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# MCS\*1000 Introductory Marketing

# Fall 2021

Section: 01

Lang School of Business and Economics

Department of Marketing and Consumer Studies

Credit Weight: 0.50

## Course Details

### Calendar Description

This course covers the marketing of both products and services. Students will be introduced to theoretical concepts through lectures and class discussions and have the opportunity to apply these concepts through case analysis and discussion.

**Pre-Requisite(s):** None

**Co-Requisite(s):** None

**Restriction(s):** This is a Priority Access Course. Some restrictions may apply during some time periods. Please contact the department for more information. This course may not be taken for credit subsequent to receiving credit in FARE\*4370 or HTM\*3080.

**Method of Delivery:** In-class

**Lectures:** Tuesdays 7:00PM to 8:50PM

**Seminars:** Please refer to WebAdvisor for your assigned seminar.

### Final Exam

**Date:** TBD

**Time:** TBD

**Location:** In-person (TBD)

## Instructional Support

### Instructor

Raffi Sarmazian

**Email:** raffi.sarmazian@guelphhumber.ca

### Teaching Assistant(s)

**Name:** TBA

**Email:** TBA

## Learning Resources

### Required Textbook

**Title:** Marketing

**Author(s):** Dhruv Grewal, Michael Levy, Shirley Lichti

**Edition / Year:** 5th Canadian Edition / 2021

**Publisher:** McGraw-Hill

| Print | ISBN13: 9781260305746 |
| --- | --- |
| Connect | ISBN13: 9781264160044 |
| Connect and Print | ISBN13: 9781264160105 |

**Note:** Both the hardcopy textbook and e-book textbook are acceptable for use in this course. The textbook and publisher’s access code may be purchased as a bundle. The Connect tool is mandatory for this course.

You may purchase the textbook at the [Guelph Campus Co-op Bookstore](https://bookstore.coop/) or the [University of Guelph Bookstore](http://www.bookstore.uoguelph.ca/). Please note that DE textbooks are located in the Distance Education section of the University of Guelph Bookstore.

<https://bookstore.coop/>

<https://www.bookstore.uoguelph.ca/>

### Course Website

[CourseLink](https://courselink.uoguelph.ca/) (powered by D2L’s Brightspace) is the course website and will act as your classroom. It is recommended that you log in to your course website every day to check for announcements, access course materials, and review the weekly schedule and assignment requirements.

<https://courselink.uoguelph.ca>

## Learning Outcomes

### Course Learning Outcomes

This course introduces you to the function and process of marketing in the firm. It includes analyzing, planning, and implementing the main programs involved in the marketing process. It covers an understanding of the forces and situations that affect the marketing function, as well as an understanding of the purchasing process of individuals and firms. The course also covers the basic tools that organizations use to understand consumer’s needs and wants. It makes special emphasis on the components of the marketing strategy, also known as marketing mix, which includes product, price, promotion, and place of products, services, and ideas designed to create and maintain value exchanges with target markets.

By the end of this course, you should be able to:

1. Recognize the importance of marketing in firms and in society;
2. Explain the marketing process and its components;
3. Describe the role of social responsibility and ethics in the marketing contexts;
4. Apply marketing concepts and tools across a broad spectrum of situations, including small and large firms as well as profit and not-profit organizations;
5. Develop and produce basic organization marketing plans and activities of products and services; and
6. Apply and analyze marketing strategies and tactics within a simulated environment.

## Teaching and Learning Activities

### Method of Learning

In order to accomplish the learning outcomes of this course, you will be exposed to a variety of instructional strategies, which include reading, group discussions, in-class quizzes, online simulations, and development of a marketing plan.

On a weekly basis, you are required to read assigned chapters of the textbook and interactive eBook. Thereafter, you will individually interact with the eBook and respond to questions. There will be pre-class quizzes due by the 5:00PM of each Monday.

In-class lectures will be an opportunity to discuss and apply learned concepts. Assessments including tests and activities may be included in your weekly lecture. In-class seminars will involve discussions and activities to work on as group work. It is imperative that you work cooperatively and effectively as a group.

