MKT 2210 A01
Fundamentals of Marketing
Winter 2018
Room 105 Drake, 8:30am – 9:45am, Monday/Wednesday

INSTRUCTOR
Name: Brock Cordes
Office: 666 Drake Centre
Phone: 204-474-9179
Email: brock.cordes@umanitoba.ca
Office hours: 30 mins after class or by appointment

COURSE DESCRIPTION
Have you ever thought about where the products you buy come from? Who determined the brand name? Who set the price? Why are they available on line as well at retail stores?

A marketer made these decisions.

Marketing involves learning about and understanding consumers, and then developing and implementing a plan that delivers products/services that meet the needs of those consumers. Students who take courses in this area soon discover that the exciting field of marketing encompasses much more than sales and advertising. They learn about marketing research, consumer behaviour, branding, international marketing, marketing of social issues, etc.

COURSE OBJECTIVES
This course is a foundation for: 1) future courses in marketing; and 2) a basic understanding of the marketing function for those who will not take other development courses in the marketing area. As such, it is for students with little or no marketing experience. The objectives of this course are twofold:

1) To gain an understanding of basic marketing concepts such as product development, marketing segmentation, marketing objectives, and the marketing mix.
2) To develop the student’s marketing decision-making skills so that the student will be able to analyse marketing environments and determine an appropriate marketing strategy for the situation at hand.

COURSE MATERIALS

COURSE FORMAT AND EVALUATION
Grades and Assignments:
Research Study Participation 5%
Attendance 5%
Individual Case #1 10%
Individual Case #2 10%
Exam One 20%
Exam Two 20%
Final Exam 30%
Total 100%

Grading Scheme:
95 – 100: A+ 90 – 95: A
85 – 89: B+ 80 – 84: B
72 – 29: C+ 60 – 72: C
50 – 59: D Less than 50: F

Cases:
Each student is to complete and submit two (2) cases throughout this semester. The due dates for the cases are as follows:

Case #1 Due in class on Monday, February 12, 2018
Case #2 Due in class on Monday, March 19, 2018

Titles of the assigned cases will be given out at a later date.
Cases must be 4 pages in length excluding the title page.

Format for Case Writing:
Instructions ***READ INSTRUCTIONS AND FORMAT CAREFULLY. ALL CASES MUST BE PRESENTED IN THIS FORMAT***

All cases must be in twelve point type, with 3 cm margins on all sides, double-spaced and NO LONGER than the designated number of pages specified in the course outline excepting the title page. Cases that are “too long” will be docked by 50% of the case’s worth. For example, Case #1 will be marked out of 50% if it’s too long. However, two or three pages would not do justice to a case study of this nature.

1) Situation Analysis
   o Bold Heading
   o Two or three paragraphs describing the circumstances and background of the case.

2) SWOT Analysis:
   o Bold heading
   o Use 2 columns to list SWOT elements
3) Problem Statement:
- Bold heading
- Two or three paragraphs on the problem and/or the situation the organization is facing

4) Alternatives:
- Bold heading
- Summarize the alternatives in one or two sentences
- List three or four alternatives
- List more than one “pro” and “con: associated with each alternative
- Use point form in a vertical format (two columns) for the pros and cons under each alternative as follows:

<table>
<thead>
<tr>
<th>Alternative #1: (State the alternative in bold). Describe the bold statement in 1 -2 sentences (not bold).</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Pros:</strong></td>
</tr>
<tr>
<td>- List pros in VERTICAL point form</td>
</tr>
<tr>
<td>- Single space</td>
</tr>
</tbody>
</table>

Recommendation:
- Bold heading
- State the ONE alternative you are recommending in paragraph form (ex: I recommend Alternative #1 because...
- Avoid “I” statements when writing the case
- In two or three paragraphs defend why you chose this alternative and how it will assist the company
- Clearly outline specific steps of implementation
- Explain how all cons will be overcome for the alternative you chose

Additional Notes:
- Ensure that there is a cover sheet containing the case name, course name, number and section, your name, the professor’s name and the date
- Number the pages
Conduct a spellcheck
Spell the professor’s name correctly
Follow the guidelines set out in the course outline with regards to proper case writing.  
USE HEADINGS!!!

EXAMS:
All exams will consist of multiple-choice questions. They will cover both the text and any materials covered in class. The final exam will be comprehensive covering all materials (i.e. prior to and after the two scheduled mid-term exams) equal with emphasis on materials covered after the two midterms.

