MKT 2210 A03 – FUNDAMENTALS OF MARKETING
Jan. 03 – Apr. 06, 2018  4:00 pm- 5:15 pm

Instructor
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Email: yanj3456@myumanitoba.ca
Office: 371E Drake Center
Office Hours: 1 hour after class or by appointment

Importance of this course
This is the first marketing course that business undergraduates take and is a required course at all business schools. Marketing forms the backbone of most organizations. It is also the major contact point of organizations with their customers. Anytime we buy a coffee at Starbucks, test drive a Honda, fly Air Canada, see a Donate Blood ad, or use our VISA card to buy furniture at IKEA, we are directly or indirectly in contact with the marketing department of those organizations. It is through ‘marketing’ that organizations develop, price, distribute, and promote their goods, services, or ideas.

Course Mission
This course is designed to give you a broad brushstroke introduction to the theory and practice of marketing. It will give you enough knowledge to understand the world of marketing, from both the business and consumer perspectives. From an academic standpoint, it will provide you with the foundation to comprehend material in the subsequent marketing courses you may take. The major objectives of this course are to:

1. Help you understand the importance and role of marketing in business.
2. Introduce you to the basic concepts and terminology of marketing.
3. Develop your decision-making and presentation skills through assignments and case studies.
4. To introduce you to the concepts of ethics and sustainability in marketing.

Wendy's Philosophy
It is through active class discussions and presentations that you will learn the material, not via a one-way lecture from me. I will provide you with a framework for understanding marketing problems and we will solve them together. We are in the equal position to learn, to think, to discuss, and at the same time I demand a strong work ethic. The classroom atmosphere can be enjoyable, but that does not mean it is easy. My personal philosophy is that you produce the best results if you enjoy what you are doing. You are expected to make an effort to learn how to read efficiently, how to participate actively, how to work cooperatively, and how to think critically, which are skills that help you not only in the marketing class, in the future workplace, but also
in your whole life.

**Textbook**

To avoid information overload, we won’t cover the entire book in class. We will concentrate on the most important aspects instead. You are expected to read all of the material of one chapter before each class for the in-class discussion.

**UM Learn**
I will be posting class-related files on UM Learn. Any announcements outside of class will be sent by e-mail. Please check your U of M email regularly. Saying you haven’t checked your U of M e-mail account in a while is not an acceptable excuse if you miss any important announcements.

Slides will be posted after each class, because everyone is expected to read the textbook but not only the slides before each class.

**Assessment of Learning**

<table>
<thead>
<tr>
<th>Assessment</th>
<th>Weight</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mid-term Exam (Feb. 12th)</td>
<td>- 20 %</td>
</tr>
<tr>
<td>Case Analysis (group; due Apr. 9th)</td>
<td>- 20 %</td>
</tr>
<tr>
<td>Class Presentation</td>
<td>- 20 %</td>
</tr>
<tr>
<td>Class Participation</td>
<td>- 10 %</td>
</tr>
<tr>
<td>Research Participation</td>
<td>- 5 %</td>
</tr>
<tr>
<td>Attendance</td>
<td>- 5 %</td>
</tr>
<tr>
<td>Final Exam (Apr. 4th)</td>
<td>- 20 %</td>
</tr>
</tbody>
</table>

**Exams:**
- Mid-term Exam: It will consist of objective multiple choice questions.
  - The assessment of exam 1 will be provided on Feb. 14th.
- Final Exam: The final exam will consist of objective questions in multiple choices (70%) and one open-ended question (30%).
  - The assessment of final exam will be provided within one week after the exam.

**Case analysis:**
Marketing case analysis requires students to use Marketing knowledge to solve real business problems. Students can learn and master an important research method to do business plan, marketing analysis, or other social science projects.

It will be a group project on a marketing problem chosen by me.
- Before 12 pm on Apr. 9th, please finish an 11-15 pages case analysis report (electronic version), excluding reference and appendix, and email it to me.
• The case analysis report should be readable, logical, persuasive, and follow APA format
  https://owl.english.purdue.edu/owl/resource/560/01/

Note: The assessment of case analysis depends on your analysis answers (60%) and group members’ evaluation (40%). Late assignments will be penalized @ 5% for each day’s (or part thereof) delay. The assessment will be provided within one week after the submission.

**Presentation:** Marketing course requires students to have presentation skills. Your group will be asked to make a 15-minute presentation relevant to the class. You are expected to use real examples to explain the theories in the textbook. The presenting group should send their slides to me before **12 pm** on their presentation day. Everyone is encouraged to ask for suggestions on how to make a presentation.

