# Course Syllabus Revision

**Course: MOS 3322**

**Section: 001 AND 002**

**Course Coordinator: Wonkyong Beth Lee**

**Revision Date: March 20th 2020**

Given Western University’s directive to move all undergraduate classes online beginning Wednesday, March 18, it is necessary to revise the course content and assessments 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.

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| **Week of…** | **Original course content/delivery** | **Revised course content/delivery** |
| March 16–22 | Social Marketing and International IMC / in-class lecture | Same as original course content/online (OWL) |
| March 23–29 | Group Project Presentation | Presentation is cancelled. |
| March 30–April 3 | Group Project Presentation | Presentation is cancelled. |

**Original course assessments (weighting should equal 100%)**

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| --- | --- | --- | --- | --- |
| **Component** | **Format** | **Weighting** | **Original Due Date** | **Completed?** |
| Midterm Exam | In class exam | 30% | Feb 11, 2020 (Section 001)  Feb 12, 2020 (Section 002) | Yes |
| Final Exam | In class exam | 25% | 7pm to 9 pm April 19th, 2020 | Pending |
| Individual Assignment | Individual written assignment | 10% | March 3, 2020 (Section 001)  March 4, 2020 (Section 002) | Yes |
| Participation | Student’s in-class participation | 5% | Throughout the term (Week 2 to Week 11) | Yes |
| IMC Group Project Presentation | Group presentation | 10% | March 24 and March 31, 2020(Section 001)  March 25 and April 1, 2020 (Section 002) | Cancelled |
| IMC Group Project  Paper | Group Written assignment | 20% | April 2nd2002 | Pending |

**Revised course assessments (weighting should equal 100%)**

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| **Component** | **Format** | **Weighting** | **Revised Due Date and Notes** |
| Midterm Exam | In class exam | 30% | No revision:  Feb 11, 2020 (Section 001)  Feb 12, 2020 (Section 002) |
| Final Exam | In class exam | 25% | * Submitted between 9 AM on April 6 2020 and 11:55 PM on April 19th, 2020 to the OWL * Open-book, take-home exam format * Email submission is allowed as a secondary method in case the OWL is not functioning. |
| Individual Assignment | Individual written assignment | 10% | No revision:  March 3, 2020 (Section 001)  March 4, 2020 (Section 002) |
| Participation | Student’s in-class participation | 5% | It is revised to evaluate students’ in-class participations from  week 2 to week 10 (instead of week to week 11) |
| IMC Group Project Presentation | Group presentation | 0% | Cancelled:  Presentation marks will be rolled into the IMC paper mark |
| IMC Group Project  Paper | Group Written assignment | 30% | Due date is the same as the original date.  Only weight has been changed from 20% to 30 % |

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

\*\* Note that previously completed assessments may have been re-weighed.

\*\*\* Any revisions to this document including course content and/or assessments will be communicated as appropriate.

Approved by Department: [UG CHAIR OR CHAIR NAME HERE] March 16, 2020