
MOS 3398A (Section 551) Sustainability Marketing Course Outline: Fall 2021

1. Basic Course Information:

- 1.1 Scheduled Class Location and Time: HC-H112 Thursdays 9:30am - 11:30am EST and Tuesdays 10:30-11:30am EST
- 1.2 Contact Information:
Instructor: [Matthew Maxwell-Smith](#), PhD
Office Hours: virtual office hours only Fridays 9:30-10:30am (see our OWL site for the Zoom link)
Phone: n/a; e-mail is the best way to contact me
Email: mmaxweluwo@gmail.com
Website Address: <http://owl.uwo.ca/portal>

2. Calendar Description

- 2.1 Course Description:
Within the broader framework of sustainability, this course will build knowledge and critical thinking skills in researching, planning and developing marketing strategies to help organizations meet the triple bottom line (people, planet, profit). Topics to be discussed include developing sustainable business models to drive innovation and competitive advantage, understanding consumer expectations and behaviour on sustainability, using sustainability principles in the design and packaging of products and creation of value chains, and communicating sustainable value propositions.
- 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

The topic of sustainability has emerged as a global imperative and generated much public discussion, increasing the focus on firm responsibilities and consumer choices. Increased awareness of environmental degradation, decline of natural systems and resources along with community, national and global social inequalities has emphasized the need for sustainable business practices. Indeed, consumer awareness of environmental and sustainability issues has evolved from an emerging social movement to mainstream values. Marketing strategy plays an important role in an organization's ability to effectively respond to these issues. In fact, more businesses seek to move beyond simply "responding" to environmental issues and strive to lead the positive social change needed to address global socio-ecological issues. This course is designed to help companies use specialized marketing principles to develop more forward-looking strategies that have the potential to create a more flourishing and sustainable world.

3.1 Learning Outcomes

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

- Understand the historical background and context of sustainability marketing
- Identify and interpret the impact of social, economic and environmental change and the opportunities and threats these pose to individuals, the firm and society;
- Incorporate sustainability principles into marketing tactics and strategies, including marketing planning and implementation;
- Develop an appreciation for the relationship between sustainable business practices and societal and ecological welfare;
- Communicate to others about the benefits of integrating sustainability principles and objectives into marketing efforts.

4. Course Plan and Format

Note: The remaining Sections 4-7 are tentatively planned. Course format and scheduling is expected to remain as-is but there may be some incremental changes confirmed in September.

This course is primarily taught through synchronous, in-person lectures. Attendance and participation is essential, and students are expected to attend all classes. Students should come to class having read the work scheduled for that day and should be prepared to participate in any class discussions. On-campus students are required to collect notes from their peers for any missed lectures.

Students are expected to attend all lectures and labs, and to remain in attendance throughout the entire session. 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. 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. 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.

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

Some accommodations will 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. These students are still 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 is a *temporary* accommodation driven by the pandemic and some students' unique circumstances. As stated by the Huron administration, these accommodations will 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:

- Wearing masks or approved protective face coverings at all times;
- Physically-distanced seating in the classroom;
- Ask any questions to your instructor from your seat—never approach your instructor within 2 meters;
- 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 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 then viewing the corresponding video lectures earlier in the week to facilitate your participation in any discussion activities.

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

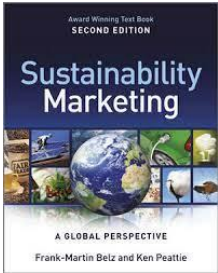
- Stable high-speed internet connection
- Microphone
- A quiet space to take part in synchronous learning (i.e., videoconferencing discussions)
- Webcam is optional but strongly recommended

Virtual office hours will be accessible via Zoom, a videoconferencing application that is supported by Western. **Each student is expected to download the Zoom application onto their**

computers or phones (download from this web site: <https://zoom.us/support/download>). For security and privacy reasons, students are required to access zoom videoconferencing sessions via their UWO logins (login access from this web site: <https://westernuniversity.zoom.us/>).

5. Textbook & Readings

There are **two** sources of assigned readings: the required textbook **and** articles posted by your instructor.



