



Western

DAN Department of Management
& Organizational Studies

**Faculty of
Social Science**

Fall/Winter 2025/26 Course Syllabus

MOS 3321G Section – 001

Consumer Behaviour

Course Mode (In-Person)

Instructor: Dr. Wonkyong Beth Lee

Office: SSC 4428

Office Hours: Wednesdays 4:30 pm to 7:30 pm or by appointment

Phone: 661-2111 x89217

Email: wlee322@uwo.ca

1. Course Information:

1.1 Class Location and Time:

In-Person (1:30 pm on Wednesdays at SSC 3028)

1.2 Course Description:

This course focuses on understanding and predicting consumer behavior by integrating theories from psychology, sociology, anthropology and economics. Emphasis will be on how behavior is shaped by internal and external influences.

Antirequisite(s): None

Prerequisite(s): [MOS 2320A/B](#) or [MOS 3320A/B](#).

Enrolment in 3rd or 4th year of BMOS. Priority in enrolment will be given to Huron University College students registered in a Marketing and Sustainability module. **Pre-or Corequisite(s):**

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.”

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 (Ah-nish-in-a-bek), Haudenosaunee (Ho-den-no-show-nee), Lūnaapéewak (Len-ahpay-wuk) and Chonnonton (Chun-ongk-ton) Nations, 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 (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.

2. Course Materials

2.1 Textbook:

Consumer Behaviour: Buying, Having, and Being, 8th Canadian Edition (Solomon, White, and Dahl), 2021, Pearson Canada, ISBN: 9780134995519

<https://bookstore.uwo.ca/textbook->

[search?campus=WUO&term=W2025B&courses%5B0%5D=001_UW/MOS3321G](https://bookstore.uwo.ca/textbook-search?campus=WUO&term=W2025B&courses%5B0%5D=001_UW/MOS3321G)

2.2. Additional Readings;

1. Mogilner, C (2018). What kind of happiness do people value most? Harvard Business Review, Nov 19, 2018 [https://hbr.org/2018/11/what-kind-of-happiness-do-people-value-most#:~:text=The%20majority%20of%20participants%20chose,their%20next%20year%20\(65%25\)](https://hbr.org/2018/11/what-kind-of-happiness-do-people-value-most#:~:text=The%20majority%20of%20participants%20chose,their%20next%20year%20(65%25))
2. Shavitt, S., Lee, A., & Johnson, T. (2008). Cross-cultural consumer psychology. In C.Haugtvedt, P. Herr, and F. Kardes, (Ed.), Handbook of Consumer Psychology, 1103-1131.
3. Michael SW. Lee (2022). Anti-consumption research: A foundational and contemporary overview. Current Opinion in Psychology 2022, 45:101319.

Course material will be posted to OWL: <https://westernu.brightspace.com/d2l/login>

Students are responsible for checking the course OWL site <https://westernu.brightspace.com/d2l/login> regularly for news and updates. This is the primary method by which information will be disseminated to all students in the class.

If students need assistance with the course OWL site, they can seek support on the [OWL Brightspace Help](#) page. Alternatively, they can contact the Western Technology Services Helpdesk. They can be contacted by phone at 519-661-3800 or ext. 83800.

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 has two main objectives: (1) introduce students to the classic theories and practice of consumer behaviour and the implications of the most current academic research in the field; and (2) enable students to apply consumer behaviour concepts to real world marketing problems and develop their own ideas about their future research

3.2 Course format (In person, synchronous)

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

Key Dates:

Classes begin: January 5, 2026

Spring Reading Week: February 14-22, 2026

Classes end: April 9, 2026

Exam period: April 12-30, 2026

4. Learning Outcomes

Upon successful completion of MOS 3321, students will:

- Identify the key terms, concepts, and theories of consumer behaviour
- Evaluate the principal theories of consumer behaviour; critically assess strengths, limitations and applications
- Apply consumer behaviour concepts to real world marketing problems and develop better marketing programs and strategies to influence those behaviours
- Analyze the current trends in consumer behaviour; and apply them to the marketing of an actual product or service.

5. Evaluation

Midterm Exam = 20%

Final Exam = 25%

Brand Experience Essay Assignment = 15%

Participation = 10%

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 25 percent of your final grade for this course, respectively. Exams are closed book examinations. Dictionaries are NOT allowed into the examinations.

In-class midterm will be on Feb 25.

Exams are mixed format and closed book. 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.

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 cell phones, smart watches and calculators) are NOT permitted at exams.

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.

5.2. Brand Experience Assignment (Individual assignment)

This assignment consists of two parts: A Diary and A Report.

The details of the assignment will be announced later.

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

5.2.1 Brand Experience Diary

You are required to maintain a brand experience diary for 4 weeks from **January 17th (Saturday) to Feb 13th (Friday)** and to complete a minimum of two entries per week describing products and services that you purchase. Entry descriptions include what products and services are purchased, where the items are purchased, why the items are purchased, and what feelings are associated with the purchase etc.

Please

use the Brand Experience Diary Entry form that will be available on the course website.

5.2.2 Brand Experience Report

After completing your diary for 4 weeks, review your diary and pick 2 experiences that you will now discuss in more detail. The two selected experiences should reflect you most positive and most negative experiences.

The assignments are due by 11:59 PM on March 6th (Friday). The assignments must be submitted to via OWL Brightspace (check the assignment section for the link).

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.

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.

5.4. Group Project

Overview

The group project is meant to have you synthesize and apply concepts learned from class to real-world phenomena. This assignment is designed to show some evidence of significant learning that takes place beyond the classroom.

