



Western

DAN Department of Management  
& Organizational Studies

Faculty of  
Social Science

## Fall/Winter 2024/25 Course Syllabus

### **MOS 3322 F Section 001 and 002** **Integrated Marketing Communications** Course Mode (n-Person)

Instructor: Dr. Wonkyong Beth Lee

Office: SSC 4428

Office Hours: Mondays 4:00 PM to 7:00 PM

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#### **1. Course Information:**

##### **1.1 Class Location and Time: In-Person**

**Section 001:** SSC3028, Monday, 12:30 PM to 3:30 PM

**Section 002:** AHB-1B06 Tuesday, 9:30 AM to 12:30 PM

##### **1.2 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. Extra Information: 3 lecture hours.

Antirequisite(s): None

Prerequisite(s): MOS 2320A/B or MOS 3320A/B and enrolment in 3rd or 4th year of BMOS.

Unless you have either the requisites for this course or written special permission from your Dean's Designate (DAN Management Advisors) 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.

##### **1.3 Accessibility:**

DAN Department of Management & Organizational Studies strives at all times to provide accessibility to all faculty, staff, students and visitors in a way that respects the dignity and independence of people with disabilities.

Contact Academic Support & Engagement at <http://academicsupport.uwo.ca/> for information about Western's Accessible Education.

More information about "Accessibility at Western" is available at: <http://accessibility.uwo.ca>

#### 1.4 Land Acknowledgement:

We acknowledge that Western University is located on the traditional lands of the Anishinaabek, Haudenosaunee, Lūnaapéewak and Attawandaron peoples, on lands connected with the London Township and Sombra Treaties of 1796 and the Dish with One Spoon Covenant Wampum.

With this, we respect the longstanding relationships that Indigenous Nations have to this land, as they are the original caretakers. We acknowledge historical and ongoing injustices that Indigenous Peoples (e.g. First Nations, Métis and Inuit) endure in Canada, and we accept responsibility as a public institution to contribute toward revealing and correcting miseducation as well as renewing respectful relationships with Indigenous communities through our teaching, research and community service.

<https://indigenous.uwo.ca/initiatives/docs/indigenous-land-acknowledgment.pdf>

#### 1.5 Senate Regulations

Senate Regulations state, “unless you have either the requisites for this course or written special permission from your Dean to enroll in it, 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.”

This regulation is in regard to the PREREQUISITE COURSES required.

## 2. Course Materials

### 2.1 Textbook:

Integrated Marketing Communications: Strategic Planning Perspectives (5th Canadian Edition) by Keith J. Tuckwell, Pearson Canada ISBN 978-0-13-427037-1

Section 001: [https://bookstore.uwo.ca/textbook-search?campus=UWO&term=W2024A&courses%5B0%5D=001\\_UW/MOS3322F](https://bookstore.uwo.ca/textbook-search?campus=UWO&term=W2024A&courses%5B0%5D=001_UW/MOS3322F)

Section 002: [https://bookstore.uwo.ca/textbook-search?campus=UWO&term=W2024A&courses%5B0%5D=002\\_UW/MOS3322F](https://bookstore.uwo.ca/textbook-search?campus=UWO&term=W2024A&courses%5B0%5D=002_UW/MOS3322F)

### 2.2 Additional Readings:

TBA

Course material will be posted to OWL Brightspace: <https://westernu.brightspace.com/>. If students need assistance with OWL Brightspace, they can seek support on the [OWL Brightspace Help](#) page. Alternatively, they can contact the [Western Technology Services Helpdesk](#) online or by phone at 519-661-3800 or ext. 83800 for technical support. Current versions of all popular browsers (e.g., Safari, Chrome, Edge, Firefox) are supported with OWL Brightspace; what is most important is that you update your browser frequently to ensure it is current. All JavaScript and cookies should be enabled.

## 3. Course Objectives and Format

The DAN Department of Management and Organizational Studies as a whole draws upon an evidence-based management approach. Evidence-based management is the systematic

process of gathering evidence from multiple sources, critically appraising the evidence, and using that evidence in making and evaluating management decisions to improve organizational performance.