### Course Structure

This course has been organized into twelve units:

* Unit 01: Overview of Marketing
* Unit 02: Consumer Behaviour | Business-to-Business Marketing
* Unit 03: Segmenting, Targeting, Positioning
* Unit 04: Developing Marketing Strategies and a Marketing Plan
* Unit 05: Developing New Products ! Product, Branding, and Packaging Decisions
* Unit 06: Services: The Intangible Product
* Unit 07: Pricing Concepts and Strategies: Establishing Value
* Unit 08: Integrated Marketing Communications
* Unit 09: Advertising, Sales Promotions, and Personal Selling
* Unit 10: Distribution Channels | Retailing and Ominichannel Marketing
* Unit 11: Marketing Research | Analyzing the Marketing Environment
* Unit 12: Ethics and Socially Responsible Marketing

### Schedule

**Unit 00: Course Preparation**

**Week 0 – Thursday, September 9 to Sunday, September 12**

**Readings**

* None.

**Lecture**

* There is no lecture this week, so familiarize yourself with the course outline and prepare questions you may have for the first lecture.

**Seminars**

* There are no seminars this week.

**Unit 00: Course Overview**

**Week 1 – Monday, September 13 to Sunday, September 19**

**Readings**

* Familiarize yourself with the course website.
* Sign in to McGraw Hill Connect.
* Complete Practice Quiz 1 (due Monday, September 20 at 5:00PM)

**Seminars**

* Introduce yourself in your seminar.
* Form seminar groups with the other students in your seminars. Group members must be registered in your seminar group.

**Unit 01: Overview of Marketing**

**Week 2 – Monday, September 20 to Sunday, September 26**

**Readings**

* Website: Unit 01 Content
* Textbook: Chapter 1
* Complete Quiz 2A and 2B (due Monday, September 27 at 5:00PM)

**Seminars**

* Discuss details of the group contract including team expectations. If your group is less than five people you may have new group members assigned to your group.

Un**it 02:** **Consumer Behaviour | Business-to-Business Marketing**

**Week 3 - Monday, September 27 to Sunday, October 3**

**Readings**

* Website: Unit 02 Content
* Textbook: Chapter 4 and 5
* Complete Quiz 3 (due Monday, October 4 at 5:00PM)

**Seminars**

* Discuss expectations of one another and begin forming **Signed Group Contract**. Spending time setting expectations will allow for a better group experience for all.

**Unit 03: Segmenting, Targeting, and Positioning**

**Week 4 – Monday, October 4 to Sunday, October 10**

**Readings**

* Website: Unit 03 Content
* Textbook: Chapters 6
* Complete Quiz 4 (due Monday, October 18 at 5:00PM)

**Seminars**

* Submit **Signed Group Contract** during your seminar.

**FALL STUDY BREAK – Monday, October 11 to Sunday October 17**

**Unit 04: Developing Marketing Strategies and a Marketing Plan**

**Week 5 – Monday, October 18 to Sunday, October 24**

**Readings**

* Website: Unit 04 Content
* Textbook: Chapter 2
* Complete Quiz 5A and 5B (due Monday, October 25 at 5:00PM)

**Seminars**

* Complete and submit **Discussion 1** during your seminar.

**Unit 05: Developing New Products ! Product, Branding, and Packaging Decisions**

**Week 6 – Monday, October 25 to Sunday, October 31**

**Readings**

* Website: Unit 05 Content
* Textbook: Chapters 8 and 9
* Complete Quiz 6 (due Monday, November 1 at 5:00PM)

**Seminars**

* Complete and submit **Discussion 2** during your seminar.

**Unit 06: Services: The Intangible Product**

**Week 7 – Monday, November 1 to Sunday, November 7**

**Readings**

* Website: Unit 06 Content
* Textbook: Chapters 10
* Complete Quiz 7 (due Monday, November 8 at 5:00PM)

**Seminars**

* Complete and submit **Discussion 3** during your seminar.

**Unit 07: Pricing Concepts and Strategies: Establishing Value**

**Week 8 – Monday, November 8 to Sunday, November 14**

**Readings**

* Website: Unit 07 Content
* Textbook: Chapter 11
* Complete Quiz 8 (due Monday, November 15 at 5:00PM)

**Seminars**

* Complete and submit **Discussion 4** during your seminar.

**Unit 08: Integrated Marketing Communications**

**Week 9 – Monday, November 15 to Sunday, November 21**

**Readings**

* Website: Unit 08 Content
* Textbook: Chapters 14
* Complete Quiz 9 (due Monday, November 22 at 5:00PM)

**Seminars**

* Complete and submit **Discussion 5** during your seminar.