Required: Belz, Frank-Martin & Peattie, Ken (2012). Sustainability Marketing: A Global Perspective (2nd Edition). Wiley. ISBN: 978-1-119-96619-7.

You can purchase an eBook (electronic-access only) or a print copy. If you order a print copy you are expected to keep up with the readings via Ebook access until your print copy arrives.

Below are links for each purchase option:

- Ebook access via the UWO Book store: https://bookstore.uwo.ca/textbook-search?campus=HC&term=W2021A&courses%5B0%5D=551_HC/MOS3398A.
- The publisher has set up a portal you can use to order the Ebook or a print copy: <https://www.wiley.com/WileyCDA/Section/id-832581.html>. I have been told the print will copy should arrive within 5-7 days of your order, and that you would have eBook access in the meantime.

If you experience any technical issues regarding access to your purchased textbook, contact Robin Kiatipis, rokiatipis@wiley.com.

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 readings. These two sources should be viewed as complimentary and not redundant. As such, students who want to do well in this course are **strongly encouraged** to attend lectures on a regular basis.

6. Evaluation

Components	Points/Percentage of Course Grade
Midterm	20
Final Exam	25
Individual assignment	5
Individual participation	5
Group Assignment: Flipped Class	10
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.

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

6.1 Exams (45 pts):

Students must complete 2 exams. Exams will be 2-3 hours in length and will consist of multiple choice and/or short answer questions. The exams are not cumulative. Please see Section 7.0 of this outline for the list of topics and readings covered on each exam.

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

All exams will be closed book -- no books, notes, cell phones, dictionaries, or aids of any type will be allowed. Please bring a couple of pencils, a good eraser, a watch, and your student identification to the examinations.

Exam 1 will be written during class time. The final exam will be scheduled by the Registrar's office during the December exam period. Unless of emergency, **do not make travel arrangements before learning when the registrar has scheduled our final exam date** (see section 8.0 below regarding Make-up Exams and Absences).

If you write with Accessible Education and Accommodated Exams, please e-mail me as soon as you can, or well before our first exam is administered. To retain your privacy, you do NOT need to tell me the nature of your accommodation.

6.2 Individual Assignment: Analyze your Carbon Footprint (5pts)

For this assignment you will use an online carbon footprint calculator to estimate your own ecological footprint based on your personal consumption of resources over the past week. You will be asked to submit a reflection paper that presents an analysis of your results and its implications for sustainability marketing. (500-750 word maximum). More details will be provided during Weeks 1-2. **Your reflection paper is due at the beginning of class during Week 3 on Thursday Sept. 23.**

6.3 Individual Participation (5pts)

Participation is an important component of this course. Students are expected to regularly attend lectures and make contributions to discussions. Merely attending 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.

6.4 Group Assignment: Flipped Classroom (10pts):

To develop oral communication skills and self-efficacy when discussing issues related to marketing and sustainability, your assigned groups will create and present a part of the week's assigned materials to your peers. You will decide, as a group, which of the potential flipped classroom topics you would like to present from the Schedule in Section 7 below. You will prepare a series of powerpoint slides that presents the topic and illustrates its relevance to one or more organization(s) or firm(s) your group has identified. The organization(s) of your case study cannot be the same as those from the assigned readings. The presentation should last between 15-25 minutes; each group member must participate equally. **You will submit your presentation slides to the instructor one week before your scheduled presentation and make any required adjustments beforehand.** Teams will be evaluated on the submitted slides and classroom presentation.

6.5 Term Project (35pts):

The term 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). Your team will have two options for your project:

Option 1: Develop an environmental marketing plan for a real, local business of your choice.

Option 2: Develop a social marketing plan for a real, local business to ally with a governmental or non-governmental organization to change ecologically relevant behaviours and beliefs of a target audience.

Details on how both will be structured and evaluated are covered in Week 3. More specific grading rubrics will be made available later in the term. Below are some important events/deadlines; please mark them down in your calendars.