Note: The assessment of group presentation depends on your individual performance (60%) and group members’ evaluation (40%).

**Class Participation:** Class participation requires you to read textbook before class and get involved in class discussion related to some marketing phenomenon, personal experience, comments or critical thinking. There is no definitely right or wrong answer, but different opinions from different perspectives.

**Research Participation:** 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 study will earn you a proportional grade (1.5% each) with a .5% bonus for those at 4.5%. 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. For more details, please go to page 10.

**Grading Scale:** The following letter-grading scheme will be used to determine the course grade:

<table>
<thead>
<tr>
<th>Score</th>
<th>Grade</th>
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<tbody>
<tr>
<td>90</td>
<td>A+</td>
</tr>
<tr>
<td>80</td>
<td>A</td>
</tr>
<tr>
<td>77</td>
<td>B+</td>
</tr>
<tr>
<td>70</td>
<td>B</td>
</tr>
<tr>
<td>67</td>
<td>C+</td>
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<tr>
<td>60</td>
<td>C</td>
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<tr>
<td>50</td>
<td>D</td>
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<tr>
<td>&lt;50</td>
<td>F</td>
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</tbody>
</table>
**Make-up Exam Policy**

If you have to miss an exam for medical reasons, you should inform me by email before the exam has begun and subsequently provide a doctor’s note. Informing me after the exam is not sufficient. In some cases, I may call the doctor’s office to verify the validity of the doctor’s note. If your absence is for an official university-related reason (e.g., academic conference or inter-university competition), the professor organizing the visit will have to inform me before the exam. Make-ups will not be given for any other reason. I do not guarantee that the difficulty level of the makeup exam will be the same as the one the rest of the class got.

DO NOT make travel plans before the Final Exam. I will not give a make-up because you booked your ticket for a date earlier than the scheduled final exam.

**Attendance Policy**

You are allowed excused absences to a maximum of 20% of the classes. Excused absences include a medical reason (with doctor’s note), travel for an approved academic event (the Undergraduate Program Committee has a list of those), or death of a close family member. In each of the above cases, documentation will be required. No other reason is considered a valid excuse.

If a student has over 3 unexcused absences, it will result in an automatic F grade in the course, as per the Asper School’s Debarment Policy. There will be no exceptions to this rule. If you feel you will miss more than 3 classes without valid excuse, you are strongly encouraged to VW if possible.

Arriving over 10 minutes late or leaving more than 10 minutes early (without my prior approval) will be considered absent for that class. Marking attendance for a friend who is absent is Academic Dishonesty and will be dealt with severely, often resulting in an F grade and possible debarment from the Asper School for both people concerned.

**Business Discipline**

An important part of business education is learning business etiquette. Therefore, we will follow some simple rules as if you were in a business setting.

a. Turn off your cellphone or set it to silent mode. Absolutely no texting. Would you text if you were in an important business meeting?

b. Don’t walk in and out when the class is in progress…unless it’s a washroom emergency!

c. You are welcome to use a laptop or tablet for taking notes. If you are using a laptop, please sit in the last row. Otherwise, it tends to distract those sitting behind you. Practice self-control—don’t browse the Internet or check your e-mail in class.

d. No matter how boring the class or how tired you are, don’t sleep. You will be in many long, boring meetings at work, but you cannot afford to fall asleep there. So, start practicing to act interested now!
**Important Dates to Remember**

- Groups Formed (4 people) - January 10
- Refund Deadline - January 16
- Attendance recording begins - January 17
- Research Study 1 - January 22 - 30
- Research Study 2 - February 5 - 13
- Mid-term Exam - February 12
- Mid-term Exam evaluative feedback - February 14
- Research Study 3 - March 5 - 13
- VW deadline - March 16
- Final Exam - April 4
- Group Case Analysis due - April 9, 12 pm