**Unit 09: Advertising, Sales Promotions, and Personal Selling**

**Week 10 – Monday, November 22 to Sunday, November 28**

**Readings**

* Website: Unit 09 Content
* Textbook: Chapter 15
* Complete Quiz 10A and 10B (due Monday, November 29 at 5:00PM)

**Seminars**

* Work on your **Final Marketing Plan** (due Sunday, December 12 at 11:59PM)**.**

**Unit 10: Distribution Channels | Retailing and Ominichannel Marketing**

**Week 11 – Monday, November 29 to Sunday, December 5**

**Readings**

* Website: Unit 10 Content
* Textbook: Chapter 12 and 13
* Complete Quiz 11A and 11B (due Monday, December 6 at 5:00PM)

**Unit 11: Marketing Research | Analyzing the Marketing Environment**

**Week 12 – Monday, December 6 to Sunday, December 12**

**Readings**

* Website: Unit 11 Content
* Textbook: Chapters 7 and 3
* Complete Quiz 12 (due Monday, December 13 at 5:00PM)

**Seminars**

* **Group Peer Evaluation**
Start Date: Monday, December 6 at 12 am ET
End Date: Friday, December 17 by 11:59 pm ET

**Unit 12: Ethic and Socially Responsible Marketing**

**Week 13 – Monday, December 13 to Friday, December 17**

**Readings**

* Website: Unit 12 Content
* Textbook: Chapters 17

**Seminars**

* There are no seminars this week, so ensure you have your **Group Peer Evaluation** completed.

## Assessment

The grade determination for this course is indicated in the following table. A brief description of each assessment is provided below.

**Table 1: Course Assessment**

| **Assessment Item** | **Weight** |
| --- | --- |
| Connect Pre-Class Quizzes | 10% |
| Connect In-class Assessments* Tests (15%)
* Activities (5%)
 | 20% |
| Signed Group Contract | 3% |
| Group Seminar Assignments* In-seminar Discussions (10%)
* Final Marketing Plan (15%)
 | 25% |
| Group Peer Evaluation | 5% |
| Final Exam | 35% |
| Research Component | 2% |
| **Total** | **100%** |

### Assessment Descriptions

#### Connect Pre-class Quizzes (10%)

There is 1 practice quiz and 10 graded weekly quizzes in this course. The quizzes use the adaptive tool LearnSmart included in McGraw Hill Connect. You may complete each of the quizzes at your own pace. However, you are expected to complete the weekly quizzes by the due date. In each of the quizzes, the Connect adaptive tool will automatically give you the feedback regarding your performance and direct you to the course content you require for further learning and clarifications in order to improve your performance.

#### Connect In-class Assessments (20%)

#### During the lectures, the Connect tool will be used to assess your knowledge of the materials and apply the knowledge in online simulations. These assessments will be held during the lecture. You must be present in class to take the tests (15%) and participate in the activities (5%).

#### Signed Group Contract (3%)

#### Students will form groups and set working expectations with one another. This will result in a group contact signed by all group members and worth 3% of each group member’s final grade.

#### A group contract is an agreement between you and your group members to meet certain levels of expectations. Although there is no set format for the group contract, in order to achieve full marks for your submission, your group contract must include the following items. Your group members:

#### Have all read the MCS1000 course outline thoroughly and understand it.

#### Will be accountable for their own performance and each team member’s performance.

#### Agree to meet weekly regularly during their scheduled seminar time.

#### Provided contact information to one another.

#### Commit to delivering work on time and will not request consideration for late submissions.

#### The group contract and all application submissions need to be signed with original signatures, scanned and uploaded to the DropBox. Any breach of the group contract may result in the entire group losing the group contract mark. Please choose your group members carefully. If a group is disbanded, the group contract mark will be forfeited.

#### IMPORTANT Teaching Assistants will not make changes to teams unless a formal request is made and all team members agree to the change.

#### Group Seminar Assignments (25%)

#### Groups will work together to develop a new product for an existing company and launch a marketing plan. They may choose any company, but it should be unique from other groups in their seminar. Groups will develop a marketing pitch for the new product and then submit a final marketing plan to be developed at the end of the term.

#### During your seminars, you will be asked to develop a product pitch. Marks will be awarded on thorough and complete response to assigned questions; correct application of marketing theory; and mechanics (spelling, sentence structure, clarity of communication). The marketing pitch components will tie into your final marketing plan.