### 3.1 Course objectives

This course is designed to provide students with a further understanding about the nature and scope of marketing communications. 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; and (4) develop an IMC plan and propose an integrated promotional effort.

### 3.2 Course format

A variety of methods to present the materials (e.g., lectures, cases, discussion, group exercises) and multimedia (e.g., PowerPoint, videos, website) will be utilized. Students are expected to do the required readings before coming to class each week, as well as contribute to the class sessions.

#### **Relevant Key Sessional Dates:**

Classes begin: September 5, 2024  
Fall Reading Week: October 12 – 20  
Classes end: December 6, 2024  
Exam period: December 9 – 22, 2024

## 4. Learning Outcomes

This course is designed to provide students with a further understanding about the nature and scope of marketing communications. 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; and (4) develop an IMC plan and propose an integrated promotional effort.

## 5. Evaluation

- Midterm Exam (In Class- Section 001: Oct 21, Section 002: Oct 22) = 20%
- Final Exam (during examination period scheduled by the Registrar) = 30%
- Individual Essay Assignment = 10%
- Participation = 10%
- IMC Group Project = 30%

**Total: 100%**

### 5.1. Mid-Term and Final Exam

A mid-term exam (2 hours) and a final exam (3 hours) represent 20 and 30 percent of your final grade for this course, respectively.

Exams are mixed format. Both can include multiple-choice, short answer, cases, and/or short essay questions. Questions can pertain to any of the material covered during the course, including those topics contained in the text, video presentations, and class discussions/activities.

Students are responsible for material covered in the lectures as well as the assigned chapters/sections in the text. Exams will not be returned to students but may be reviewed by contacting your instructor. Exams are closed book examinations. Dictionaries are NOT allowed into the examinations.

**CALCULATORS:** Only non-programmable calculators will be allowed into the exams. If you are unsure, please ask your Instructor.

Electronic devices of any kind (including mobile phones, smart watches, etc.) are NOT permitted at exams.

### **Assessment Flexibility: Exams**

1. Midterm: The make-up exam will be on Oct 25, 2024 (Friday) at 1 PM [Room Location: TBD]. If students miss the make-up, the missed midterm will be reweighted to the final exam.
2. Final exam: When a student misses the Final Exam and their Academic Consideration has been granted, they will be allowed to write the Special Examination (the name given by the University to a makeup Final Exam). See the Academic Calendar for details (under Special Examinations), especially for those who miss multiple final exams within one examination period.

If a student is unable to meet the scheduled make-up final exam, then the student is responsible for obtaining new accommodations from Academic Counselling and seeking a new make-up date with the instructor within a reasonable time frame. The next possible make-up exam for missed make-up will be delayed until the next time the class occurs (January-April 2025).

## **5.2. Individual Assignment**

Select a celebrity endorser or social media influencer who promotes a brand (For example, Ryan Reynolds is a celebrity endorser of Aviation Gin. Sasha Exeter is a social media influencer of Joe Fresh.).

Identify the likely target market. Discuss 1) whether the objective of the promotion is to inform, persuade, or remind: 2) what is being communicated in the promotion?: 3) what images of the represented celebrity are likely transferable to the promoted product or service? 4) whether the McCracken article is still relevant to the current marketing environment.

Students will NOT be allowed to work together for this assignment.

**Details of this assignment will be distributed in class.**

The assignments are due by **11:55 pm on November 8<sup>th</sup> (Friday)**. The assignments must be submitted to via OWL Brightspace.

### **Assessment Flexibility: Individual Assignment**

Should extenuating circumstances arise, students do not need to request Academic Consideration and they are permitted to submit their assignment up to 72 hours past the deadline without a late penalty.

Should students submit their assessment beyond 72 hours past the deadline, a late penalty of 10% per day will be applied. Academic Consideration requests may be granted only for extenuating circumstances that started before the deadline and lasted longer than the No-Late-Penalty Period (72 hours).

### 5.3. Participation

Students are expected to attend all classes, and to make **regular and strong** 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.