Final Exam as Scheduled by the Registrar’s Office
Class time will be spent in lecture and discussion of relevant marketing topics. Students are expected to have read the text material corresponding to the subject matter before the lecture/discussion of that topic.

NOTES ON LATE CASE ASSIGNMENTS AND EXAM RESCHEDULING:
Late case submissions will be graded on only 70% of their on-time score, and will not be accepted after they are 7 days late.
Requests for examination rescheduling will only be considered prior to the scheduled exam time.
There is a no electronics rule in class and during exams.
Students are not permitted to exit class during lecture period.

IMPORTANT: Effective September 1, 2013, the U of M will only use your university email account for official communications, including messages from your instructors, department or faculty, academic advisors, and other administrative offices. If you have not already been doing so, please send all emails from your UofM email account. Remember to include your full name, student number and faculty in all correspondence.

For more information visit: http://umanitoba.ca/registrar/e-mail_policy

ATTENDANCE POLICY
Each student will be permitted up to five absences per term with no penalty. Each absence after five will result in the deduction of one mark from the overall Attendance grade.

ELECTRONIC DEVICE POLICY
Electronic devices are prohibited in class.

CLASS SCHEDULE

<table>
<thead>
<tr>
<th>Dates</th>
<th>Topics</th>
<th>Text Chapters</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jan 3</td>
<td>Introduction</td>
<td></td>
</tr>
<tr>
<td>Jan 8</td>
<td>An Introduction to Marketing</td>
<td>Chapter 1</td>
</tr>
<tr>
<td>Date</td>
<td>Topic</td>
<td>Chapter</td>
</tr>
<tr>
<td>--------</td>
<td>----------------------------------------------------------------------</td>
<td>------------</td>
</tr>
<tr>
<td>Jan 10</td>
<td>The Marketing Environment, Social Responsibility, and Ethics</td>
<td>Chapter 2</td>
</tr>
<tr>
<td>Jan 15</td>
<td>Strategic Planning for Competitive Advantage</td>
<td>Chapter 3</td>
</tr>
<tr>
<td>Jan 17</td>
<td>Developing a Global Vision</td>
<td>Chapter 4</td>
</tr>
<tr>
<td>Jan 22</td>
<td>Marketing Research</td>
<td>Chapter 5</td>
</tr>
<tr>
<td>Jan 24</td>
<td>Consumer Decision Making</td>
<td>Chapter 6</td>
</tr>
<tr>
<td>Jan 29</td>
<td>Business Marketing</td>
<td>Chapter 7</td>
</tr>
<tr>
<td>Jan 31</td>
<td>EXAM ONE – Chapters 1 – 7</td>
<td></td>
</tr>
<tr>
<td>Feb 5</td>
<td>Segmenting, Targeting, and Positioning</td>
<td>Chapter 8</td>
</tr>
<tr>
<td>Feb 7</td>
<td>Product Concepts</td>
<td>Chapter 9</td>
</tr>
<tr>
<td>Feb 12</td>
<td>CASE #1 DUE</td>
<td></td>
</tr>
<tr>
<td>Feb 14</td>
<td>Case and Exam Preparation</td>
<td></td>
</tr>
<tr>
<td>Feb 19</td>
<td>Louis Riel Day, University Closed, No class.</td>
<td></td>
</tr>
<tr>
<td>Feb 21</td>
<td>Winter Term Break, No class.</td>
<td></td>
</tr>
<tr>
<td>Feb 26</td>
<td>Developing and Managing Products</td>
<td>Chapter 10</td>
</tr>
<tr>
<td>Feb 28</td>
<td>Services and Nonprofit Organization Marketing</td>
<td>Chapter 11</td>
</tr>
<tr>
<td>Mar 5</td>
<td>Setting the Right Price</td>
<td>Chapter 12</td>
</tr>
<tr>
<td>Mar 7</td>
<td>EXAM TWO - Chapters 8 - 13</td>
<td></td>
</tr>
<tr>
<td>Mar 12</td>
<td>Marketing Channels and Supply Chain Management</td>
<td>Chapter 13</td>
</tr>
<tr>
<td>Mar 14</td>
<td>Retailing</td>
<td>Chapter 14</td>
</tr>
<tr>
<td>Mar 19</td>
<td>CASE #2 DUE</td>
<td></td>
</tr>
<tr>
<td>Mar 21</td>
<td>Marketing Communication</td>
<td>Chapter 15</td>
</tr>
<tr>
<td>Mar 26</td>
<td>Advertising, Public Relations, and Direct Response</td>
<td>Chapter 16</td>
</tr>
<tr>
<td>Mar 28</td>
<td>Sales Promotion and Personal Selling</td>
<td>Chapter 17</td>
</tr>
<tr>
<td>Apr 2</td>
<td>Social Media and Promotion</td>
<td>Chapter 18</td>
</tr>
<tr>
<td>Apr 4</td>
<td>Customer Relationship Management</td>
<td>Chapter 19</td>
</tr>
</tbody>
</table>
Undergraduate Subject Pool Program 2017