#### The final marketing plan is a culmination of your findings and learning from the course and worth 15%. It is to be a detailed plan of how you bring your product to market. Keep your comments succinct and brief in APA format. Reference information from the textbook, lectures and other marketing articles to create a final marketing plan that will be presented in no more than 20 slides excluding references and appendices.

#### *Late submissions will be penalized 25 per cent of their grade within the first 24 hours. Any submissions that are 24 hours past the deadline will not be graded.*

**Group Peer Evaluation (5%)**

One of the greatest challenges in this course is effectively communicating and contributing to group work in an online setting. You will have the opportunity to assess the performance of your group members using the PEAR peer evaluation tool. This will be available towards the end of the semester.

#### Final Exam

The final exam is 2 hours in length and will be held on **TBD**. To accommodate students who may be located in various time zones, the exam will be available beginning at TBA to TBA Eastern Time (ET).

<https://webadvisor.uoguelph.ca>

<http://opened.uoguelph.ca/student-resources/Open-Learning-Program-Final-Exam-Schedule>

<http://opened.uoguelph.ca/student-resources/final-exams>

#### Research Component (2%)

Students who wish to earn up to 2% towards their final grade in this course are encouraged to participate in research studies through a platform called SONA. This will be administrated by the Department of Marketing & Consumer Studies. Watch **Announcements** on the course home page for further details.

#### *Students will be asked to submit their assignments through DropBox. Dropbox submissions after the stated deadline will not be marked. Dropbox submissions without original signatures will either not be marked or have marks deducted.*

## Course Technology Requirements and Technical Support

### CourseLink System Requirements

You are responsible for ensuring that your computer system meets the necessary system requirements. Use the [browser check](http://courselink.uoguelph.ca/d2l/tools/system_check/systemcheck.asp?ou=6605) tool to ensure your browser settings are compatible and up to date. (Results will be displayed in a new browser window).

<https://opened.uoguelph.ca/student-resources/system-and-software-requirements>

<https://courselink.uoguelph.ca/d2l/systemCheck>

**McGraw-Hill Connect**

This course will use **McGraw-Hill Connect**. Connect is a digital learning environment administered by McGraw-Hill Education. Visit their website to complete a check that ensures your computer meets the [Connect system requirements](https://connect.mheducation.com/troubleshootWeb/troubleshoot.html).

### Zoom System Requirements

This course uses **Zoom** as a video communication tool. A Webcam, a microphone to record video, and headphones/speakers to play back the recording are also needed. In order to use Zoom, you must meet the following technical requirements:

1. An internet connection – broadband wired or wireless (3G or 4G/LTE)
2. Speakers and a microphone – built-in or USB plug-in or wireless Bluetooth
3. A webcam or HD webcam - built-in or USB plug-in

### Technical Skills

As part of your online experience, you are expected to use a variety of technology as part of your learning:

* Manage files and folders on your computer (e.g., save, name, copy, backup, rename, delete, and check properties);
* Install software, security, and virus protection;
* Use office applications (e.g., Word, PowerPoint, Excel, or similar) to create documents;
* Be comfortable uploading and downloading saved files;
* Communicate using email (e.g., create, receive, reply, print, send, download, and open attachments);
* Navigate the CourseLink learning environment and use the essential tools, such as **Dropbox**, **Discussions**, and **Grades** (the instructions for this are given in your course);
* Access, navigate, and search the Internet using a web browser (e.g., Firefox, Internet Explorer); and
* Perform online research using various search engines (e.g., Google) and library databases.

### Technical Support

If you need any assistance with the software tools or the CourseLink website, contact CourseLink Support.

**CourseLink Support**

University of Guelph

Day Hall, Room 211

Email:courselink@uoguelph.ca

Tel: 519-824-4120 ext. 56939

Toll-Free (CAN/USA): 1-866-275-1478

**Walk-In Hours (Eastern Time):**

Monday thru Friday: 8:30 am–4:30 pm

**Phone/Email Hours (Eastern Time):**

Monday thru Friday: 8:30 am–8:30 pm

Saturday: 10:00 am–4:00 pm
Sunday: 12:00 pm–6:00 pm

## Course Specific Standard Statements

### Acceptable Use

The University of Guelph has an [Acceptable Use Policy](http://www.uoguelph.ca/cio/content/aup-acceptable-use-policy), which you are expected to adhere to.

