**Course Outline – Revision 1**

**Course:** MOS 1021 (Introduction to Consumer Behaviour and Human Resources)

**Section:** 001

**Instructor:** Livia Veselka

**Revision Date:** March 24, 2020

Given the University’s directive to move all Winter 2020 classes online beginning Wednesday, March 18, it is necessary to revise the course outline for the course specified above. The purpose of this document is to communicate these revisions in a clear and concise manner. This document serves as a formal revision to the course outline and any revisions to the grading scheme supersede previously agreed-upon course requirements.

**Table 1: Course Schedule**\*

|  |  |  |  |
| --- | --- | --- | --- |
| **Week of** | **Original course content / learning outcomes** | **Revised course content / learning outcomes** | **Revised means of delivery** |
| March 9 | Exam #2 (completed) | N/A | N/A |
| March 16 | Consumer behaviour: Part 2  (in-class lecture) | Consumer behaviour: Part 2  (online lecture) | Online |
| March 23 | Market research, segmentation, targeting, and positioning  (in-class lecture) | Market research, segmentation, targeting, and positioning  (online lecture) | Online |
| March 30 | The marketing mix: Product, price, place, promotion  (in-class lecture) | The marketing mix: Product, price, place, promotion  (online lecture) | Online |

\* This schedule is considered binding as of March 18, 2020.

**Table 2: Course Grading Scheme**†

|  |  |  |  |
| --- | --- | --- | --- |
| **Assessment/Component** | **Original weight** | **Revised weight** | **Revised date or due date** |
| Exam 1 | 33% | 40% | Completed |
| Exam 2 | 33% | 40% | Completed |
| Exam 3 | 34% | 20% | April 23, 2020 (online) |
|  |  |  |  |
|  |  |  |  |

† Note that previously completed assessments may have been re-weighted. Since alternatives to final exams are still under discussion, this scheme may need to be revised. Any revisions will be announced as “Revision 2” by April 3, 2020.

Approved by Department: March 24, 2020