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
- providing evidence of having read the textbooks and viewed the class material (e.g., introducing them into the discussion)
- offering practical applications (examples) of ideas being discussed
- raising challenges to theories, ideas, and concepts.
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Grading Class Participation:

- A student can receive up to 10 points for class participation weekly. I will keep a record of participation and grant points based on the quality of participation.
- If a student participates by using the interactive tools during class and/or weekly Forum discussion, yet largely repeats what is already discussed in class, I will grant 6 points.
- If a student participates by using the interactive tools during class and/or weekly Forum discussion, and displays knowledge and understanding of the subject matter, I will grant 7-8 points.
- If a student participates by using the interactive tools and/or weekly Forum discussion, displays insightful application of subject matter or questions the materials to know, understand, and apply them, I will grant 9-10 points. Basically, if you can bring new insight and ideas to the class, you will receive 9 to 10 points.
- No participation means 0 points.

#### Assessment Flexibility: Participation

Alternatively, students can demonstrate their participation through weekly online discussions in the “Forums” section. I will post questions relevant to the class subject matter on the course website weekly. Students can answer the questions that are posted and/or add any thoughts related to weekly readings and lectures. The weekly Forum discussion is open to everyone who registers for the course. The weekly Forum discussion will be **time-sensitive**.

This course has 8 sessions of participation, and 7 sessions of participation are counted toward your final grade. Should extenuating circumstances arise, students do not need to request Academic Consideration for one missed participation.

## 5.4. IMC Group Project

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.

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 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.

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.

### 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.

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 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. If you do not submit a peer evaluation, your grade on the Group IMC Project will be reduced by ten percentage points.

The complete project is due on by **11:55 pm on December 4<sup>th</sup> (Wednesday)**. The project must be submitted to via OWL Brightspace. Choose one member of the group to submit the electronic copy.

The PEER REVIEW is due by **11:55 pm on December 6<sup>th</sup> (Friday)**.

### Assessment Flexibility: Group Project

Should extenuating circumstances arise, students do not need to request Academic Consideration and they are permitted to submit their assignment up to 48 hours (December 6<sup>th</sup>) past the deadline without a late penalty.

The last date that students can submit the assignment is 11:55 pm on December 6<sup>th</sup>. After this cut-off date when submissions will no longer be accepted even with Academic Consideration granted.

### **General information about missed coursework**

Students must familiarize themselves with the *University Policy on Academic Consideration – Undergraduate Students in First Entry Programs* posted on the Academic Calendar:

[https://www.uwo.ca/univsec/pdf/academic\\_policies/appeals/academic\\_consideration\\_Sep24.pdf](https://www.uwo.ca/univsec/pdf/academic_policies/appeals/academic_consideration_Sep24.pdf)

This policy does not apply to requests for Academic Consideration submitted for **attempted or completed work**, whether online or in person.

The policy also does not apply to students experiencing longer-term impacts on their academic responsibilities. These students should consult [Accessible Education](#).

For procedures on how to submit Academic Consideration requests, please see the information posted on the Office of the Registrar's webpage:

[https://registrar.uwo.ca/academics/academic\\_considerations/](https://registrar.uwo.ca/academics/academic_considerations/)

All requests for Academic Consideration must be made within 48 hours after the assessment date or submission deadline.

All Academic Consideration requests must include supporting documentation; however, recognizing that formal documentation may not be available in some extenuating circumstances, the policy allows students to make one Academic Consideration request **without supporting documentation** in this course. However, the following assessments are excluded from this, and therefore always require formal supporting documentation:

- Examinations scheduled during official examination periods (Defined by policy)
- Group Project

When a student *mistakenly* submits their one allowed Academic Consideration request **without supporting documentation** for the assessments listed above or those in the **Coursework with Assessment Flexibility** section below, the request cannot be recalled and reapplied. This privilege is forfeited.

### **Evaluation Scheme for Missed Assessments**

#### **The midterm exam**

One make-up exam will be scheduled (1 pm Oct 25, 2024). If students miss the make-up, the missed midterm will be reweighted to final exam (thus the final exam become 50% toward the final grade).

#### **The final exam**

When students miss the Final Exam and their Academic Consideration has been granted, they will be allowed to write the Special Examination (the name given by the University to a makeup Final Exam). See the Academic Calendar for details (under [Special Examinations](#)), especially for those who miss multiple final exams within one examination period.