<https://www.uoguelph.ca/ccs/infosec/aup>

### Communicating with Your Instructor

During the course, your instructor will interact with you on various course matters on the course website using the following ways of communication:

* **Announcements:** The instructor will use **Announcements** on the Course Home page to provide you with course reminders and updates. Please check this section frequently for course updates from your instructor.
* **Email:** If you have a conflict that prevents you from completing course requirements, or have a question concerning a personal matter, you can send your instructor a private message by email. The instructor will respond to your email within 24 to 48 hours.

### Netiquette Expectations

For distance education courses, the course website is considered the classroom and the same protections, expectations, guidelines, and regulations used in face-to-face settings apply, plus other policies and considerations that come into play specifically because these courses are online.

Inappropriate online behaviour will not be tolerated. Examples of inappropriate online behaviour include:

* Posting inflammatory messages about your instructor or fellow students;
* Using obscene or offensive language online;
* Copying or presenting someone else's work as your own;
* Adapting information from the Internet without using proper citations or references;
* Buying or selling term papers or assignments;
* Posting or selling course materials to course notes websites;
* Having someone else complete your quiz or completing a quiz for/with another student;
* Stating false claims about lost quiz answers or other assignment submissions;
* Threatening or harassing a student or instructor online;
* Discriminating against fellow students, instructors, and/or TAs;
* Using the course website to promote profit-driven products or services;
* Attempting to compromise the security or functionality of the learning management system;
* Sharing your username and password; and
* Recording lectures without the permission of the instructor.

### Group Work

In this course, much of your time will be spent in group interaction. This enables you to share ideas and to improve communication skills. Through interaction, you will discover for yourself the meaning of concepts, the subtleties inherent in everyday business situations, and the rationales for various solutions to managerial problems. To achieve effective interaction, I have three expectations:

1. Meaningful Interaction. Because interaction is central, and also because your fellow group members will be relying on you for ideas.
2. Preparation. You are expected to read assigned material in advance and to be fully prepared for group discussion. Unsupported opinion will not substitute for informed discussion. Adequate preparation is the only way to avoid embarrassment.
3. Group Conflict. The group should address group problems or conflict in a timely fashion. I am available to assist groups who experience problems. Please do not wait until the end of the semester to address conflict.

### Submission of Assignments to Dropbox

In-Seminar Discussions, Signed Group Contracts, and the Final Marketing Plan should be submitted electronically via the online **Dropbox** tool. When submitting your assignments using the **Dropbox** tool, do not leave the page until your assignment has successfully uploaded. To verify that your submission was complete, you can view the submission history immediately after the upload to see which files uploaded successfully. The system will also email you a receipt. Save this email receipt as proof of submission.

Be sure to keep a back-up copy of all of your assignments in the event that they are lost in transition. In order to avoid any last-minute computer problems, your instructor strongly recommends you save your assignments to a cloud-based file storage (e.g., Google Docs), or send to your email account, so that should something happen to your computer, the assignment could still be submitted on time or re-submitted.

It is your responsibility to submit your assignments on time as specified in the schedule section of this outline. Be sure to check the technical requirements and make sure you have the proper computer, that you have a supported browser, and that you have reliable Internet access. Remember that **technical difficulty is not an excuse not to turn in your assignment on time.** Don’t wait until the last minute as you may get behind in your work.

If, for some reason, you have a technical difficulty when submitting your assignment electronically, please contact your instructor or [CourseLink Support](https://support.opened.uoguelph.ca/contact).

<https://support.opened.uoguelph.ca/contact>

### Grading Policies

Unless you have discussed an extension well ahead of the due date with the instructor, late penalties of 5% of the total grade earned per day (including weekends) will be assigned to any assessment (i.e., deducted from the total mark). Extensions will only be granted on the basis of valid medical or personal reasons, and need to be requested via email to the instructor as soon as possible. Late assignments will not be accepted once graded assignments have been returned officially to the class at large, unless circumstances permit, and alternative arrangements have been made.

Students who find themselves unable to meet course requirements by the deadlines or the criteria expected because of medical or personal reasons, should review the regulations on academic consideration in the Academic Calendar and discuss their situation with the instructor, program counselor or other academic counselor as appropriate.