**Class Schedule**

<table>
<thead>
<tr>
<th>Date</th>
<th>Topic</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jan. 03</td>
<td>Course Introduction</td>
<td>Introduction of Outline</td>
</tr>
<tr>
<td>Jan. 08</td>
<td>What is Marketing (Ch.1)</td>
<td>Personal Intros</td>
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<tr>
<td>Jan. 10</td>
<td>Marketing Strategy (Ch.2)</td>
<td>Form Groups (4 people)</td>
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<tr>
<td>Jan. 15</td>
<td>Marketing Environment (Ch.3)</td>
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<tr>
<td>Jan. 17</td>
<td>Marketing Research (Ch. 8)</td>
<td>Introduction of Case Analysis Attendance Recording Begins</td>
</tr>
<tr>
<td>Jan. 22</td>
<td>Marketing Segmentation (Ch. 9)</td>
<td>Student Presentations Start</td>
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<tr>
<td>Jan. 24</td>
<td>Guest speaker</td>
<td>Case Analysis Discussion</td>
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<tr>
<td>Jan. 29</td>
<td>New Products and Service (Ch.10)</td>
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<tr>
<td>Jan. 31</td>
<td>Pricing (Ch.13)</td>
<td></td>
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<tr>
<td>Feb. 05</td>
<td>Advertising (Ch. 17)</td>
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<tr>
<td>Feb. 07</td>
<td>Consumer Behavior (Ch. 5)</td>
<td>Mid-term Exam Review and Q&amp;A</td>
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<tr>
<td>Feb. 12</td>
<td>Mid-term Exam</td>
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<tr>
<td>Feb. 14</td>
<td>Marketing Case Analysis Discussion</td>
<td>Mid-term Exam Evaluative feedback</td>
</tr>
<tr>
<td>Feb. 26</td>
<td>Integrated Marketing Communications (Ch. 16)</td>
<td></td>
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<tr>
<td>Feb. 28</td>
<td>Personal Selling and Sales Management (Ch. 18)</td>
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<tr>
<td>Date</td>
<td>Topic</td>
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<tr>
<td>Mar. 05</td>
<td>Ethics in Marketing (Ch. 4)</td>
<td></td>
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<tr>
<td>Mar. 07</td>
<td>Supply Chain (Ch. 14)</td>
<td></td>
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<tr>
<td>Mar. 12</td>
<td>Retailing (Ch. 15)</td>
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<tr>
<td>Mar. 14</td>
<td>Branding (Ch. 11)</td>
<td></td>
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<tr>
<td>Mar. 19</td>
<td>Reaching Global Market (Ch. 7)</td>
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<tr>
<td>Mar. 21</td>
<td>Service and Marketing Experiences (Ch. 12)</td>
<td></td>
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<tr>
<td>Mar. 26</td>
<td>Emerging Methods in Marketing (Ch. 20)</td>
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<tr>
<td>Mar. 28</td>
<td>Final Exam Review</td>
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<tr>
<td>Apr. 02</td>
<td>Course Review</td>
<td></td>
</tr>
<tr>
<td>Apr. 04</td>
<td>Final Exam</td>
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<tr>
<td>Apr. 09</td>
<td>Hand in Group Projects</td>
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</table>

Feedback on Presentation

Due: 12 pm, April 09th, 2018
Academic Integrity Policy
I. H. Asper School of Business

It is critical to the reputation of the 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 test 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

Group Projects and Group Work

Many courses in the 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 ensure 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 Asper School of Business, all suspected cases of academic dishonesty are passed to the Dean's office in order to ensure consistency of treatment.
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 Suspension from taking Asper courses for 1 year Notation of academic dishonesty in transcript</td>
</tr>
<tr>
<td>Possession of unauthorized material during exam (e.g., cheat notes)</td>
<td>F---DISC in course Suspension from taking Asper courses for 1 year Notation of academic dishonesty in transcript</td>
</tr>
<tr>
<td>Altering answer on returned exam and asking for re-grading</td>
<td>F---DISC in course Suspension from taking Asper courses for 1 year Notation of academic dishonesty in transcript</td>
</tr>
<tr>
<td>Plagiarism on assignment</td>
<td>F---DISC in course Suspension from taking Asper courses for 1 year Notation of academic dishonesty in transcript</td>
</tr>
<tr>
<td>Submitting paper bought online</td>
<td>F---DISC in course Suspension from taking Asper courses for 1 year Notation of academic dishonesty in transcript</td>
</tr>
<tr>
<td>Inappropriate Collaboration (collaborating with individuals not explicitly authorized by instructor)</td>
<td>F---DISC in course Suspension from taking Asper courses for 1 year Notation of academic dishonesty in transcript</td>
</tr>
<tr>
<td>Group member had knowledge of inappropriate collaboration or plagiarism and played along</td>
<td>F---DISC in course Notation of academic dishonesty in transcript</td>
</tr>
<tr>
<td>Signing Attendance Sheet for classmate</td>
<td>F---DISC in course Notation of academic dishonesty in transcript</td>
</tr>
<tr>
<td>Impersonation on exam</td>
<td>Expulsion from University of Manitoba</td>
</tr>
</tbody>
</table>
AACSB Assurance of Learning Goals and Objectives.