The next possible make-up exam for missed make-up exams will be delayed until the next time the class occurs (January-April 2025).

#### **Individual assignment**

The last date that students can submit the assignment is 11:55 pm on November 15<sup>th</sup>.

If students miss this cut-off date, a passing grade (a grade of 45) may be granted when student demonstrate some minimal competence in essay writing. The student may be asked to write a course related academic article critique (2 pages) in order to receive a passing grade.

### **Participation**

Students can participate either in in-class discussion or weekly online forum. Seven out of 8 sessions of participant will be evaluated. If there is zero participation, students will receive zero.

### **Group project**

A passing grade (a grade of 45) may be granted if students demonstrate “minimum participation” in the group project. At least 3/10 of peer evaluation will be considered as minimum participation.

## **Essential Learning Requirements**

Even when Academic Considerations are granted for missed coursework, the following are deemed essential to earn a passing grade.

### **Exams**

A passing grade (a grade of 45) on the final exam is required to ensure that students demonstrate sufficient mastery of the learning outcomes.

### **Individual Assignment**

A passing grade (a grade of 45) may be granted when student demonstrate some minimal competence in essay writing. The student may be asked to write a course related academic article critique (2 pages) in order to receive a passing grade.

### **Group Project**

A passing grade (a grade of 45) may be granted if students demonstrate “minimum participation” in the group project. At least 3/10 of peer evaluation will be considered as minimum participation.

## **Coursework with Assessment Flexibility**

By policy, instructors may deny Academic Consideration requests for the assessments with built-in flexibility.

Assessment flexibility for each assessment is described above (Please see sections 5.1 to 5.5).

**Grades will not be adjusted on the basis of need. It is important to monitor your performance in the course. Remember: *You* are responsible for your grades in this course.**

The DAN Department has a grade policy which states that for courses in the 3000-4000 range, the class average must fall between 72% and 77% 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 Undergraduate Chair or Chair. Class averages are not grounds for appeal.



## 6. Lecture and Examination Schedule

Week 1: September 9 (section 001), September 10 (section 002)

- Introduction to Integrated Marketing Communications
- Introduction to course – Review of course syllabus
- Market Segmentation, Marketing Environment

Week 2: September 16 (section 001), September 17 (section 002)

- Branding Strategy

Week 3: September 23 (section 001), September 24 (section 002)

- Measuring Performance

Week 4: September 30 (section 001), October 1 (section 002)

- No class (September 30: National Day for Truth and Reconciliation (observed as a non-instructional day at Western))

Week 5: October 7 (section 001), October 8 (section 002)

- Advertising planning: Creative/Message Strategy

October 14 (section 001), October 15 (section 002)

- No class (Fall Break)

Week 6: October 21 (section 001), October 22 (section 002)

- Midterm (In-class, 2hrs)

Week 7: October 28 (section 001), October 29 (section 002)

- Advertising planning: Traditional media

Week 8: November 4 (section 001), November 5 (section 002)

- Direct Marketing
- Sales Promotion

Week 9: November 11 (section 001), November 12 (section 002)

- Experiential marketing, events, sponsorships

Week 10: November 18 (section 001), November 19 (section 002)

- Public Relation
- Social Marketing

Week 11: November 25 (section 001), November 26 (section 002)

- Group presentations and Discussion 1

Week 12: December 2 (section 001), December 3 (section 002)

- Group presentations and Discussion 2

## 7. Student Responsibilities

Students should familiarize themselves with Western University Senate Regulations, please see: [http://www.uwo.ca/univsec/academic\\_policies/index.html](http://www.uwo.ca/univsec/academic_policies/index.html).

Material covered in lectures 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. Please note that the instructor will not be providing copies of lectures notes or overheads. Therefore, if you miss a lecture, you should try to obtain this material from another student.

### 7.1 Respect

Please act respectfully towards the classroom, the instructor and your fellow students. Acting respectfully means arriving on time, turning off phones, avoiding private discussions during lectures, refraining from viewing non-course material on your laptops, and cleaning up after yourself. Acting respectfully provides a better learning experience for everyone.

