FUNDAMENTALS OF MARKETING
MKT 2210
A05
Winter
2018

Instructor: Jason J. Hamilton
Office: 664 Drake Centre
Telephone: 474-6092
Email: jason.hamilton@umanitoba.ca
Office Hours: Mondays 2:30 PM – 4:00 PM
Or by appointment

Class Time & Place: Tuesdays & Thursdays 10:00-11:15 115 Drake


Two cases available at the University Bookstore.

COURSE-SPECIFIC OBJECTIVES:

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

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 analyze marketing environments and determine an appropriate marketing strategy for the situation at hand.
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></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></td>
</tr>
<tr>
<td></td>
<td>A. Determine which quantitative analysis technique is appropriate for solving a specific problem.</td>
<td>✔</td>
<td>Quantitative analysis in case assignments</td>
</tr>
<tr>
<td></td>
<td>B. Use the appropriate quantitative method in a technically correct way to solve a business problem.</td>
<td>✔</td>
<td>Quantitative analysis in case assignments</td>
</tr>
<tr>
<td></td>
<td>C. Analyze quantitative output and arrive at a conclusion.</td>
<td>✔</td>
<td>Quantitative analysis in case assignments</td>
</tr>
<tr>
<td>2</td>
<td>Written Communication</td>
<td></td>
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</tr>
<tr>
<td></td>
<td>A. Use correct English grammar and mechanics in their written work.</td>
<td>✔</td>
<td>Written case assignments</td>
</tr>
<tr>
<td></td>
<td>B. Communicate in a coherent and logical manner</td>
<td>✔</td>
<td>Written case assignments</td>
</tr>
<tr>
<td></td>
<td>C. Present ideas in a clear and organized fashion.</td>
<td>✔</td>
<td>Written case assignments</td>
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<tr>
<td>3</td>
<td>Ethical Thinking</td>
<td></td>
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</tr>
<tr>
<td></td>
<td>A. Identify ethical issues in a problem or case situation</td>
<td>✔</td>
<td>Chapter 3</td>
</tr>
<tr>
<td></td>
<td>B. Identify the stakeholders in the situation.</td>
<td>✔</td>
<td>Chapter 3</td>
</tr>
<tr>
<td></td>
<td>C. Analyze the consequences of alternatives from an ethical standpoint.</td>
<td>✔</td>
<td>Chapter 3</td>
</tr>
<tr>
<td></td>
<td>D. Discuss the ethical implications of the decision.</td>
<td>✔</td>
<td>Chapter 3</td>
</tr>
<tr>
<td>4</td>
<td>Core Business Knowledge</td>
<td>✔</td>
<td>Entire course</td>
</tr>
</tbody>
</table>
CLASS FORMAT:

The class will be spent in lecture and discussions. PowerPoint slides used in lectures will be available on UM Learn. From time to time, there may be discussion questions assigned for the next class. Students are expected to have read the text material corresponding to the subject matter before the lecture/discussion on that topic. There will also be cases assigned for class discussion and as written assignments.

GRADING:

<table>
<thead>
<tr>
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<th>%</th>
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<tbody>
<tr>
<td>Midterm Examination</td>
<td>20</td>
</tr>
<tr>
<td>Final Examination</td>
<td>45</td>
</tr>
<tr>
<td>Individual Assignment (2 @ 10%)</td>
<td>20</td>
</tr>
<tr>
<td>Social Media (Google Garage) Assignment</td>
<td>5</td>
</tr>
<tr>
<td>Participation¹</td>
<td>5</td>
</tr>
<tr>
<td>Research Studies</td>
<td>5</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>100</strong></td>
</tr>
</tbody>
</table>

¹ Participation Grading Scheme (daily):
5: Outstanding insight/comment/questions; 4: Strong contribution to class discussion; 3: Average contribution to class discussion; 2: Minimal contribution to class discussion; 1: No contribution to class discussion; 0: Absent

Note: It is the quality of the participation that is graded, not the quantity.

Grading System:

<table>
<thead>
<tr>
<th>Grade</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>90 and above = A+</td>
<td>67-69 = C+</td>
</tr>
<tr>
<td>80-89 = A</td>
<td>60-66 = C</td>
</tr>
<tr>
<td>77-79 = B+</td>
<td>50-59 = D</td>
</tr>
<tr>
<td>70-76 = B</td>
<td>&lt; 50 = F</td>
</tr>
</tbody>
</table>

Examinations will consist of a combination of multiple-choice, short answer and essay questions. They will cover both the text and the material covered in class. Short answer and essay questions will be graded on content and organization.
INDIVIDUAL ASSIGNMENTS:

Case Assignments:

As a course requirement, each student is required to submit two case analyses that are assigned for this course. These cases will be distributed electronically. Detailed instructions of expectations will be distributed at a later date. Written case analyses will be due on the due dates as indicated in the course outline. **LATE ASSIGNMENTS WILL NOT BE ACCEPTED.**

The written case analysis is to be submitted on or before the due date in electronic form (via UmLearn on Dropbox).