Overview
All students in Fundamentals of Marketing (MKT 2210) have the opportunity to participate in three research studies during the term for credit. These research studies may involve participating in marketing experiments, completing a questionnaire, and/or a computer simulation.

Participation in all 3 research studies earns you the full 5% component of your course grade. Participating in only 1 or 2 studies will earn you a proportional grade. Note that the 5% is part of the 100% for the course and is **not** extra credit. You may participate in each study only once.

Benefits of the Program
This program is designed to give students a glimpse into how marketing theory is developed by participating in marketing research studies. Fundamentals of Marketing (MKT 2210) is an introduction to the knowledge base of marketing generated in part by such studies conducted in universities and businesses around the world. This program will help students understand how such research is conducted here in the Asper School of Business.

Through participation in academic research studies, students also increase the value of their degrees. Reputations of universities are based to a large extent on the quality of the research conducted by their faculty. By participating in these studies, you are helping your professors publish in scholarly journals, consequently improving the reputation of the university from which you earned your degree.

Procedure
You will be notified via email and in class prior to each study so that you may sign up to participate (you will have to sign up separately for each of the three studies). Each study will last a maximum of an hour and multiple sessions will be offered for each of these. The sign-ups will take place online via the following link: [http://manitoba.subjectpoolonline.com/Manitoba/](http://manitoba.subjectpoolonline.com/Manitoba/)

For each study, please sign-up for a session in which you will participate. The Behavioural Research Committee keeps track of your participation and will notify your instructor of your participation at the end of the term. If you have any questions, please email the coordinator at [mktg_research@umanitoba.ca](mailto:mktg_research@umanitoba.ca).

At the end of the study session, you will be debriefed, i.e., you will be informed as to what was being studied in each study. This debriefing will allow you to see how marketing theory is developed through academic research.
If you find yourself unable or are unwilling to participate in a particular study, please inform the coordinator at mktg_research@umanitoba.ca that you would like to participate in the alternative assignment option (see details below). You will need to choose this option prior to the completion of the study in which you will not participate. This choice cannot be made retroactively if you miss a study. There will be no makeup studies.

**Alternative Assignment for MKT 2210**

In the case of a student not wishing to participate in a research study or being unable to attend the scheduled sessions, the following option is offered as an alternative assignment. This alternative assignment is designed to take approximately one hour of time, the same time that would be spent if you were participating in the research program.

Students are to find one research article in any of the following journals published in the last 2 years:

- Journal of Consumer Research
- Journal of Consumer Psychology
- Journal of Advertising
- Journal of Public Policy and Marketing

Students will be required to read the article and submit a short one page summary of the main findings to mktg_research@umanitoba.ca. Credit will be given to the student as if they participated in the research study.

Any questions about the assignment or suggestions for articles should be directed to mktg_research@umanitoba.ca.

**Academic Integrity**

It is critical to the reputation of the I.H. Asper School of Business and of our degrees that everyone associated with our faculty behave with the highest academic integrity. As the faculty that helps create business and government leaders, we have a special obligation to ensure that our ethical standards are beyond reproach. Any dishonesty in our academic transactions violates this trust. The University of Manitoba General Calendar addresses the issue of academic dishonesty under the heading "Plagiarism and Cheating". Specifically, acts of academic dishonesty include, but are not limited to:

- using the exact words of a published or unpublished author without quotation marks and without referencing the source of these words
- duplicating a table, graph or diagram, in whole or in part, without referencing the source
- paraphrasing the conceptual framework, research design, interpretation, or any other ideas of another person, whether written or verbal (e.g., personal communications, ideas from a verbal presentation) without referencing the source
- copying the answers of another student in any test, examination, or take-home assignment
- providing answers to another student in any test, examination, or take-home assignment
- taking any unauthorized materials into an examination or term test (crib notes)
- impersonating another student or allowing another person to impersonate oneself for the purpose of submitting academic work or writing any test or examination
- stealing or mutilating library materials
- accessing tests prior to the time and date of the sitting
- changing name or answer(s) on a test after that test has been graded and returned
- submitting the same paper or portions thereof for more than one assignment, without discussions with the instructors involved.