Private in-class discussions are distracting to students and the instructor. If other students are distracting your attention from the material, you should ask them to be quiet. If you feel uncomfortable doing this (or the problem persists), please see your instructor.

Late arrivals are also distracting. Please try to arrive on time for classes.

### 7.2 No Recording of Classes

Students are not permitted to record any portion of a class, audio or video, without the prior written permission of the instructor.

### 7.3 Copyright Notice

Lectures and course materials, including power point presentations, outlines, and similar materials, are protected by copyright. You may take notes and make copies of course materials for your own educational use. You may **not** record lectures, reproduce (or allow others to reproduce), post or distribute lecture notes, wiki material, and other course materials publicly and/or for commercial purposes without the written consent of your instructor.

## 8. Exam Policies (IN-PERSON)

- Bring student identification to exams.
- Nothing is to be on/at one's desk during an exam except a pencil, an eraser, and the individual's student card
- Do not wear baseball caps to exams
- Do not bring or wear smart watches, music players, cell phones, beepers, or other electronic devices to exams

## 9. E-mail Policies

The following policies apply to all emails between students and the instructor. Please respect the fact that your Instructor receives hundreds of emails from students and must deal with those emails in a fair and organized manner. Unacceptable emails will receive a reply saying only "Please see Email Policies on the course outline".

### 9.1 UWO.CA Email Addresses Only

For privacy reasons, students must use their Western email accounts to contact their Instructor. The Instructor will not respond to emails from non-uwo.ca addresses (e.g. hotmail.com, gmail.com, etc.).

### 9.2 Subject Line Must Include Course and Section Number

The subject line of emails must contain the name or number of the course, and the section number in which the student is enrolled. The Instructor teaches different courses and

sections and cannot properly respond to questions if they do not know which course or section you are enrolled in.

### 9.3 Acceptable Emails

- questions about the course content or materials
- asking to set up an appointment to ask questions or review an exam
- notification of illness or other special circumstances
- providing constructive comments or feedback about the course

### 9.4 Unacceptable Emails

- questions that may be answered on OWL or on this course outline
- asking when grades will be posted
- asking what grade a student received
- asking where or when an exam is scheduled or the material covered on an exam
- requests for grade increases, extra assignments, or reweighting of course components

## 10. Attendance

IN-PERSON: It is expected that students will attend all classes. The instructor does not provide access to lecture notes. Students are encouraged to obtain missed lecture notes from a fellow student.

### 10.1 Short Absences.

If you miss a class due to minor illness or other problems, check your course outlines for information regarding attendance requirements and make sure you are not missing a test or exam. Cover any readings and arrange to borrow the missed lectures notes from a classmate.

### 10.2 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. The Academic Counsellors can help you to consider the alternatives. At your request, they can also keep your instructors informed about your difficulties.

## 11. Grade Fairness

Fairness requires that all students be treated equally and be evaluated using the criteria set out in this course outline. The evaluation criteria are based on actual achievement and not on how hard a student has tried.

Claims by students of an excellent academic history, good attendance record, need to obtain or maintain a scholarship, desire to be admitted to Ivey or graduate school, or other personal issues, cannot be used to justify a higher grade in the course or a reweighting of course components. There is no extra work or assignments available for extra credit or to “make up” for a course component that was missed or performed poorly.

**You, the student, are responsible for the grades earned.**

## 12. Posting of Grades

Midterm exam grades will be posted on OWL once the grades are available. Final exam grades and final course grades are not posted on OWL and are available once they have been posted by the Registrar under “Academic Summary” at the Student Centre website.

## **13. University Policy Regarding Illness, Absence and Accommodation**

### **13.1 Illness**

Students will need to provide a Student Medical Certificate if the absence is medical or provide appropriate documentation if there are compassionate grounds for the absence in question. Students are encouraged to contact their Faculty Academic Counselling office to obtain more information about the relevant documentation.

For privacy reasons, students should also note that individual instructors should not receive documentation directly from a student, whether in support of an application for consideration on medical grounds, or for other reasons. All documentation required for absences must be submitted to the Academic Counselling office of a student's Home Faculty.

