporting **may not be used** for assessments (e.g. midterm exams, tests, reports, presentations, or essays) worth more than 30% of any given course.
- h. students must be in touch 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 be expected to fulfil the academic expectations they may have missed during the absence.

Important Dates and Directory at Huron and Western

For a current and up-to-date list of important dates and campus directories, please visit:

- **Huron – Important Dates:** <https://huronuc.ca/important-dates-and-deadlines>
- **Western – Academic Calendar & Sessional Dates:**
<http://www.westerncalendar.uwo.ca/SessionalDates.cfm>
- **Huron Directory – Faculty, Staff and Administration:**
<https://huronuc.ca/index.php/contact/contact-directory>
- **Western Directory – Faculty, Staff and Administration:** <https://www.uwo.ca/directory.html>