AACS B Assurance of Learning Goals and Objectives.

The Asper School of Business is proudly accredited by AACS B. Accreditation requires a process of continuous improvement of the School and our students. Part of “student improvement” is ensuring that students graduate with the knowledge and skills they need to succeed in their careers. To do so, the Asper School has set the learning goals and objectives listed below for the Undergraduate Program. The checked goal(s) and objective(s) will be addressed in this course and done so by means of the items listed next to the checkmark.

<table>
<thead>
<tr>
<th></th>
<th>Goals and Objective in the Undergraduate Program</th>
<th>Goals and Objectives Addressed in this Course</th>
<th>Course Item(s) Relevant to these Goals and Objectives</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Quantitative Reasoning</td>
<td></td>
<td>Quantitative analysis</td>
</tr>
<tr>
<td></td>
<td>A. Determine which quantitative analysis</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>B. Use the appropriate quantitative method in a technically correct way to solve a business</td>
<td>√</td>
<td></td>
</tr>
<tr>
<td></td>
<td>C. Analyze quantitative output and arrive at a case</td>
<td>√</td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>Written Communication</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>A. Use correct English grammar and mechanics</td>
<td>√</td>
<td>Written case</td>
</tr>
<tr>
<td></td>
<td>B. Communicate in a coherent and logical</td>
<td>√</td>
<td>Written case</td>
</tr>
<tr>
<td></td>
<td>C. Present ideas in a clear and organized</td>
<td>√</td>
<td>Written case</td>
</tr>
<tr>
<td>3</td>
<td>Ethical Thinking</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>A. Identify ethical issues in a problem or case</td>
<td>√</td>
<td>Case assignments</td>
</tr>
<tr>
<td></td>
<td>B. Identify the stakeholders in the situation.</td>
<td>√</td>
<td>Case assignments</td>
</tr>
<tr>
<td></td>
<td>C. Analyze the consequences of alternatives</td>
<td>√</td>
<td>Lectures</td>
</tr>
<tr>
<td></td>
<td>D. Discuss the ethical implications of the</td>
<td>√</td>
<td>Lectures</td>
</tr>
<tr>
<td>4</td>
<td>Core Business Knowledge</td>
<td>√</td>
<td>Entire course</td>
</tr>
</tbody>
</table>

Group Projects and Group Work

Many courses in the I.H. Asper School of Business require group projects. Students should be aware that group projects are subject to the same rules regarding academic dishonesty. Because of the unique nature of group projects, all group members should exercise special care to insure that the group project does not violate the policy on Academic Integrity. Should a violation occur, group members are jointly accountable unless the violation can be attributed to a specific
individual(s).
Some courses, while not requiring group projects, encourage students to work together in groups (or at least do not prohibit it) before submitting individual assignments. Students are encouraged to discuss this issue as it relates to academic integrity with their instructor to avoid violating this policy.
In the I.H. Asper School of Business all suspected cases of academic dishonesty are passed to the Dean’s office in order to ensure consistency of treatment.

Copyright Issues
Please respect copyright. We will use some copyrighted content in this course. Dr. Smith has ensured that the content used is appropriately acknowledged and is copied in accordance with copyright laws and University guidelines. Copyrighted works, including those created by Dr. Smith, are made available for private study and research and must not be distributed in any format without permission. Do not upload copyrighted works to a learning management system (such as UM Learn), or any website, unless an exception to the Copyright Act applies or written permission has been confirmed. For more information, see the University’s Copyright Office website at http://umanitoba.ca/copyright/ or contact um_copyright@umanitoba.ca.

Dr. Malcolm Smith and the University of Manitoba hold copyright over the course materials, presentations and lectures which form part of this course. No audio or video recording of lectures or presentations is allowed in any format, openly or surreptitiously, in whole or in part without permission of Dr. Smith. Course materials (both paper and digital) are for the participant’s private study and research.

