



Marketing for Management and Organizational Studies

Course Number: MOS2320a – Sec. 001, 002 Summer

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

Course Information

Course Name:	Marketing for Management and Organizational Studies
Course Number:	2320a (Summer 2015)
Section, Class	Sections 001, 002
Location, Time:	Sec. 001 – Tuesday & Thursday 11:00am – 2:00pm (SSC 3014) Sec. 002 – Tuesday & Thursday 7:00pm – 10:00pm (SSC 3014)
Course Coordinator	Professor Beth Lee SSC 4313, wlee322@uwo.ca , ext. 89217

Instructor Information

Instructor:	John White <i>Lecturer, MOS Program</i>
Office:	Room 4419 SSC
Office Telephone:	519-661-2111. Extension 82776 [MOS Office: 519-661-2051]
email:	john.white@uwo.ca
Course website	SAKAI-OWL MOS2320a Section 001, 002 (John White) http://owl.uwo.ca/ (click location, log-in, click appropriate section)
Office Hours:	Thursdays 2:00pm – 6:00pm <i>Other times by appointment (via email: john.white@uwo.ca)</i>

Required Text

Marketing, 2nd Canadian Edition (Grewal, Levy, Persaud, Lichtl), 2011, McGraw-Hill Ryerson Ltd. ISBN-10: 0071320385 | ISBN-13: 978-0071320382

*The McGraw website lists these as: ISBN-10 0-07-038548-3 | ISBN-13 978-0-07-038548-1, the bookstore should have the first one, although both are the same text.

The following information is in addition to the general MOS 2320 course outline available on the MOS website.

Group Project: Creating a Marketing Plan (groups of 5 members)

The objective of the term project (worth 35% of your total grade for this course) is to provide you with experience in applying the concepts and methods of marketing to a real-world marketing opportunity, in the form of a marketing plan. A marketing plan "...is a written statement of a marketing strategy and the time-related details for carrying out the strategy" (Perreault et al., 2007, p. 38). The project is to be done in teams (5 members). Following a thorough analysis of the marketing situation, each team will create a marketing plan for one of the following options:

Option 1 (*Existing organization option*): Create a comprehensive, real life marketing plan for an existing company/organization (this can include a not-for-profit organization). This could be a marketing plan for a whole new product or service, or a significant revision to an existing plan. **Please check with me before approaching an existing organization.** The idea here, is you would be working with an existing business to create a real life plan which could actually be implemented by the company. An example would be a local restaurant or retailer - not Proctor & Gamble.

Option 2 (*Entrepreneurial option*): Develop a new product or service in an existing product/service category. Please note that existing brand names cannot be used. This option will also require you to make a reasonable financial justification of the viability of the product.

Option 3 (*Market development option*): Find an existing product or service that is successful in a foreign country, which is **NOT** currently available in Canada. Your task would be to introduce this product/service to the Canadian market.

Project Deadlines: There are **FIVE** deadlines, so please mark them down in your agendas.

1. Your first task is to **FORM GROUPS** of 5 members by the end of the first week (**Deadline: on or before May 15**), one member from each group must send me an email (john.white@uwo.ca) containing the names and valid email addresses of each group member. I will arbitrarily group students not being a member of a group by this date, before session 3. Group members are responsible for exchanging relevant contact information with one another (e.g., telephone numbers, email addresses, availability, etc.).
2. Each team will email me a **1-PAGE REPORT** (consisting of a description of, and rationale for choosing the product/service) for the end of **Session 4 (Deadline: May 21)**, in order to obtain my approval and feedback. The more information that you provide, the more feedback I can offer. During the course of the semester, you are encouraged to meet with me *at least* once for advice.
3. The **COMPLETE PROJECT** is due at the end of session 10 (**Deadline: Thursday June 11**). Each group must hand in one (1) paper copy *and* 1 electronic copy must be submitted to Turnitin via Owl (check the assignment section on Owl for the Turnitin link). Choose one member of the group to submit the electronic copy. There are no exceptions to this requirement, and **no late submissions will be accepted. The paper copy can be dropped off in class or via the mail slot at the MOS office.**
4. **Peer evaluations are also due on this day (June 11) before midnight.**
5. **IN-CLASS PRESENTATIONS** summarizing the marketing plans will be **Sessions 11 & 12**. Each presentation should be between ten and twelve 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 participate.**

Evaluation: In grading your project, I will pay close attention to the realism, clarity, thoroughness, and originality of the written marketing plan. 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. Note that this feedback will be incorporated in assigning the grade for each student in the group. In other words, the grade assigned to the group as a whole may be adjusted downwards for any team member(s) deemed by their fellow group members as making an insufficient contribution.