For details on the Policy on Accommodation for Medical Illness, go to:

[https://www.uwo.ca/univsec/pdf/academic\\_policies/appeals/academic\\_consideration.pdf](https://www.uwo.ca/univsec/pdf/academic_policies/appeals/academic_consideration.pdf)

Students can download the Student Medical Certificate (SMC) here:

[https://www.uwo.ca/univsec/pdf/academic\\_policies/appeals/medicalform.pdf](https://www.uwo.ca/univsec/pdf/academic_policies/appeals/medicalform.pdf)

### **13.2 Accessible Education**

Students with disabilities work with Accessible Education (formerly SSD) which provides recommendations for accommodation based on medical documentation or psychological and cognitive testing. The accommodation policy can be found here:

[https://www.uwo.ca/univsec/pdf/academic\\_policies/appeals/Academic Accommodation disabilities.pdf](https://www.uwo.ca/univsec/pdf/academic_policies/appeals/Academic_Accommodation_disabilities.pdf)

Students needing access to Accessible Education should register here:

[http://academicsupport.uwo.ca/accessible\\_education/index.html](http://academicsupport.uwo.ca/accessible_education/index.html)

### **13.3 Religious Accommodation**

When conflicts with a religious holiday that requires an absence from the University or prohibits certain activities, students should request an accommodation for their absence in writing to the course instructor and/or the Academic Advising office of their Faculty of Registration. This notice should be made as early as possible but not later than two weeks prior to the writing or the examination (or one week prior to the writing of the test).

Please visit the Diversity Calendars posted on our university's EDID website for the recognized religious holidays: <https://www.edi.uwo.ca>.

## **14. University Policy on Cheating and Academic Misconduct**

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 Web site:

[http://www.uwo.ca/univsec/pdf/academic\\_policies/appeals/scholastic\\_discipline\\_undergrad.pdf](http://www.uwo.ca/univsec/pdf/academic_policies/appeals/scholastic_discipline_undergrad.pdf)

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.

Within this course, students are permitted to use AI tools exclusively for information gathering and preliminary research purposes. These tools are intended to enhance the learning experience by providing access to diverse information sources. However, it is essential that students critically evaluate the obtained information, exercise independent thinking, and engage in original research to synthesize and develop their own ideas, arguments and perspectives. The use of AI tools can serve as a starting point for exploring a topic, with students expected to uphold academic integrity by appropriately attributing all sources of information and avoiding plagiarism. Essays, written assignments and/or lab reports should reflect the student's own thoughts and independent written work. Students should also generate their own figures (e.g., graphs, diagrams) rather than using AI generated ones. By adhering to these guidelines, students contribute to a responsible and effective learning environment that promotes critical thinking, independent inquiry and all them to produce original written contributions. The same principles also apply to the use of translation software to support the writing the essays and other written assessments. When used, any such AI or translation tool should be used ethically and responsibly, and students must cite or credit the tools used in line with the expectation to use AI as a tool to learn, not only to produce content.

A copy of guidelines about how to avoid cheating can be obtained from the Office of the Ombudsperson, Room 3135 WSSB, (519) 661-3573, [ombuds@uwo.ca](mailto:ombuds@uwo.ca).

Cheating on exams will not be tolerated; students are referred to the university policy on scholastic offenses. 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.

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.

## **15. Procedures For Appealing Academic Evaluations**

1. In the first instance, all appeals of a grade must be made to the course instructor (informal consultation).
2. If the student is not satisfied with the decision of the course instructor, a written appeal must be sent to the Undergraduate Chair of the Department of Management and Organizational Studies.
3. If the response of the Undergraduate Chair is considered unsatisfactory to the student, they may then appeal to the Dean of the Faculty in which the course of program was taken.
4. 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 Office of the Ombudsperson.

## **16. Support Services**

### **16.1 Support Services**

The Registrar's office provides you with information on services, courses, student finances, resources, latest news, as well as Student Central's hours of operation 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/>  
Academic Support & Engagement can be reached at: <http://academicsupport.uwo.ca>  
Students who are in emotional/mental distress should refer to Health and Wellness: <https://www.uwo.ca/health/> for a complete list of options about how to obtain help.

**16.2 Academic Concerns.**

If you are in academic difficulty, it is strongly recommended that you see your academic counsellor.