



MCS*1000 Introductory Marketing

Fall 2020

Section: DE02

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 the 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: Online

Final Exam

Date: Thursday, December 17

Time: 2:30pm ET to 4:30pm ET

Location: Online via the **Quizzes** tool in CourseLink using Respondus LockDown Browser

Instructional Support

Instructor

Archie Bonifacio

Email: abonifac@uoguelph.ca

Archie Bonifacio has taught marketing in the Gordon S. Lang School of Business for over five years. He applies over 20 years of marketing experience to the classroom. Archie holds an M.B.A. from Wilfrid Laurier University, a B.Sc. from McMaster University and an Adult Education Certificate from Sheridan College. His career involved leading campaigns in Canada, the United States and the United Kingdom. Aside from his teaching, Archie is a senior executive at one of Ontario's largest credit unions and is responsible for Marketing and the member experience.

Please note, Archie Bonifacio may also hold virtual office hours via **Zoom**. Please check Announcements for updates.

Teaching Assistant(s)

Name: Alex Fan

Email: xfan05@uoguelph.ca

Name: Marzieh Yaghini

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Learning Resources

Required Textbook

Title: Marketing (with Connect Access code)

Author(s): Frederick Crane, Roger Kerin, Steven Hartley, & William Rudelius

Edition / Year: 10th Canadian Edition / 2017

Publisher: McGraw-Hill

ISBN: 9781259270901 (hardcopy) / 9781259272257 (ebook)

Note: Both the hardcopy textbook and ebook textbook are acceptable for use in this course. The textbook and publisher's access code may be purchased as a bundle.

You may purchase the textbook at the [Guelph Campus Co-op Bookstore](#) or the [University of Guelph Bookstore](#). Please note that DE textbooks are located in the Distance Education section of the University of Guelph Bookstore.

<https://bookstore.coop/>

<http://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 affects 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.
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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, an online simulation, and reflective reports writing.

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 quiz questions. There is one practice and 10 weekly online graded quizzes in this course.

On a biweekly basis, after watching short videos, you should participate in asynchronous discussions that are directed towards solving marketing problems. Discussions in an online learning environment facilitate student's involvement in high-level engagement, reflective exercises, and critical thinking, and will provide you with a chance to share your understanding of topic/tasks and experience with other learners. The discussions should enhance your ability to analyze and discuss how the video content connects to study materials and the learning outcomes before writing your final group report.

Course Structure

This course has been organized into twelve units:

- Unit 01: The Marketing Process
- Unit 02: The Marketing Concept
- Unit 03: Understanding Buying Behaviour
- Unit 04: Segmenting, Targeting, Positioning
- Unit 05: Company, Marketing, and New Product Strategy
- Unit 06: Managing Products and Services
- Unit 07: Pricing
- Unit 08: Promotion Mix
- Unit 09: Personal Selling
- Unit 10: Marketing Channels
- Unit 11: Marketing Research
- Unit 12: Marketing Context: Business Environment, Ethics and Social Responsibility

Schedule

Unit 01: The Marketing Process

Week 1 - Thursday, September 10 to Sunday, September 20

Readings

- Website: Unit 01 Content
- Textbook: Chapter 1

Activities

- Familiarize yourself with the course website by reviewing the **Start Here** section of the course.

- Review the **Outline** and **Assessments** sections on the course website to learn about course expectations, assessments, and due dates.
- Introduce yourself in the **Class Introductions Discussion**.
- Sign in to **Connect**.

Unit 02: The Marketing Concept

Week 2 - Monday, September 21 to Sunday, September 27

Readings

- Website: Unit 02 Content
- Textbook: Chapter 1

Activities

- Complete the **Practice Quiz** (ungraded).
Due: Monday, September 21 by 3pm ET

Assessments

- Submit **Signed Group Contract**
Due: Sunday, September 27 at 11:59 pm ET

Unit 03: Understanding Buying Behaviour

Week 3 – Monday, September 28 to Sunday, October 4

Readings

- Website: Unit 03 Content
- Textbook: Chapters 5 and 6

Activities

- Sign in to **Marketplace Live Simulation**.
Due: Sunday, October 4 at 11:59 pm ET

Assessments

- **Quiz 1** (via McGraw-Hill Connect)
Due: Monday, September 28 by 3:00 pm ET

Unit 04: Segmenting, Targeting, and Positioning

Week 4 – Monday, October 5 to Sunday, October 11

Readings

- Website: Unit 04 Content
- Textbook: Chapter 9

Assessments

- **Quiz 2**
Due: Monday, October 5 by 3:00 pm ET
- **Video Discussion 1**
Due: Wednesday, October 7 by 11:59 pm ET
- **Marketplace Live Simulation Quarter 1**
Due: Friday, October 9 by 6:00 pm ET