Special Instructions:

1. The Marketing Plan should represent a professional effort, in content, structure, and presentation. A good way to think about this project is to imagine that your team will actually be implementing this plan for real; alternatively you might imagine that your team has been hired as consultants, in order to develop a marketing plan (Consider this to be a real world assignment...the report will be scored in large part on the professor's perception of the usefulness and acceptability of the report to a real client).
2. Include a cover page, and ensure that each team member's name and student ID are on the handed-in project. Each team must hand in one (1) paper copy of the project, along with an electronic copy submitted to Turnitin. Only one team member should submit via Turnitin.
3. You are encouraged to refer to the handouts distributed in class (and/or posted on the course website) as well as materials in the text, for hints on analytical methods and formatting.
4. You are expected to do outside secondary research for this project. This would include, for example, finding and analyzing demographic information that is related to the size/location of the target markets for this product or service, information on the competition, distribution channels, promotional options and costs, etc. This may also include relevant academic and/or trade journal sources. You must provide proper citations for all sources.
5. Assume current (2015) dollars throughout. Clearly state the rationale (and/or source) behind any other assumptions that you may make. Cite all sources of information (i.e., provide references): ALL facts in the report must be substantiated except those that are obviously common knowledge. Use footnotes/endnotes where necessary, and include a bibliography. Ensure that all material included is relevant and appropriate for the situation at hand.
6. Total length of the project (not including appendices, exhibits, references, and cover page) is not to exceed 20 typed, double-spaced pages (note that 'bulleted items' do not require double spacing). Use Arial, Helvetica or Times New Roman non-condensed size-12 fonts, with 1-inch margins.

Detailed Outline and Format for the Marketing Plan:

- **(in order)** An executive summary will precede the table of contents, presenting a brief summary of the main goals and recommendations of the plan for management review, helping top management to find the plan's major points quickly. This single page does not count towards the report's total pages.
- **Table of Contents (1 page).**
- **Introduction / Summary (approximately 1-2 pages).** Start with a brief summary of the company's situation, the main goals and recommendations of the plan for management review. This should lead into an introduction that explains the nature, focus, and objectives of the report to the reader. In addition, if following the market development or existing company option, you should include a brief description of the company and product/service that you are focusing on (e.g., history/background, mission statement, major products/divisions, etc.). With respect to the 'new' product or service, state the main marketing objectives that your team would like to attain during the term of the marketing plan, and mention any key issues (i.e., major constraints) that will affect their attainment. Irrespective of the option chosen, you must concisely make a compelling case for proposing this marketing opportunity.
- **Analysis of the Marketing Situation (approximately 8 pages, excluding any associated appendices).** The use of point-form is appropriate here, so long as each point listed is clearly phrased and interpreted. Please use appropriate subheadings to organize your assessment of the following:

- *Relevant factors and trends* of the demographic environment, cultural and social environment, the economic environment, the technological environment, the political and legal environment (if applicable), natural and ecological environments (if applicable), etc.
- *Competitor analysis*, such as defining direct and indirect competitors, what is the likelihood of new competition, what is the intensity of competition, what are specific competitors' advantages and disadvantages, competitive barriers that need to be overcome, areas of potential competitive advantage, etc.
- *Customer analysis* (organizational and/or final consumer), including evaluating possible segmenting dimensions (customer needs, consumer behaviours, and other characteristics that form the bases for segmentation), identifying and profiling possible target market(s) as relating to the specific product-category under consideration (operational characteristics, potential size, and likely growth).
- *Company analysis*, including company objectives and overall marketing activities, company resources (e.g., management skills and competencies, finances, human resources, and other resources, etc.).
- *SWOT analyses*: identification of the major strengths, weaknesses, opportunities, and threats (based on the above analyses of company resources, customers, competitors, and other aspects of the external marketing environment).