1. **Teams will be formed by your instructor on Thursday Sept. 16**, upon which you will want to meet with your team as soon as possible to prepare your team memo.
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 your memo you must also identify the flipped classroom discussion topic and date along with ideas for a target company. Your team must also indicate the preferred option of the two term projects you wish to pursue as well as your ideas for a target company (which must be different from the flipped classroom assignment). **The TEAM MEMO is due at the beginning of class on Tuesday Sept. 28.** Note: **Your team cannot begin or submit any other project components before completing this important stage and receiving approval to proceed.** Feedback on team memos will be given during a pre-arranged Zoom on Tuesday Oct. 12. Interview, or earlier if necessary.
3. The **WRITTEN MARKETING PLAN is due by 5pm on Friday Nov. 26.** 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 18 pages not counting title page, table of contents, executive summary (400-word maximum), 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 20% of your course grade.

4. **An in-class PRESENTATION summarizing the team's marketing plan will occur on Thursday Dec. 2 or Tuesday Dec. 7.** Each team member must participate in the creation and delivery of this presentation, which must be between 15-20 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 15% of your course grade.
5. **PEER EVALUATIONS are due by 11:55pm on Tuesday Dec. 7.** 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 6.

More details on the requirements of each component will be mentioned in class and 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

The schedule and assigned readings are subject to change at the discretion of the course instructor. "Ch." and "Appendix" refer to the assigned textbook. "SM" = "Sustainable Marketing." "FC" = Flipped Classroom topic (see section 6.4 for more details).

Date	Topics	Readings and Assignments
Sept 9	<ul style="list-style-type: none"> Course Overview; Introduction to SM 	<ul style="list-style-type: none"> Ch. 1: Marketing in the Twenty-First Century
Sept 14	<ul style="list-style-type: none"> Introduction to SM (cont'd) 	<ul style="list-style-type: none"> Ch. 2: Framing SM
Sept 16	<ul style="list-style-type: none"> Socio-ecological challenges Part 1 	<ul style="list-style-type: none"> Ch. 3 Socio-Ecological Problems (pp. 51-66) United Nations Environment Programme. (2019). Global Environment Outlook 6. (selected sections only, details from instructor forthcoming) TERM PROJECT: Formation of teams
Sept 21	<ul style="list-style-type: none"> Socio-ecological challenges Part 2 	<ul style="list-style-type: none"> Intergovernmental Panel on Climate Change. (Aug. 9, 2021) [press release]. Climate change widespread, rapid, and intensifying—IPCC.
Sept 23	<ul style="list-style-type: none"> SM Strategy and Planning 	<ul style="list-style-type: none"> Ch. 5: SM Values and Objectives (pp. 129-132) Ch. 6 SM Strategies INDIVIDUAL CARBON FOOTPRINT ASSIGNMENT DUE
Sept 28	<ul style="list-style-type: none"> Environmental Marketing Plans; Social Marketing Plans 	<ul style="list-style-type: none"> Ch. 12 Reframing SM (pp. 303-306) TERM PROJECT: Team Memo Due
Sept 30	<ul style="list-style-type: none"> Consumer behaviour & segmentation Part 1 	<ul style="list-style-type: none"> Ch. 4 Sustainable Consumer Behaviour
Oct 5	<ul style="list-style-type: none"> Consumer behaviour & segmentation Part 2 	<ul style="list-style-type: none"> White, K., Hardisty, D. J., & Habib, R. (July-August 2019). The Elusive Green Consumer. <i>Harvard Business Review</i>, pp. 124-133.
Oct 7	<ul style="list-style-type: none"> IN-CLASS MIDTERM 	
Oct 12	<ul style="list-style-type: none"> [no class] 	<ul style="list-style-type: none"> TERM PROJECT: Zoom Interview Feedback on Team Memos
Oct 14	<ul style="list-style-type: none"> Customer solutions: Products 	<ul style="list-style-type: none"> Ch. 7 Customer Solutions (pp. 173-185)
Oct 19	<ul style="list-style-type: none"> Customer solutions: Product Innovation 	<ul style="list-style-type: none"> Ch. 6 (pp. 155-165); Dangelico, R., & Pujari, D. (2010). Mainstreaming Green Product Innovation: Why and How Companies Integrate Environmental Sustainability. <i>Journal of Business Ethics</i>, 95 (3), 471-486. FC: Cases in Sustainability Product Innovation
Oct 21	<ul style="list-style-type: none"> Customer solutions: Services 	<ul style="list-style-type: none"> Pomering, A., & Johnson, L. W. (2018). Building sustainability into services marketing: Expanding decision-making from a mix to a matrix. <i>Sustainability</i>, 10, 1-12. FC: Incorporating Sustainability into Services