Unit 05: Company, Marketing, and New Product Strategy

Week 5 – Monday, October 12 to Sunday, October 18

Readings

- Website: Unit 05 Content
- Textbook: Chapters 2 and 10

Assessments

- **Quiz 3**
Due: Wednesday, October 14 by 3:00 pm ET
- **Video Discussion 2**
Due: Wednesday, October 14 by 11:59 pm ET
- **Marketplace Live Simulation Quarter 2**
Due: Friday, October 16 by 6:00 pm ET

Unit 06: Managing Products and Services

Week 6 – Monday, October 19 to Sunday, October 25

Readings

- Website: Unit 06 Content
- Textbook: Chapters 11, 12, and Appendix A

Assessments

- **Quiz 4**
Due: Monday, October 19 by 3:00 pm ET
- **Video Discussion 3**
Due: Wednesday, October 21 by 11:59 pm ET
- **Marketplace Live Simulation Quarter 3**
Due: Friday, October 23 by 6:00 pm ET

Unit 07: Pricing

Week 7 – Monday, October 26 to Sunday, November 1

Readings

- Website: Unit 07 Content
- Textbook: Chapter 13

Assessments

- **Quiz 5**
Due: Monday, October 26 by 3:00 pm ET
- **Online Simulation Initial Marketing Plan**
Due: Friday, October 30 by 6:00 pm ET

Unit 08: Promotion Mix

Week 8 – Monday, November 2 to Sunday, November 8

Readings

- Website: Unit 08 Content
- Textbook: Chapters 16 and 17

Assessments

- **Quiz 6**
Due: Monday, November 2 by 3:00 pm ET
- **Video Discussion 4**
Due: Wednesday, November 4 by 11:59 pm ET
- **Marketplace Live Simulation** Quarter 4
Due: Friday, November 6 by 6:00 pm ET

Unit 09: Personal Selling

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

Readings

- Website: Unit 09 Content
- Textbook: Chapter 18

Assessments

- **Quiz 7**
Due: Monday, November 9 by 3:00 pm ET
- **Marketplace Live Simulation** Quarter 5
Due: Friday, November 13 by 6:00 pm ET

Unit 10: Marketing Channels

Week 10 – Monday, November 16 to Sunday, November 22

Readings

- Website: Unit 10 Content
- Textbook: Chapter 14 and 15

Assessments

- **Quiz 8**
Due: Monday, November 16 by 3:00 pm ET
- **Video Discussion 5**
Due: Wednesday, November 18 by 11:59 pm ET
- **Marketplace Live Simulation Quarter 6**
Due: Friday, November 20 by 6:00 pm ET

Unit 11: Marketing Research

Week 11 – Monday, November 23 to Sunday, November 29

Readings

- Website: Unit 11 Content
- Textbook: Chapters 8 and 19

Assessments

- **Quiz 9**
Due: Monday, November 23 by 3:00 pm ET
- **Video Discussion 6**
Due: Wednesday, November 25 by 11:59 pm ET
- **Group Peer Evaluation**
Start Date: Thursday, November 26 12 am ET
End Date: Friday, December 4 11:59 pm ET

Unit 12: Marketing Context: Business Environment, Ethics, and Social Responsibility

Week 12 – Monday, November 30 to Friday, December 4

Readings

- Website: Unit 12 Content
- Textbook: Chapters 3 and 4

Assessments

- **Quiz 10**
Due: Monday, November 30 by 3:00 pm ET
- **Video Discussion 7**
Due: Wednesday, December 2 by 11:59 pm ET

Assessment

The grade determination for this course is indicated in the following table. A brief description of each assessment is provided below. Select **Content** on the navbar to locate **Assessments** in the table of contents panel to review further details of each assessment. Due dates can be found under the Schedule heading of this outline.

Table 1: Course Assessment

Assessment Item	Weight
Video Discussions (6 x 3% each)	18%
Online Simulation <ul style="list-style-type: none">• Initial Marketing Plan (10%)• Final Results of Simulation (10%)	20%
Weekly Connect Quizzes (10 x 2% each)	20%
Signed Group Contract	2%
Group Peer Evaluation	5%
Final Exam	35%
Research Component (Bonus)	2%
Total	100%

Assessment Descriptions

Video Discussions

You are presented with interview videos of marketing professionals across the course units. The objective of this activity is for you to analyze marketing concepts and tools across a broad spectrum of situations; including small and large firms as well as profit and not-profit organizations. For each of the video presentations, at least one question that requires your response is asked. You should discuss the question(s) with your group members within the timeframe and, as a group, you should submit a one-page summary of the group's responses.

Online Simulation

The online simulation tasks should help you develop the skills required to improve performance in the marketing business. You will engage in six quarters of decision-making within the online marketing simulation environment. Please note that you are competing with group members in the global market of personal computers.

Weekly Connect Quizzes

There is 1 practice quiz and 10 graded weekly quizzes in this course. The quizzes use the adaptive tool LearnSmart included in 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 further learning and clarifications in order to improve your performance.