• **Strategy and Recommendations (approximately 6 pages, excluding any associated appendices).** On the basis of your situational analysis, generate a marketing strategy (give your strategy a descriptive label). This should include the following components (of the three below subsections, please note that the marketing strategy is the most important):

- *Marketing Strategy*. Clearly state the marketing objectives of your strategy, the generic and narrow product-market(s) that you will be targeting (include a profile of your intended target market[s]), positioning statement, and most importantly, the marketing mix(es) of your strategy. In crafting your marketing mix(es), provide a detailed description and (if necessary, justification) for each element (point form is OK here):
 - Product (decisions about everything the target group receives)
 - Price (decisions about everything the target group gives up to receive it)
 - Place (decisions about everything that is done to get the product to the target group)
 - Promotion (decisions about everything that is done to communicate the other three elements to the target group)
- *Financial Assessment and Budget*. Estimate the market potential for your product/service, in the short & medium-terms. What is the impact on the 'bottom line' of your strategy? That is, briefly discuss key figures, including projected revenues, expenses, profits (losses), breakeven analysis, market share, etc. Show details and calculations in the appendix section but extract and discuss key figures in the main part of your project. You may also want to assess trends and/or make forecasts over the long-term.
- *Pros and Cons*. Briefly outline the qualities and shortcomings of your proposed strategy (for example, on the basis of such aspects as impact on the bottom-line, match to core competencies of the firm, viability [given resources, skills, etc.], potential competitors' responses, etc.).

• **Implementation and Control (approximately 3 pages).** Implementation consists of your action plan—it spells out, according to a detailed time frame, how the marketing strategy will be launched into the marketplace (i.e., what has to be done, when, how, how much, who is responsible for doing it, additional resources required, obstacles to overcome, etc.). Are there any special implementation problems that need to be overcome? Finally, briefly outline the controls that will be used to monitor progress of the strategy and allow management to review and/or readjust the strategy. You can combine this section with the above "Strategy & Recommendations" if you prefer.

- **Appendices.** Put all supporting calculations, graphs, tables and charts, in this section. It is critical that you extract and discuss key the findings from your calculations into the main body of your project. Similarly, in the main body of your project, clearly direct the reader towards the supporting calculations, where appropriate. There is no page limit on the number of Appendices, but they must all be relevant to the marketing plan.
- **References.** List all sources of information.

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 June 11 you need to e-mail me a peer evaluation for the group members (john.white@uwo.ca).

Send me an email with a list of the five group member names including yourself. Assign each person in the group a mark between zero and ten according to the allocation of the project work. For example, if all members participated equally, give everyone a ten. 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 effect 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 you should notify me by email by Session 9.

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

Group Project: Presentation

The presentation of the group project is worth 10% of your overall final grade. All group members must be part of this presentation.

Any group members who are absent for their Group Project Presentation without a compelling reason from the Academic Councillor will receive a mark of zero. Failure to contribute fully in preparation for the Group Presentation may also result in a lower grade.

Attendance during the Group Project Presentations for sessions 11 & 12 is mandatory for the entire class. **If you are not present, your grade on the Group Project Presentation will be reduced by five percentage points.**

Pop Quizzes, Participation and Professionalism

During the course of the semester, **there will be 3 unannounced (surprise) quizzes, relating specifically to the materials assigned for that particular session.** Every class, I will reiterate what readings you are responsible for prior to attending the next class, so coming to class is very important!