<http://www.uoguelph.ca/registrar/calendars/undergraduate/current/c08/c08-grds.shtml>

*Missed Assignments:*

A grade of zero will be assigned if you fail to submit an assignment, unless you are ill or have other compassionate reasons. Please read your Undergraduate Calendar for the regulations regarding illness and compassionate grounds. Please note, vacation travel, moving to a new house, or outside work commitments will not be accepted as valid reasons for missing deadlines.

If you have religious observances which conflict with the course schedule or if you are registered with Student Accessibility Services, please contact the course instructor in order to make arrangements for your assessment if appropriate.

### Obtaining Grades and Feedback

Unofficial assessment marks will be available in the **Grades** tool of the course website.

Your instructor will have grades posted online within 2 weeks of the submission deadline, if the assignment was submitted on time. Once your assignments are marked you can view your grades on the course website by selecting **Grades** from the **Tools** dropdown menu on the navbar. Your course will remain open to you for seven days following the last day of the final exam period.

University of Guelph degree students can access their final grade by logging into [WebAdvisor](https://webadvisor.uoguelph.ca/WebAdvisor/WebAdvisor?TYPE=M&PID=CORE-WBMAIN&TOKENIDX=2526105680) (using your U of G central ID). Open Learning program students should log in to the [OpenEd Student Portal](https://courses.opened.uoguelph.ca/portal/logon.do?method=load) to view their final grade (using the same username and password you have been using for your courses).

<https://webadvisor.uoguelph.ca>

<https://courses.opened.uoguelph.ca/portal/logon.do?method=load>

## University Standard Statements

### University of Guelph: Undergraduate Policies

As a student of the University of Guelph, it is important for you to understand your rights and responsibilities and the academic rules and regulations that you must abide by.

If you are a registered **University of Guelph Degree Student**, consult the [Undergraduate Calendar](http://www.uoguelph.ca/registrar/calendars/undergraduate/current/) for the rules, regulations, curricula, programs and fees for current and previous academic years.

If you are an **Open Learning Program Student**, consult the [Open Learning Program Calendar](http://opened.uoguelph.ca/en/students/open-learning-program-calendar.asp) for information about University of Guelph administrative policies, procedures and services.

https://www.uoguelph.ca/registrar/calendars/undergraduate/current/

http://opened.uoguelph.ca/student-resources/open-learning-program-calendar

### Email Communication

As per university regulations, all students are required to check their uoguelph.ca e-mail account regularly: e-mail is the official route of communication between the University and its students.

### When You Cannot Meet Course Requirements

When you find yourself unable to meet an in-course requirement due to illness or compassionate reasons, please advise your course instructor **in writing**, with your name, ID number and email contact.

#### University of Guelph Degree Students

Consult the [Undergraduate Calendar](http://www.uoguelph.ca/registrar/calendars/undergraduate/current/c08/c08-ac.shtml) for information on regulations and procedures for Academic Consideration.

<https://www.uoguelph.ca/registrar/calendars/undergraduate/current/c08/c08-ac.shtml>

#### Open Learning Program Students

Please refer to the [Open Learning Program Calendar](http://opened.uoguelph.ca/en/students/open-learning-program-calendar.asp) for information on regulations and procedures for requesting Academic Consideration.

<http://opened.uoguelph.ca/student-resources/open-learning-program-calendar>

### Drop Date

#### University of Guelph Degree Students

Students will have until the last day of classes to drop courses without academic penalty. [Review the Undergraduate Calendar for regulations and procedures for Dropping Courses](http://www.uoguelph.ca/registrar/calendars/undergraduate/current/c08/c08-drop.shtml).

https://www.uoguelph.ca/registrar/calendars/undergraduate/current/c08/c08-drop.shtml

#### Open Learning Program Students

Please refer to the [Open Learning Program Calendar](http://opened.uoguelph.ca/en/students/open-learning-program-calendar.asp).

http://opened.uoguelph.ca/student-resources/open-learning-program-calendar

### Copies of Assignments

Keep paper and/or other reliable back-up copies of all assignments: you may be asked to resubmit work at any time.

### Accessibility

The University of Guelph is committed to creating a barrier-free environment. Providing services for students is a shared responsibility among students, faculty and administrators. This relationship is based on respect of individual rights, the dignity of the individual and the University community's shared commitment to an open and supportive learning environment.

#### University of Guelph Degree Students

Students requiring service or accommodation, whether due to an identified, ongoing disability or a short-term disability should contact Accessibility Services as soon as possible.