The Asper School of Business is proudly accredited by AACSB. 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>1</th>
<th>Quantitative Reasoning</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>A.</td>
<td>Determine which quantitative analysis technique is appropriate for solving a specific problem.</td>
<td>✓</td>
<td>Market research design in assignment</td>
</tr>
<tr>
<td>B.</td>
<td>Use the appropriate quantitative method in a technically correct way to solve a business problem.</td>
<td>✓</td>
<td>Quantitative analysis in group assignment</td>
</tr>
<tr>
<td>C.</td>
<td>Analyze quantitative output and arrive at a conclusion.</td>
<td></td>
<td>Market research informing the marketing mix in the assignment</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>2</th>
<th>Written Communication</th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>A.</td>
<td>Use correct English grammar and mechanics in their written work.</td>
<td>✓</td>
<td>Written assignments</td>
</tr>
<tr>
<td>B.</td>
<td>Communicate in a coherent and logical manner</td>
<td>✓</td>
<td>Written assignments</td>
</tr>
<tr>
<td>C.</td>
<td>Present ideas in a clear and organized fashion.</td>
<td>✓</td>
<td>Written assignments</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>3</th>
<th>Ethical Thinking</th>
<th></th>
<th></th>
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</thead>
<tbody>
<tr>
<td>A.</td>
<td>Identify ethical issues in a problem or case situation</td>
<td>✓</td>
<td>Chapter 4</td>
</tr>
<tr>
<td>B.</td>
<td>Identify the stakeholders in the situation.</td>
<td>✓</td>
<td>Chapter 4</td>
</tr>
<tr>
<td>C.</td>
<td>Analyze the consequences of alternatives from an ethical standpoint.</td>
<td>✓</td>
<td>Chapter 4</td>
</tr>
<tr>
<td>D.</td>
<td>Discuss the ethical implications of the decision.</td>
<td>✓</td>
<td>Chapter 4</td>
</tr>
</tbody>
</table>

| 4 | Core Business Knowledge | ✓ | Entire course |
Undergraduate Research Participation Program

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 study will earn you a proportional grade (1.5% each) with a .5% bonus for those at 4.5%. 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

First, you must create an account in SONA, the system we use to manage participation.

1. Go to http://manitoba-asper.sona-systems.com
2. Click on Request an account here
3. On the following page, complete the following “REQUIRED” information:
   First Name
   Last Name
   Create a User ID (Use your UManitoba username)
   e-mail address (Please un-spam us, otherwise we may not be able to reach out to you with vital information)
   Enter a working telephone number
4. Click on request account
5. Your password will be e-mailed to you.
6. Once you get your password, go back to http://manitoba-asper.sona-systems.com and change your password.

You must complete studies for MKT 2210. All studies for MKT2210 will have the words “MKT 2210” in the Study Title. If you participate in other studies, you will not receive credit.
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.

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 should be directed to the Online Subject Pool Coordinator for the academic term at mktg_research@umanitoba.ca.
**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/](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](http://bit.ly/WcEbA1) or name: [http://bit.ly/1tJ0bB4](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](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](http://www.umanitoba.ca/libraries).
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](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](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/](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](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](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](http://umanitoba.ca/copyright) for more information.

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/](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/](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 behavior include the:

  Respectful Work and Learning Environment

  Student Discipline
  [http://umanitoba.ca/admin/governance/governing_documents/students/student_dis](http://umanitoba.ca/admin/governance/governing_documents/students/student_dis)
cipline.html and,

**Violent or Threatening Behaviour**
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
  More information and resources can be found by reviewing the Sexual Assault site
  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

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/

Contact an **Academic Advisor** within our faculty/college or school for questions about your academic program and regulations 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.
http://umanitoba.ca/student/advocacy/
520 University Centre
204 474 7423
student_advocacy@umanitoba.ca

**Student Accessibility Services**
If you are a student with a disability, please contact SAS for academic accommodation supports and services such as note-taking, interpreting, assistive technology and exam accommodations. Students who have, or think they may have, a disability (e.g. mental illness, learning, medical, hearing, injury-related, visual) are invited to contact SAS to arrange a confidential consultation.
*Student Accessibility Services* http://umanitoba.ca/student/saa/accessibility/
520 University Centre
204 474 7423
Student_accessibility@umanitoba.ca