List of Academic Supports Available to Students
Writing and Learning Support
The Academic Learning Centre (ALC) offers services that may be helpful to you throughout your academic program. Through the ALC, you can meet with a learning specialist to discuss concerns such as time management, learning strategies, and test-taking strategies. The ALC also offers peer supported study groups called Supplemental Instruction (SI) for certain courses that students have typically found difficult. In these study groups, students have opportunities to ask questions, compare notes, discuss content, solve practice problems, and develop new study strategies in a group-learning format.
You can also meet one-to-one with a writing tutor who can give you feedback at any stage of the writing process, whether you are just beginning to work on a written assignment or already have a draft. If you are interested in meeting with a writing tutor, reserve your appointment two to three days in advance of the time you would like to meet. Also, plan to meet with a writing tutor a few days before your paper is due so that you have time to work with the tutor’s feedback. These Academic Learning Centre services are free for U of M students. For more information, please visit the Academic Learning Centre website at: http://umanitoba.ca/student/academiclearning/

You can also contact the Academic Learning Centre by calling 204-480-1481 or by visiting 201 Tier Building.
University of Manitoba Libraries (UML)
As the primary contact for all research needs, your liaison librarian can play a vital role when completing academic papers and assignments. Liaisons can answer questions about managing citations, or locating appropriate resources, and will address any other concerns you may have, regarding the research process. Liaisons can be contacted by email or phone, and are also available to meet with you in-person. A complete list of liaison librarians can be found by subject: http://bit.ly/WcEbA1 or name: http://bit.ly/1tJ0bB4. In addition, general library assistance is provided in person at 19 University Libraries, located on both the Fort Garry and Bannatyne campuses, as well as in many Winnipeg hospitals. For a listing of all libraries, please consult the following: http://bit.ly/1sXe6RA. When working remotely, students can also receive help online, via the Ask-a-Librarian chat found on the Libraries’ homepage: www.umanitoba.ca/libraries.

Student Accessibility Services
Students are encouraged to contact Accessibility Services at 474-6213, or the instructor, should special arrangements need to be made to meet course requirements. For further information please visit http://umanitoba.ca/student/saa/accessibility/

Mental and Physical Health and Referral Services
For 24/7 mental health support, contact the Mobile Crisis Service at 204-940-1781.

Student Counselling Centre
Contact SCC if you are concerned about any aspect of your mental health, including anxiety, stress, or depression, or for help with relationships or other life concerns. SCC offers crisis services as well as individual, couple, and group counselling. Student Counselling Centre: http://umanitoba.ca/student/counselling/index.html
474 University Centre or S207 Medical Services
(204) 474-8592

Student Support Case Management
Contact the Student Support Case Management team if you are concerned about yourself or another student and don’t know where to turn. SSCM helps connect students with on and off campus resources, provides safety planning, and offers other supports, including consultation, educational workshops, and referral to the STATIS threat assessment team. Student Support Intake Assistant http://umanitoba.ca/student/case-manager/index.html
520 University Centre
(204) 474-7423

University Health Service
Contact UHS for any medical concerns, including mental health problems. UHS offers a full range of medical services to students, including psychiatric consultation. University Health Service http://umanitoba.ca/student/health/
104 University Centre, Fort Garry Campus
(204) 474-8411 (Business hours or after hours/urgent calls)

Health and Wellness
Contact our Health and Wellness Educator if you are interested in information on a broad range of health topics, including physical and mental health concerns, alcohol and substance use harms, and sexual assault.
Health and Wellness Educator http://umanitoba.ca/student/health-wellness/welcome.html
Katie.Kutryk@umanitoba.ca
469 University Centre
(204) 295-9032

Live Well @ UofM
For comprehensive information about the full range of health and wellness resources available on campus, visit the Live Well @ UofM site:
http://umanitoba.ca/student/livewell/index.html

A Notice with Respect to Copyright
All students are required to respect copyright as per Canada’s Copyright Act. Staff and students play a key role in the University’s copyright compliance as we balance user rights for educational purposes with the rights of content creators from around the world. The Copyright Office provides copyright resources and support for all members of the University of Manitoba community.
Visit http://umanitoba.ca/copyright for more information.

University and Asper School Policies, Procedures, and Supplemental Information Available On-Line

Your rights and responsibilities
As a student of the University of Manitoba you have rights and responsibilities. It is important for you to know what you can expect from the University as a student and to understand what the University expects from you. Become familiar with the policies and procedures of the University and the regulations that are specific to your faculty, college or school.

The Academic Calendar http://umanitoba.ca/student/records/academiccalendar.html is one important source of information. View the sections University Policies and Procedures and General Academic Regulations.