I will also track in-class participation. This can take many forms including:

- answering the assignment questions
- providing relevant background information based upon personal experiences
- relating current events linked to the material being discussed
- asking relevant questions
- providing clarification of points and issues

Students are expected to attend all classes, and to make regular contributions to class discussions. Each student must come to class with a thorough understanding of the chapter(s) assigned for that class—the objective of the lectures and discussions will be to enhance comprehension of the material and not to merely review concepts and definitions. During the term, students are encouraged to share marketing examples that they come across, either directly or via the media, with the class. For this reason it is recommended that students keep this class in mind when reading newspapers, watching television, reading magazines, while shopping, etc., as often the most relevant learning comes from discussing actual examples of marketing behaviour. All class members will be expected to actively contribute to these discussions.

In total, the quizzes and participation are worth 5 percent of your final grade in this course. I will choose the best 2 out of 3 quizzes to count towards your final grade (at up to 2 ½ marks each). In other words, I will drop the quiz score for which you obtained your lowest grade. If your participation grade exceeds your average score on the best 2 out of 3 quizzes, I will use this instead. Note that this applies only when you have written all 3 quizzes. In the event that you only write 2 quizzes (e.g., due to absence), I will not drop your lowest grade, but instead take the average of the 2 quizzes. If you write only one quiz, you will automatically lose 2 ½ marks; if you fail to write any quizzes, you will automatically lose 5 marks. These quizzes are intended to reinforce the importance of attending lectures, and coming to class prepared with an understanding of the assigned readings. As such, there will be no granting of ‘make-up’ quizzes.

Grading

The following weights will be assigned for each course evaluation component:

Grading Weights for Evaluation Components	
Mid-Term Exam	25%
Final Exam	35%
Marketing Plan Group Project	25%
Marketing Plan Group Project Presentation	10%
Pop Quizzes / Participation	5%
Total	100%

The following are the grade categories for the course from the *Academic Calendar*:

Grade Categories	
A+	90%+
A	80 - 89%
B	70 - 79%
C	60 - 69%
D	50 - 59%
F	Below 50% or assigned when course is dropped with academic penalty

No late submissions of any course material will be accepted, unless there are acceptable (to the course instructor) extraordinary circumstances.

DAN Program Grade Policy

The Dan Program has a grade policy which states that for courses in the 1000-2000 range, the class average must fall between 65% and 70% for all sections of a course taught by the same instructor. In very exceptional circumstances only, class averages outside this range may be approved by the Assistant Director or the Director. Class averages are not grounds for appeals.

Course Outline Schedule (Sections 001, 002 Summer 2015)

Date	Topic	Readings
Session 1 May 12	MARKETING FUNDAMENTALS 1. Introduction to course – Review of course syllabus 2. Discussion of Marketing paper (Group Project) 3. The Nature of Marketing/Why study Marketing?	Chapter 1
Session 2 May 14	1. Social Responsibility & Ethics (see OWL for add. material) 2. Marketing Strategy Deadline: email me your group lists by midnight May 15 - I will assign remaining students to groups by May 19	Chapter 2
Session 3 May 19	THE MARKETING ENVIRONMENT 1. Analyzing the Marketing Environment 2. Global Perspectives	Chapter 3, 16
Session 4 May 21	1. Toyota Prius Case (applying chapters 3, 16) 2. Market Segmentation, Targeting and Positioning Deadline: Submit a one page synopsis outlining your Group Project Marketing Plan proposal by the end of class	Chapter 7
Session 5 May 26	1. Marketing Research 2. Consumer Buying Behaviour (B2C)	Chapters 4, 5
Session 6 May 28	1. Victoria's Secret PINK Case (B2C – applying Chapter 5) 2. Business Buying Behaviour (B2B)	Chapter 6
MIDTERM May 29	MID-TERM EXAM - 6:00pm – 8:00pm Location: TBA Ch.'s 1, 2, 3, 4, 5, 6, 7, 16 and in-class materials/discussions	EXAM
Session 7 June 2	ELEMENTS OF THE MARKETING MIX 1. New Product Development 2. Product, Branding, Packaging	Chapters 8, 9
Session 8 June 4	1. Product: Services 2. Pricing	Chapters 10, 11
Session 9 June 9	1. Place: Distribution 2. Place: Retail	Chapters 12, 13
Session 10 June 11	1. Integrated Marketing Communication 2. Online (see OWL for add. material) Deadline: Marketing Plan Project end of class Deadline: Peer Evaluations by midnight	Chapters 14, 15
Session 11 June 16	1. Advertising and Sales Promotions (con't) Group Presentations	Chapter 15
Session 12 June 18	Group Presentations	
FINAL TBA	FINAL EXAM - TIME & LOCATION TBA Ch.'s 8, 9, 10, 11, 12, 13, 14, 15 and in class materials/discussions	EXAM