Signed Group Contract

The idea of this assignment is to help you organize your group work. Once the groups are formed, you should contact your peers and meet (face to face or online) to discuss the rules you all are going to follow to function as a group. This assignment has no right or wrong answer. Every participating group members will have full marks. What is important is for you to decide with your group the rules you will be following, sign it and submit it.

Group Peer Evaluation

One of the greatest challenges in this course is effectively communicating and contributing to group work in an online setting. This applies to the Video Discussions and Marketing Simulation. 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.

Grading Policies

Unless you have discussed an extension well ahead of the due date with the instructor, late penalties of 10% 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 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.

Research Component (Bonus)

Students who wish to earn up to an additional 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.

Final Exam

This course requires the use of Respondus LockDown Browser to proctor your online final exam within CourseLink. Use of Lockdown Browser with a webcam has been implemented to maintain the academic integrity of the final exam. You must [download and install LockDown Browser](#) to complete the practice test and final exam.

The final exam will be delivered online via the **Quizzes** tool. The exam is 2 hours in length and will be held on **Thursday, December 17**. To accommodate students who may be located in various time zones, the exam will be available beginning at **2:30pm to 3:30pm** Eastern Time (ET). You can enter the exam at any point during this window of time but will only have 2 hours to complete it from when you start writing. For example, if you start writing the exam by 3:00 pm, you will have until 5:00 pm to complete it. After 3:30 pm ET you will no longer be able to enter the exam environment.

Similar to a sit-down exam where you must arrive prior to the start of the exam, it is highly recommended that you enter the online exam environment in Respondus at least 20-30 minutes before the end of the available window to allow enough time for you to

complete the Respondus Startup Sequence and ensure that you have the full two hours for the exam.

Please be sure to review the Using Respondus Lockdown Browser instructions by selecting **Content** on the navbar to locate **Assessments** in the table of contents panel.

Important Note: There is a mandatory practice test that you are required to take before the online exam. The purpose of the practice test is to ensure that Respondus LockDown Browser is set up properly and that you are comfortable using the software.

If you have any questions regarding the use of Respondus Lockdown Browser or if you encounter any technical issues during the practice test or final exam, please contact CourseLink Support at courselink@uoguelph.ca or 519-824-4120 ext. 56939.

University of Guelph degree and associate diploma students must check [WebAdvisor](#) for their examination schedule. Open Learning program students must check the [Open Learning Program Final Examination Schedule](#) for their examination schedule.

<http://www.respondus.com/lockdown/download.php?id=273932365>

<https://webadvisor.uoguelph.ca>

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

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

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](#) tool to ensure your browser settings are compatible and up to date. (Results will be displayed in a new browser window).

<http://spaces.uoguelph.ca/ed/system-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](#).

Respondus LockDown Browser Requirements

Respondus LockDown Browser is a locked browser for taking quizzes in CourseLink. It prevents you from printing and copying; using other operating software; using search engines (e.g., going to another URL); communicating via instant messaging; and it blocks non-web-related software (e.g., Adobe PDF, Microsoft Word).

In order to use Respondus LockDown Browser and Monitor, you must meet the following technical requirements so that you can take the practice test and final exam:

1. Operating Systems: Windows 10, 8, 7; Mac OS X 10.10 or higher.
2. Memory: Windows 2 GB RAM; Mac 512 MB RAM.
3. For Mac users: Safari must function properly on the computer.
4. Mac users must have Adobe Flash Player installed to Safari, even if a different browser is normally used.
5. A broadband Internet connection. It is recommended that you access the Internet via a wired connection.

If you have any concerns about meeting system requirements, contact [CourseLink Support](#). They will work with you to find alternative solutions or make alternative arrangements.

<http://spaces.uoguelph.ca/ed/contact-us/>

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](#), 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.
- **Ask Your Instructor Discussion:** Use this discussion forum to ask questions of your instructor about content or course-related issues with which you are unfamiliar. If you encounter difficulties, the instructor is here to help you. Please post general course-related questions to the discussion forum so that all students have an opportunity to review the response. To access this discussion forum, select **Discussions** from the **Tools** dropdown menu.

- **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.

Submission of Assignments to Dropbox

Video Discussion Summaries, Signed Group Contracts, and the Initial 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 recommend 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](#).

<http://spaces.uoguelph.ca/ed/contact-us/>

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 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](#) (using your U of G central ID). Open Learning program students should log in to the [OpenEd Student Portal](#) 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>

Rights and Responsibilities When Learning Online

For distance education (DE) 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.

For more information on your rights and responsibilities when learning in the online environment, visit [Rights and Responsibilities](#).

<http://opened.uoguelph.ca/student-resources/rights-and-responsibilities>

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](#) 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](#) 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](#) 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](#) 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.](#)

<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/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](mailto:accessibility@uoguelph.ca) 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](#) is detailed in the Undergraduate Calendar.

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

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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

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](#) and circulated by email.

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

Illness

The University will not require verification of illness (doctor's notes) for the Fall 2020 or Winter 2021 semesters.