Note that these assignments are to be completed on an individual basis and any copying from external sources or other current or past students will be considered academic dishonesty and will be dealt with severely.

Students can expect to receive graded case assignments with written comment within two weeks of the date they are handed in.

Social Media Assignment:

Students are required to self-study and obtain a certificate from Google Digital Garage ([https://learndigital.withgoogle.com/digitalgarage](https://learndigital.withgoogle.com/digitalgarage)). There are 23 topics and students need to study each of them to prepare for the test to obtain the Digital Garage Certificate of Online Proficiency which will earn you the full 5% component of your course grade. No proportional grade will be granted.

Google Digital Garage Overview:
- 7 sections (divided into 23 topics)
  - Take a business online
  - Make it easy for people to find a business on the web
  - Reach more customers with advertising
  - Track and measure web traffic
  - Sell products and services online
  - Take a business global
  - Reach more people locally, on social media
- 89 videos (around 11 hours) with transcripts
- 89 put into practice questions
- 23 quizzes
- 1 certification exam
- Certification exam
- 40 questions

**Note that the 5% for obtaining the Google Garage Certificate is part of the 100% for the course and is not extra credit.**

RESEARCH STUDIES:

Students will participate in research studies throughout the term. Specifics on this are in the attached “Undergraduate Subject Pool Program” document. Participation in these studies is worth **up to 5%** of the total grade for this course. See Schedule “A” for more details at the end of this course syllabus.
COMMUNICATION BETWEEN STUDENTS AND THE PROFESSOR OUTSIDE CLASS:

If you are unable to attend the scheduled office hours for this course, please email me at Jason.hamilton@umanitoba.ca. I will do my best to respond within 48 hours. All email and voice mail communication must be conducted in a professional and respectful manner.

The University requires all students to activate an official University email account. For full details of the Electronic Communication with Students please visit: http://umanitoba.ca/admin/governance/media/Electronic_Communication_with_Students_Policy_-_2014_06_05.pdf

Please note that all communication between myself and you as a student must comply with the electronic communication with student policy (http://umanitoba.ca/admin/governance/governing_documents/community/electronic_communication_with_students_policy.html). You are required to obtain and use your U of M email account for all communication between yourself and the university.

CLASSROOM EXPECTATIONS:

It is the student’s responsibility to be aware of all handouts, assignments, and announcements given in all classes.

Students are expected to conduct themselves in a professional manner in the classroom. The following behaviours in the classroom will not be tolerated:

- Being late for class on a regular basis
- Sleeping in class
- Reading materials that are not part of this course (e.g., materials for other courses, newspapers, magazines, etc.)
- Cell phone usage:
  - Cell phones that ring or vibrate - if one does ring, I will answer it
  - Sending text messages
  - Taking photographs with a cell phone without permission
- Surfing the Web or sending email
- Listening to MP3s or other such devices
- Constantly chatting with other students
- Being loud and/or disruptive

POLICY ON MISSING CLASSES:

Students missing 30% or more of classes without valid excuses will receive an automatic grade of “F” in the course. See section 6.1 in the University of Manitoba General Calendar at http://webapps.cc.umanitoba.ca/calendar08/regulations/debarment.asp for further information.
COPYRIGHT ISSUES:

Please respect copyright. We will use some copyrighted content in this course. I have ensured that the content used is appropriately acknowledged and is copied in accordance with copyright laws and University guidelines. Copyrighted works 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.

The University of Manitoba holds copyright over the course materials, except where otherwise indicated, including 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. Course materials (both paper and digital) are for the participant’s private study and research.