Date	Topics	Readings and Assignments
Oct 26	<ul style="list-style-type: none"> Customer solutions: Branding 	<ul style="list-style-type: none"> Ch. 7 (pp. 185-190) FC: Sustainability Branding
Oct 28	<ul style="list-style-type: none"> Communications 	<ul style="list-style-type: none"> Ch. 8 Communications (pp. 197-216)
Nov 2	FALL READING WEEK	
Nov 4	FALL READING WEEK	
Nov 9	<ul style="list-style-type: none"> Communications (Part 2) 	<ul style="list-style-type: none"> Ch. 8 (pp. 216-223) Atkinson, L., & Rosenthal, S. (2014). Signaling the green sell: The influence of eco-label source, argument specificity, and product involvement on consumer trust. <i>Journal of Advertising</i>, 43, 33-45. FC: Greenwashing & Skepticism
Nov 11	<ul style="list-style-type: none"> Costs and Pricing 	<ul style="list-style-type: none"> Ch. 9 Customer Cost FC: Pricing Strategy Decisions
Nov 16	<ul style="list-style-type: none"> Costs and Pricing (Part 2) 	<ul style="list-style-type: none"> Ch. 3 (pp. 61-71) FC: Life Cycle Assessment vs. Socio-ecological impact matrices
Nov 18	<ul style="list-style-type: none"> Convenience, Packaging, and Retail 	<ul style="list-style-type: none"> Ch. 10 Convenience FC: Ecological Impact of Retailing
Nov 23	<ul style="list-style-type: none"> Convenience and Distribution 	<ul style="list-style-type: none"> Lovins, A. B., Lovins, H., & Hawken, P. (July-August 2007). A road map for natural capitalism. <i>Harvard Business Review</i>, 77(3), 145-158. FC: Improving Sustainability of Distribution
Nov 25	<ul style="list-style-type: none"> Transformative Effects of SM (Part 1) 	<ul style="list-style-type: none"> Ch. 11 SM Transformations TERM PROJECT: Written Marketing Plan due Friday Nov. 26
Nov 30	<ul style="list-style-type: none"> Transformative Effects of SM (Part 2) 	<ul style="list-style-type: none"> Ch. 12 Reframing SM
Dec 2		<ul style="list-style-type: none"> TERM PROJECT: Team Presentations
Dec 7		<ul style="list-style-type: none"> TERM PROJECT: Team Presentations

Final Exam: will cover all material on and after Oct. 14. Administered during F2021 Exam period (Dec. 10-21).

8. FASS APPENDIX



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

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.

Pandemic Contingency

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

Student Code of Conduct

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

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

Attendance Regulations for Examinations

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

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

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

Statement on Academic Offences

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

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

Turnitin.com

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

Statement on Use of Electronic Devices

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

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

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

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

Academic Consideration for Missed Work

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

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

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

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

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

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

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

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

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

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

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

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

Support Services

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

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

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

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

Huron Student Support Services: <https://huronatwestern.ca/student-life/student-services/>

Office of the Registrar: <https://registrar.uwo.ca/>

Student Quick Reference Guide: <https://huronatwestern.ca/student-life/student-services/#1>

Academic Support & Engagement: <http://academicsupport.uwo.ca/>

Huron University College Student Council: <https://huronatwestern.ca/student-life/beyond-classroom/hucsc/>

Western USC: <http://westernusc.ca/your-services/#studentservices>

Mental Health & Wellness Support at Huron and Western

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

Wellness Services: huronwellness@huron.uwo.ca

Community Safety Office: safety@huron.uwo.ca

Chaplaincy: gthorne@huron.uwo.ca

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