For more information, contact Accessibility Services at 519-824-4120 ext. 56208, email Accessibility Services or visit the [Accessibility Services website](https://wellness.uoguelph.ca/accessibility/).

accessibility@uoguelph.ca

<https://wellness.uoguelph.ca/accessibility/>

#### Open Learning Program Students

If you are an Open Learning program student who requires academic accommodation, please contact the Academic Assistant to the Director. Please ensure that you contact us before the end of the first week of your course (every semester) in order to avoid any delays in support. Documentation from a health professional is required for all academic accommodations. Please note that all information provided will be held in confidence.

If you require textbooks produced in an alternate format (e.g., DAISY, Braille, large print or eText), please contact the Academic Assistant to the Director at least two months prior to the course start date. If contact is not made within the suggested time frame, support may be delayed. It is recommended that you refer to the course outline before beginning your course in order to determine the required readings.

The provision of academic accommodation is a shared responsibility between OpenEd and the student requesting accommodation. It is recognized that academic accommodations are intended to “level the playing field” for students with disabilities.

jessica.martin@uoguelph.ca

### Academic Misconduct

The University of Guelph is committed to upholding the highest standards of academic integrity and it is the responsibility of all members of the University community – faculty, staff, and students – to be aware of what constitutes academic misconduct and to do as much as possible to prevent academic offences from occurring. University of Guelph students have the responsibility of abiding by the University's policy on academic misconduct regardless of their location of study; faculty, staff and students have the responsibility of supporting an environment that discourages misconduct. Students need to remain aware that instructors have access to and the right to use electronic and other means of detection.

Please note: Whether or not a student intended to commit academic misconduct is not relevant for a finding of guilt. Hurried or careless submission of assignments does not excuse students from responsibility for verifying the academic integrity of their work before submitting it. Students who are in any doubt as to whether an action on their part could be construed as an academic offence should consult with a faculty member or faculty advisor.

The [Academic Misconduct Policy](http://www.uoguelph.ca/registrar/calendars/undergraduate/current/c08/c08-amisconduct.shtml) is detailed in the Undergraduate Calendar.

<https://www.uoguelph.ca/registrar/calendars/undergraduate/current/c08/c08-amisconduct.shtml>

### Copyright Notice

Content within this course is copyright protected. Third party copyrighted materials (such as book chapters and articles) have either been licensed for use in this course, or have been copied under an exception or limitation in Canadian Copyright law.

The fair dealing exemption in Canada's Copyright Act permits students to reproduce short excerpts from copyright-protected materials for purposes such as research, education, private study, criticism and review, with proper attribution. Any other copying, communicating, or distribution of any content provided in this course, except as permitted by law, may be an infringement of copyright if done without proper license or the consent of the copyright owner. Examples of infringing uses of copyrighted works would include uploading materials to a commercial third-party web site, or making paper or electronic reproductions of all, or a substantial part, of works such as textbooks for commercial purposes.

Students who upload to CourseLink copyrighted materials such as book chapters, journal articles, or materials taken from the Internet, must ensure that they comply with Canadian Copyright law or with the terms of the University’s electronic resource licenses.

For more information about students’ rights and obligations with respect to copyrighted works, review [Fair Dealing Guidance for Students](http://www.lib.uoguelph.ca/sites/default/files/fair_dealing_policy_0.pdf).

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### Plagiarism Detection Software

Students should be aware that faculty have the right to use software to aid in the detection of plagiarism or copying and to examine students orally on submitted work. For students found guilty of academic misconduct, serious penalties, up to and including suspension or expulsion from the University can be imposed.

### Recording of Materials

Presentations which are made in relation to course work—including lectures—cannot be recorded or copied without the permission of the presenter, whether the instructor, a classmate or guest lecturer. Material recorded with permission is restricted to use for that course unless further permission is granted.

### Disclaimer

Please note that the ongoing COVID-19 pandemic may necessitate a revision of the format of course offerings and academic schedules. Any such changes will be announced via CourseLink and/or class email. All University-wide decisions will be posted on the [COVID-19 website](https://news.uoguelph.ca/2019-novel-coronavirus-information/) and circulated by email.

<https://news.uoguelph.ca/2019-novel-coronavirus-information/>

### Illness

The University will not normally require verification of illness (doctor's notes) for Fall 2020 or Winter 2021 semester courses. However, requests for Academic Consideration may still require medical documentation as appropriate.