GENERAL INFORMATION

If, on medical or compassionate grounds, you are unable to meet your academic responsibilities, i.e., unable to write term tests or final examinations or complete course work by the due date, you should follow the instructions listed below. You should understand that academic accommodation will not be granted automatically on request. You must demonstrate that there are compelling medical or compassionate grounds that can be documented before academic accommodation will be considered. Read the instructions carefully. In all cases, action must be taken at the earliest possible opportunity, preferably prior to the scheduled examination, test or assignment.

1. Check the course outline to see if the instructor has a policy for missed tests, examinations, late assignments or attendance. The course outline should include the preferred method of contact (e-mail, phone, etc.).
2. Inform the instructor prior to the date of the scheduled time of the test or examination or due date of the assignment. If you are unable to contact the instructor, leave a message for him/her at the department office.
3. Bring your request for accommodation to the Academic Counseling Office, Room 2105, Social Science Centre, telephone 519 661-2011 or fax 519 661-3384. Be prepared to submit documentation of your difficulties.
4. If you decide to write a test or an examination you should be prepared to accept the mark you earn. Rewriting tests or examinations or having the value of the test or examination reweighted on a retroactive basis is not permitted.

TERM TESTS and MID-TERM EXAMS

1. If you are unable to write a term test, inform your instructor (preferably prior to the scheduled date of the test). If the instructor is not available, leave a message for him/her at the department office.
2. Be prepared, if requested by the instructor, to provide supporting documentation (see below for information on acceptable forms or documentation). Submit your documentation to the Academic Counseling Office.
3. Make arrangements with your professor to reschedule the test.
4. The Academic Counseling Office will contact your instructor to confirm your documentation.

FINAL EXAMINATIONS

1. You require the permission of the Dean, the instructor, and the Chair of the department in question to write a special final examination.
2. If you are unable to write a final examination, contact the Academic Counseling Office in the first instance to request permission to write a special final examination and to obtain the necessary form. You must also contact your instructor at this time. If your instructor is not available, leave a message for him/her at the department office.
3. Be prepared to provide the Academic Counseling Office and your instructor with supporting documentation (see below for information on documentation).
4. You must ensure that the Special Examination form has been signed by the instructor and Department Chair and that the form is returned to the Academic Counseling Office for approval without delay.

Note: Make sure you know the date, time and location of the special examination. For more information see [Examinations - Common Situations](#).

UNIVERSITY POLICY REGARDING ILLNESS

The University recognizes that a student's ability to meet his/her academic responsibilities may, on occasion, be impaired by medical illness. Illness may be acute (short term), or it may be chronic (long term), or chronic with acute episodes. The University further recognizes that medical situations are deeply personal and respects the need for privacy and confidentiality in these matters. However, in order to ensure fairness and consistency for all students, academic accommodation for work representing 10% or more of the student's overall grade in the course shall be granted only in those cases where there is documentation supplied (see below for process) indicating that the student was seriously affected by illness and could not reasonably be expected to meet his/her academic responsibilities.

Documentation shall be submitted, as soon as possible, to the appropriate Dean's office (the Office of the Dean of the student's Faculty of registration/home Faculty) together with a request for relief specifying the nature of the accommodation being requested. These documents will be retained in the student's file, and will be held in confidence in accordance with the University's Official Student Record Information Privacy Policy [<http://www.uwo.ca/univsec/handbook/general/privacy.pdf>].

Once the petition and supporting documents have been received and assessed, appropriate academic accommodation shall be determined by the Dean's Office in consultation with the student's instructor(s). Academic accommodation may include extension of deadlines, waiver of attendance requirements for classes/labs/tutorials, arranging Special Exams or Incompletes, re-weighting course requirements, or granting late withdrawals without academic penalty.

