

**MOS 3322G Integrated Marketing Communications Course Outline: Winter 2023**

1. **Basic Course Information:** 
   1. Scheduled Class Location and Time: Tuesday 1:30pm - 2:30pm and Thursday 12:30pm – 2:30 pm , Room : HC-H111

* 1. Contact Information:

Instructor: Clarence Michael Borja, MBA

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

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

Email: cborja@uwo.ca

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

# 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.*”

# 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.

# Course Plan and Format

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 class.

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.

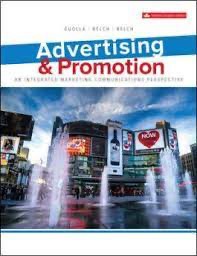
Some accommodations will be available for international students who are prevented from arriving by the beginning of the term and have properly registered their needs with their Academic Advisor.

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.

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# 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.

# Evaluation

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| --- | --- |
| **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 OR IN-Class ***depending on class timing***. 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.

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, 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 7th 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 Councilor 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 7th 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. 19), 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 **Thursday April 6 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 7 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.

# 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 • Introduction to IMC and the • Ch. 1 – IMC

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| --- | --- | --- |
|  | Marketing Communications •  Environment | Ch. 2 – Organizing for IMC: Role of Agencies |
|  | • | Ch. 19 pp. 478-492 – Advertising  Regulation in Canada & Ethical  Effects of Advertising |
| 2 Jan 17 •  •  • | Consumer Behaviour and •  Communication Fundamentals  Special topics: sustainability •  **TERM PROJECT**: Formation of  teams • | Ch. 3 – Consumer Behaviour and  Target Audience Decisions  Ch. 4 – Communication Response  Models  Ch. 19 pp. 492-500 – Social and  Economic Effects of Advertising |

1. Jan 24 • Branding Strategy • Ch. 6 – Brand Positioning Strategy

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| --- | --- |
| * **MODULE 1 QUIZ**: Thursday Jan. 26 * **TERM PROJECT**: Team Memo due • | Decisions  Kumar & Christodoulopoulou  (2014): Sustainability and branding-  -An integrated perspective |
| *Module 2: IMC Strategy* |  |

1. Jan 31 • IMC Planning & Evaluation • Ch. 5 – Objectives for the IMC Plan

• Ch. 9 – Measuring the Effectiveness of the Promotional Message

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| --- | --- | --- | --- |
| 5 Feb 7 •  • | | Creative / Message Strategy •  Special topics: celebrity endorsers • | Ch. 7 – Creative Strategy Decisions Ch. 8 – Creative Tactics Decisions |
| 6 Feb. 14 •  •  • | | Media Planning •  **MODULE 2 QUIZ**: Thursday Feb. 16  **ASSIGNMENT**: Ad campaign • critique due Mon Feb 14; | Ch. 10 – Media Planning and  Budgeting  Ch. 11 – Broadcast Media |
| ***Feb. 18*** | ***Winter reading week – no lecture*** | | | |
|  | *Module 3: IMC Tactics – Part 1* | | | |

7 Feb. 28 • Print & Out-of-home Media • Ch. 12 – Print Media

• **TERM PROJECT**: Elevator Pitch • Ch. 13 – Out-of-Home Media

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|  | Dates |  |  |  |  |
| 8 | Mar. 7 | • •  • | Public Relations  Special topics: Experiential marketing and advertising;  Responding to crises  **MODULE 3 QUIZ**: Thursday Mar. 9 | •  • | 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*

Week

Topic

Readings

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| --- | --- | --- | --- | --- |
| 9 Mar. 14 | • Sales Promotions | | • Ch. 14 – Sales Promotion | |
| • | | | Direct Marketing • | | Ch. 16 – Direct Marketing | |
| 10 Mar. 21 •  • | | | Internet and Digital Interactive •  Media •  **MODULE 4 QUIZ**: Thursday Mar. 23 | | Ch. 17 – Internet Media Ch. 18 – Social Media | |
| 11 Mar. 28 • | | | **TERM PROJECT**: Team  Presentations | |  | |
| 12 Apr. 4 • | | | **TERM PROJECT**: Team Presentations | |  | |
| • | | | **TERM PROJECT**: IMC Plan due by 9:30am Thursday Apr. 4 | |  | |
| • | | | **TERM PROJECT**: Team Peer  Evaluations due by 11:59pm Friday Apr. 7 | |  | |

# FASS APPENDIX



**Appendix to Course Outlines: Academic Policies & Regulations Fall/Winter 2022**

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

**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)](https://westerncalendar.uwo.ca/PolicyPages.cfm?Command=showCategory&PolicyCategoryID=1&SelectedCalendar=Live&ArchiveID=#SubHeading_189) .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, 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**

1. **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](https://www.uwo.ca/univsec/pdf/academic_policies/appeals/medicalform_15JUN.pdf). 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. **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)](https://westerncalendar.uwo.ca/PolicyPages.cfm?Command=showCategory&PolicyCategoryID=1&SelectedCalendar=Live&ArchiveID=#SubHeading_323)

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.

1. **Consideration on Non-Medical Grounds: Consult Huron Support Services/Academic Advising, or email** [**huronsss@uwo.ca**](mailto: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](https://huronatwestern.ca/sites/default/files/Forms/Academic%20Consideration%20Request%20Form%202020.pdf). 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)](https://www.uwo.ca/univsec/pdf/academic_policies/appeals/accommodation_medical.pdf). Consult [Huron Academic Advising](https://huronatwestern.ca/student-life/student-services/academic-advising/) at [huronsss@uwo.ca](mailto: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](mailto: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](mailto:huronwellness@huron.uwo.ca)

Community Safety Office: [safety@huron.uwo.ca](mailto: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)](https://westerncalendar.uwo.ca/PolicyPages.cfm?Command=showCategory&PolicyCategoryID=5&SelectedCalendar=Live&ArchiveID=#Page_68)