While all of the information contained in these two sections is important, the following information is highlighted.

If you have questions about your grades, talk to your instructor. There is a process for term work and final grade appeals. Note that you have the right to access your final examination scripts. See the Registrar’s Office website for more information including appeal deadline dates and the appeal form http://umanitoba.ca/registrar/

You are expected to view the General Academic Regulation section within the Academic Calendar and specifically read the Academic Integrity regulation. Consult the course syllabus or ask your instructor for additional information about demonstrating academic integrity in your academic
work. Visit the Academic Integrity Site for tools and support http://umanitoba.ca/academicintegrity/. View the Student Academic Misconduct procedure for more information.

The University is committed to a respectful work and learning environment. You have the right to be treated with respect and you are expected conduct yourself in an appropriate respectful manner. Policies governing behaviour include the:

- **Respectful Work and Learning Environment**

- **Student Discipline**
  - [http://umanitoba.ca/admin/governance/governing_documents/students/student_discipline.html](http://umanitoba.ca/admin/governance/governing_documents/students/student_discipline.html) and,

- **Violent or Threatening Behaviour**
  - [http://umanitoba.ca/admin/governance/governing_documents/community/669.html](http://umanitoba.ca/admin/governance/governing_documents/community/669.html)

If you experience Sexual Assault or know a member of the University community who has, it is important to know there is a policy that provides information about the supports available to those who disclose and outlines a process for reporting. The Sexual Assault policy may be found at: [http://umanitoba.ca/admin/governance/governing_documents/community/230.html](http://umanitoba.ca/admin/governance/governing_documents/community/230.html). More information and resources can be found by reviewing the Sexual Assault site [http://umanitoba.ca/student/sexual-assault/](http://umanitoba.ca/student/sexual-assault/)

For information about rights and responsibilities regarding Intellectual Property view the policy [http://umanitoba.ca/admin/governance/media/Intellectual_Property_Policy_-_2013_10_01.pdf](http://umanitoba.ca/admin/governance/media/Intellectual_Property_Policy_-_2013_10_01.pdf)

For information on regulations that are specific to your academic program, read the section in the Academic Calendar and on the respective faculty/college/school web site [http://umanitoba.ca/faculties/](http://umanitoba.ca/faculties/)

Contact an **Academic Advisor** within our faculty/college or school for questions about your academic program and regulations [http://umanitoba.ca/academic-advisors/](http://umanitoba.ca/academic-advisors/)

**Student Advocacy**

Contact Student Advocacy if you want to know more about your rights and responsibilities as a student, have questions about policies and procedures, and/or want support in dealing with academic or discipline concerns.


520 University Centre
204 474 7423
TYPICAL PENALTIES AT THE ASPER SCHOOL FOR ACADEMIC DISHONESTY

Ignorance of what constitutes academic dishonesty (e.g., when and how to cite sources) is no excuse. Therefore, make sure you read and understand the attached ‘Academic Integrity: What You Need to Know’ sheet.

In case of the student being from another Faculty, the student’s home faculty often matches the suspension and/or adds penalties beyond the Asper School’s.

F-DISC on transcript indicates the F is for disciplinary reasons.

<table>
<thead>
<tr>
<th>ACADEMIC DISHONESTY</th>
<th>PENALTY</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cheating on exam (copying from or providing answers to another student)</td>
<td>F---DISC in course</td>
</tr>
<tr>
<td>Possession of unauthorized material during exam (e.g., cheat notes)</td>
<td>F---DISC in course</td>
</tr>
<tr>
<td>Altering answer on returned exam and asking for re-grading</td>
<td>F---DISC in course</td>
</tr>
<tr>
<td>Plagiarism on assignment</td>
<td>F---DISC in course</td>
</tr>
<tr>
<td>Submitting paper bought online</td>
<td>F---DISC in course</td>
</tr>
<tr>
<td>Inappropriate Collaboration (collaborating with individuals not explicitly authorized by instructor)</td>
<td>F---DISC in course</td>
</tr>
<tr>
<td>Group member had knowledge of inappropriate collaboration or plagiarism and played along</td>
<td>F---DISC in course</td>
</tr>
<tr>
<td>Signing Attendance Sheet for classmate</td>
<td>F---DISC in course</td>
</tr>
<tr>
<td>Impersonation on exam</td>
<td>Expulsion from University of Manitoba</td>
</tr>
</tbody>
</table>