See Schedule “B” at the end of this course syllabus for important information regarding a List of Academic Supports Available to Students.
# COURSE SCHEDULE

<table>
<thead>
<tr>
<th>Dates</th>
<th>Topics</th>
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</thead>
<tbody>
<tr>
<td>January 4</td>
<td>Introduction (Ch. 1)</td>
</tr>
<tr>
<td>January 9</td>
<td>The Role of Marketing (Ch. 2)</td>
</tr>
<tr>
<td>January 11</td>
<td>Marketing Environments (Ch. 4)</td>
</tr>
<tr>
<td>January 16</td>
<td>Marketing Research (Ch. 5)</td>
</tr>
<tr>
<td>January 18</td>
<td>Customer Analysis (Ch. 6)</td>
</tr>
<tr>
<td>January 23</td>
<td>Case Analysis</td>
</tr>
<tr>
<td>January 25</td>
<td>Case Analysis (Part 2) (Case 1 assigned over weekend)</td>
</tr>
<tr>
<td>January 30</td>
<td>Market Segmentation &amp; Positioning (Ch. 7)</td>
</tr>
<tr>
<td>February 1</td>
<td>Product Strategies (Ch. 8)</td>
</tr>
<tr>
<td>February 6</td>
<td>Product Development and Management (Ch. 8 ctd.)</td>
</tr>
<tr>
<td>February 8</td>
<td>Service Management (Ch. 8 ctd.)</td>
</tr>
<tr>
<td>February 13</td>
<td>Review Class for Mid-term (Case #1 due)</td>
</tr>
<tr>
<td>February 15</td>
<td><strong>Mid-term Examination in Class</strong></td>
</tr>
<tr>
<td>February 27</td>
<td>Branding (Ch. 9)</td>
</tr>
<tr>
<td>March 1</td>
<td>Pricing Strategies (Ch. 10)</td>
</tr>
<tr>
<td>March 6</td>
<td>Marketing Channel Management (Ch. 11)</td>
</tr>
<tr>
<td>March 8</td>
<td>Promotion Management (Ch. 12)</td>
</tr>
<tr>
<td>March 13</td>
<td>Promotion Management cont’d (Ch. 13)</td>
</tr>
<tr>
<td>March 15</td>
<td><strong>(Case #2 due)</strong></td>
</tr>
<tr>
<td>March 20</td>
<td>Digital Marketing (Ch. 15)</td>
</tr>
<tr>
<td>March 22</td>
<td>International Marketing (Ch. 16)</td>
</tr>
<tr>
<td>March 27</td>
<td>Sustainable Marketing, Social Responsibility &amp; Ethics (Ch. 3)</td>
</tr>
<tr>
<td>March 29</td>
<td>Wrap-up and Review</td>
</tr>
</tbody>
</table>

**Final Exam:** To Be Scheduled by the Registrar’s Office.

**Note:** The instructor reserves the right to change this course schedule at his discretion.

**Note:** The final date to withdraw from this course is March 16, 2018.
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](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](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 MKT 2210.
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/

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/1U0bB4. 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.


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 behavior include the:

  Respectful Work and Learning Environment
  [http://umanitoba.ca/admin/governance/governing_documents/community/230.html]

  Student Discipline
  [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]

- 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
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</td>
</tr>
<tr>
<td></td>
<td>Suspension from taking Asper courses for 1 year</td>
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<tr>
<td></td>
<td>Notation of academic dishonesty in transcript</td>
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<tr>
<td>Possession of unauthorized material during exam (e.g., cheat notes)</td>
<td>F---DISC in course</td>
</tr>
<tr>
<td></td>
<td>Suspension from taking Asper courses for 1 year</td>
</tr>
<tr>
<td></td>
<td>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</td>
</tr>
<tr>
<td></td>
<td>Suspension from taking Asper courses for 1 year</td>
</tr>
<tr>
<td></td>
<td>Notation of academic dishonesty in transcript</td>
</tr>
<tr>
<td>Plagiarism on assignment</td>
<td>F---DISC in course</td>
</tr>
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<td></td>
<td>Suspension from taking Asper courses for 1 year</td>
</tr>
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<td></td>
<td>Notation of academic dishonesty in transcript</td>
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<tr>
<td>Submitting paper bought online</td>
<td>F---DISC in course</td>
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<td>Suspension from taking Asper courses for 1 year</td>
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<td></td>
<td>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</td>
</tr>
<tr>
<td></td>
<td>Suspension from taking Asper courses for 1 year</td>
</tr>
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<td></td>
<td>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</td>
</tr>
<tr>
<td></td>
<td>Notation of academic dishonesty in transcript</td>
</tr>
<tr>
<td>Signing Attendance Sheet for classmate</td>
<td>F---DISC in course</td>
</tr>
<tr>
<td></td>
<td>Notation of academic dishonesty in transcript</td>
</tr>
<tr>
<td>Impersonation on exam</td>
<td>Expulsion from University of Manitoba</td>
</tr>
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