The rationale for this assignment is two-fold: (1) students should learn more from the directed study of a topic in which they have expressed a personal interest, and (2) it encourages the expression of creativity—a critical characteristic of a good marketer.

Overall, the group project is worth 30% of your final grade: this grade consists of 10% for the presentation and 20% for the final paper. It is suggested that you consult with the instructor while preparing your group project.

Please remember the more information that you provide, the more feedback that can be offered.

The details of the assignment will be announced later.

Presentation

Session 12 and Session 13 are reserved for each team to make a 15-minute presentation and 5-minute Q&A.

Final Paper

The COMPLETE Paper is due by 11:59 PM on April 10th (Friday) and is to be submitted to via OWL (check the assignment section for the link).

Peer Evaluation

You will have the opportunity to evaluate your group members' contributions to the project at the end of the semester. By 11:59 PM on April 10th (Fr) you need to submit a peer evaluation for the group members to the course website. The peer evaluation form will be available on the course website later.

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,

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/

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)

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 (TBA). If students miss the make-up, the missed midterm will be reweighted to final exam (thus the final exam become 45% toward the final grade).

The 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.

The date and time of the make-up examination will be determined by the department and the University Special Examination dates as outlined in the Academic Handbook:
https://www.uwo.ca/univsec/pdf/academic_policies/exam/definitions.pdf.

The next possible make-up exam for missed make-up exams will be delayed until the next time the class occurs (September - December 2026).

If a student is unable to meet the scheduled make-up, then the student is responsible for obtaining new accommodation from Academic Counselling, and seeking a new make-up date with the instructor within a reasonable time frame.

Individual assignment

The last date that students can submit the assignment is 11:59 PM on March 8th (Sunday). If students miss this cut-off date, a passing grade (a grade of 50) 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 (3 pages) in order to receive a passing grade.

Participation

In-class participation may be demonstrated either orally or in writing. Participation will be assessed in eight out of the ten sessions. Students who do not participate at all will receive a score of zero.

Group project

A passing grade (a grade of 50) 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 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 50) 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 (3 pages) in order to receive a passing grade.

Group Project

A passing grade (a grade of 50) 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 following assessments with built-in flexibility:

Exams

1. Midterm: The make-up exam will be scheduled (Time, Date, 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 (September-December 2026).

Individual Assignment

Should extenuating circumstances arise, students do not need to request Academic Consideration and they are permitted to submit their assignment up to 48 hours past the deadline without a late penalty (**Deadline with a No-Late-Penalty Period: March 8th**)

Should students submit their assessment beyond 48 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 (48 hours).

Participation

Students can demonstrate their participation through in-class written format.

This course has 10 sessions of participation, and 8 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.

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 past the deadline without a late penalty.

Deadline with a No-Late-Penalty Period: is March 8th. After this cut-off date when submissions will no longer be accepted even with Academic Consideration granted.

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

Session 1 (January 7): Introduction and Perception

Session 2. (January 14) Learning and Memory

Session 3 (January 21) Motivation and Affect

Session 4 (January 28) The Self Personality and the Lifestyle

Session 5 (February 4) Attitudes and Attitudes Change

Session 6 (February 11) Communications

February 14-22 (Reading break)

Session 7 (February 25) MIDTERM EXAM (in-class, 120 minutes)

Session 8 (March 4) Individual Decision-making

Session 9 (March 11) Group Decision-making

Session 10 (March 18) Buying, Using, and Disposing Additional Reading #3

Session 11 (March 25) Social Influence (Income, Social Class & Cultural values)

Session 12 (April 1) Group Project Presentation

Session 13 (April 8) Group Project Presentation

7. Student Responsibilities

Students should familiarize themselves with Western University Senate Regulations, please see: 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.

Student Code of Conduct <https://www.uwo.ca/univsec/pdf/board/code.pdf>

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 outline 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://uwo.ca/univsec/pdf/academic_policies/appeals/academic_consideration_Sep24.pdf

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

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

13.2 Religious Accommodation

When conflicts with a religious holiday that requires an absence from the University or prohibits certain activities, students should request accommodation for their absence in writing to 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 of 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:

https://www.uwo.ca/univsec/pdf/academic_policies/appeals/scholastic_offences.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 with integrity. 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.

- A) If written work will be assigned in the course and plagiarism-checking software might be used, the following statement to this effect must be included in the course outline: 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 Western University and Turnitin.com (<http://www.turnitin.com>).
- B) If computer-marked multiple-choice tests and/or exams will be given, and software might be used to check for unusual coincidences in answer patterns that may indicate cheating, the following statement must be added to course outlines: Computer-marked multiple-choice tests and/or exams may be Course Outlines subject to submission for similarity review by software that will check for unusual coincidences in answer patterns that may indicate cheating.

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. 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 may include a zero grade on the assessment, 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 via the DAN Help Portal. <https://help.sci.uwo.ca/servicedesk/customer/portal/10>

3. If the response of the Undergraduate Chair is considered unsatisfactory to the student, they may then appeal to the Associate Dean, Undergraduate 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>

Western is committed to reducing incidents of gender-based and sexual violence (GBSV) and providing compassionate support to anyone who is going through or has gone through these traumatic events. If you are experiencing or have experienced GBSV (either recently or in the past), you will find information about support services for survivors, including emergency contacts at the following website: https://www.uwo.ca/health/student_support/survivor_support/get-help.html
To connect with a case manager or set up an appointment, please contact support@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.