Academic accommodation shall be granted only where the documentation indicates that the onset, duration and severity of the illness are such that the student could not reasonably be expected to complete his/her academic responsibilities. (Note: it will not be sufficient to provide documentation indicating simply that the student was seen for a medical reason or was ill.)

A form to be completed by off-campus physicians is available at: <http://counselling.ssc.uwo.ca/forms/medicalNote.pdf>

Whenever possible, students who require academic accommodation should provide notification and documentation in advance of due dates, examinations, etc. Students must follow up with their professors and their Academic Counselling office in a timely manner.

In the case of a final examination in the course, the student must arrange for a Special Examination or Incomplete through their Dean's office, for which you will be required to provide acceptable documentation.

If you feel that you have a medical or personal problem that is interfering with your work, you should contact your instructor and the Faculty Academic Counseling Office as soon as possible. Problems may then be documented and possible arrangements to assist you can be discussed at the time of occurrence rather than on a retroactive basis. In general, retroactive requests for grade revisions on medical or compassionate grounds will not be considered.

LATE ASSIGNMENTS

1. Advise the instructor if you are having problems completing the assignment on time (prior to the due date of the assignment).
2. Submit documentation to the Academic Counseling Office.
3. If you are granted an extension, establish a due date.
4. Extensions beyond the end of classes must have the consent of the instructor, the Department Chair and Dean. A Recommendation of Incomplete form must be filled out indicating the work to be completed and the date by which it is due. This form must be signed by the student, the instructor, the Department Chair, and the Dean's representative in the Academic Counseling Office.

SHORT ABSENCES

If you miss a class due to a minor illness or other problems, check your course outlines 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.

EXTENDED ABSENCES

If you are absent more than approximately two weeks or if you get too far behind to catch up, you should consider reducing your workload by dropping one or more courses. This must be done by the appropriate deadlines. (Refer to the Registrar's website for official dates.) The Academic Counselors can help you to consider the alternatives. At your request, they can also keep your instructors informed of your difficulties.

DOCUMENTATION

- **Personal Illness:** If you consult Student Health Services regarding your illness or personal problem, you should request a Student Medical Certificate from the physician. Once your documentation has been assessed, the academic counselor will inform your instructor that academic accommodation is warranted.
- If you were seen by an off-campus doctor, obtain a certificate from his/her office at the time of your visit. The off-campus medical certificate form must be used. <http://www.uwo.ca/univsec/handbook/appeals/medicalform.pdf>. The doctor must provide verification of the severity of the illness for the period in question. Notes stating "For Medical Reasons" are not considered sufficient.
- **In Case of Serious Illness of a Family Member:** Obtain a medical certificate from the family member's physician.
- **In Case of a Death:** Obtain a copy of the newspaper notice, death certificate or documentation provided by the funeral director.
- **For Other Extenuating Circumstances:** If you are not sure what documentation to provide, ask an Academic Counselor.

Note: Forged notes and certificates will be dealt with severely. To submit a forged document is a scholastic offense (see below) and you will be subject to academic sanctions.

UNIVERSITY POLICY ON CHEATING AND ACADEMIC MISCONDUCT

Cheating on exams will not be tolerated; students are referred to the university policy on scholastic offenses (see section 9.0 below). Looking at the test of another student, allowing another student to view your exam, or obtaining information about a test in advance are all examples of cheating. Students found cheating will receive a zero (0%) on that exam. A number of safeguards will be employed to discourage cheating. For example, examination supervisors (proctors) of the tests may ask students to move to another seat during the exam, cover their paper, avert their eyes from other students' papers, remove baseball caps, etc. This is not meant as a personal affront nor as an accusation of cheating, rather as vigilant attempts at proctoring. A copy of guidelines about how to avoid cheating can be obtained from the office of the Ombudsperson, Room 251 University Community Centre, (519) 661-3573.

Students are responsible for understanding the nature of and avoiding the occurrence of plagiarism and other academic offenses. Students are urged to read the section on Scholastic Offenses in the Academic Calendar. Note that such offenses include plagiarism, cheating on an examination, submitting false or fraudulent assignments or credentials, impersonating a candidate, or submitting for credit in any course without the knowledge and approval of the instructor to whom it is submitted, any academic work for which credit has previously been obtained or is being sought in another course in the University or elsewhere. If you are in doubt about whether what you are doing is inappropriate, consult your instructor. A claim that "you didn't know it was wrong" will not be accepted as an excuse.

The penalties for a student guilty of a scholastic offense include refusal of a passing grade in the assignment, refusal of a passing grade in the course, suspension from the University, and expulsion from the University.

PROCEDURES FOR APPEALING ACADEMIC EVALUATIONS

In the first instance, all appeals of a grade must be made to the course instructor (informal consultation). If the student is not satisfied with the decision of the course instructor, a written appeal must be sent to the Assistant Program Director or Designate of the BMOS program. If the response of the Assistant Director is considered unsatisfactory to the student, he/she may then appeal to the Dean of the Faculty in which the course of program was taken. Only after receiving a final decision from the Dean, may a student appeal to the Senate Review Board Academic. A Guide to Appeals is available from the Ombudsperson's Office.

SUPPORT SERVICES

The Registrar's office can be accessed for Student Support Services at:

<http://www.registrar.uwo.ca>

Student Support Services (including the services provided by the USC listed here) can be reached at:

<http://westernusc.ca/services/>

Student Development Services can be reached at:

<http://www.sdc.uwo.ca/>

Students who are in emotional/mental distress should refer to:

Mental Health@Western

<http://www.uwo.ca/uwocom/mentalhealth/>

... for a complete list of options about how to obtain help.

ACADEMIC CONCERNS

- You need to know if your instructor has a policy on late penalties, missed tests, etc. This information may be included on the course outline. If not, ask your instructor.
- You should also be aware of attendance requirements in courses such as Business and English. You can be debarred from writing the final examination if your attendance is not satisfactory.
- If you are in academic difficulty, check the minimum requirements for progression in your program. If in doubt, see your Academic Counselor.
- If you are registered in Social Science courses but registered in another faculty (e.g., Arts or Science), you should immediately consult the Academic Counseling Office in your home faculty for instructions.

FAILED YEAR

Procedures for completing a [Waiver of the Progression Requirements](#) (DEADLINE IS JUNE 30). [Click here for BMOS Waiver of Progression Requirements.](#)

In your petition letter, you must address all of the following questions:

- What were the extenuating circumstances which contributed most significantly to your poor academic performance.) When did the problem(s) arise? Appropriate supporting documentation (eg. medical note from a doctor to document problems, or a letter from a family member or close personal friend to support compassionate grounds) must be submitted with the petition. If you need more information regarding the submission of appropriate documentation, please contact the Dean's Office.
- Answer the following questions:
 1. What attempts did you make at the time you were encountering problems that affected your academic performance to contact your instructors, Academic Counselors, the staff in Student Development Centre (Learning Skills Counselors), the Ombudsperson, or Student Health Services?
 2. What academic accommodation did you request at the time you were experiencing major problems that were affecting your academic performance?
 3. What steps did you take to minimize the impact on your academic work of the difficulties that you were encountering?
 4. Approximately what percentage of classes did you attend in each course?
 5. What assignments/tests/labs/quizzes/exams did you complete in each course?
 6. Please record the grades you received for assignments/labs/tests/quizzes/exams, etc in each course. If you failed to complete all the course requirements, explain and provide reasons.
 7. Please list the final grade earned in each course in which you were registered during the past academic year.
- Why do you think you would be successful in University-level academic studies, if your petition was granted?
- What are your academic goals?
 1. What is your long-term degree/program objective?
 2. In what specific program do you wish to register during the coming year?
 3. What specific courses do you wish to take during the coming year?

NOTE: In (b) and (c), do not list courses or programs for which you are not currently eligible. You must check the prerequisites for the program and courses you wish to take.

For The University of Western Ontario Senate Regulations, please see the Handbook of Academic and Scholarship Policy at: <http://www.uwo.ca/univsec/handbook/>