
**COURSE OVERVIEW:**

This course will introduce students to the fast-changing field of advertising and promotions. Increasingly, business firms are approaching advertising and promotion from an integrated marketing communications perspective, which recognizes the importance of coordinating the various promotional mix elements to develop more effective communications programs. In this course, we will examine the roles of advertising, sales promotion, direct marketing and the internet within this broader framework.

We will discuss the changes taking place in the advertising and promotions environment as corporations challenge accepted practices with innovative and daring ideas, and the reasons why we need to challenge “conventional thinking” on several advertising and promotional issues. This course will be taught from a practitioner-oriented perspective, with emphasis placed on developing key concepts and theories of marketing communications and the analytical skills needed to apply these concepts to managerial decision making.

**COURSE OBJECTIVES**

- To familiarize you with the concepts and theories of marketing communications
- To develop your abilities to use these concepts to design advertising and promotional strategies and to solve marketing management problems
- To aid in the development of effective managerial skills including: individual and group problem solving, communicating both in writing and orally, working with others, and meeting set deadlines.
- To familiarize you with the current changes and trends in the marketing environment and its impact on the field of advertising and promotions
CLASS PROCEDURES AND POLICIES

The course will incorporate both lecture and discussion, with extensive class participation and preparation of written assignments by you being necessary to maximize learning in this course. Lectures will reinforce and expand upon material in the text. Discussions, cases, and in-class activities are designed both to bring new perspectives to the material and to foster active application of what we learn to solve business problems. Preparation for class will require you to read the text before class, and often completion of a case analysis/reading assignment or written assignment as well. Each Wednesday we will spend the first ten minutes of class informally discussing current advertising topics. You are encouraged to read publications like Advertising Age and Marketing Magazine, view relevant materials online and in social media, and be willing to share ideas and thoughts with the class.

Grades will be determined as follows:

- First Exam 35%
- Second Exam 35%
- Group Project 30%

COURSE REQUIREMENTS

Examinations

Two examinations will be given. These exams will consist of multiple choice, essay questions and problem-solving applications, covering both assigned reading and lecture material. Make-up exams will not be given unless you furnish proof of exceptional circumstances (illness, hospitalization).

Term Research Project

Students will work in small groups to develop a marketing communications program for a new brand within an existing product category. Your task as a management team is to develop a specific communications strategy that will enable you to compete effectively against entrenched brands. You will be required to specify everything from the selection of a brand name and packaging graphics to the formulation of specific advertising and promotional strategies. To accomplish this objective, extensive research and analysis of your product category will be required. Each group will make a 15-20 minute presentation to the class and submit a written report. Your final report is due no later than Wednesday, April 11th. A handout detailing the specific requirements for the project is enclosed. Each individual must also turn in a peer evaluation form. This form (enclosed with the term project handout) is confidential and should be turned in with your project report.
Assignments

Throughout the semester, you may be asked to complete a series of assignments. Some of these assignments are tied directly to specific sections of your term project. If you will be out of town or otherwise unable to attend class on the day an assignment is due, make sure it is submitted in advance.

Class Participation

Although no marks are specifically allocated for class participation, each of you is expected to contribute to class discussions. This includes preparation for class by reading the text, preparing case assignments and presenting your analysis, and contributing towards our current topics discussions on Wednesdays. I strongly urge you to participate actively, as it makes the learning experience more enjoyable and fulfilling for all involved.

I also require that you provide me with a photograph (a clear photocopy of your i.d. picture will do) of yourself by the second week of class. Please make sure that your name is clearly identifiable on the photograph. You may write your name on the back of the photograph.

Extra Credit

Please refer to attachment in this course outline (page 6).
 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>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>
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<tbody>
<tr>
<td>1 Written Communication</td>
<td></td>
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<tr>
<td>A. Use correct English grammar and mechanics in their written work.</td>
<td>✔</td>
<td>Written assignments, final project</td>
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<tr>
<td>B. Communicate in a coherent and logical manner</td>
<td>✔</td>
<td>Written assignments and oral presentations</td>
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<tr>
<td>C. Present ideas in a clear and organized fashion.</td>
<td>✔</td>
<td>Written assignments, final project</td>
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<td>3 Ethical Thinking</td>
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<tr>
<td>A. Identify ethical issues in a problem or case situation</td>
<td>✔</td>
<td>Case Studies, class discussions, guest speakers, assignments and discussions throughout the course</td>
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<td>B. Identify the stakeholders in the situation.</td>
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<td>C. Analyze the consequences of alternatives from an ethical standpoint.</td>
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<td>D. Discuss the ethical implications of the decision.</td>
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<td>4 Core Business Knowledge</td>
<td>✔</td>
<td>Entire course</td>
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<td>DATES</td>
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<td>CHAPTERS</td>
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<td>Jan 3</td>
<td>Introduction and Course Overview</td>
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<td>Jan 8</td>
<td>Introduction: IMC/Advertising as a Process</td>
<td>Chapter 1</td>
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<td>Social, Ethical, and Regulatory Aspects</td>
<td>Chapter 4</td>
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<td>Jan 15</td>
<td>Advertising and Consumer Behavior</td>
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<td>Jan 17</td>
<td>Advertising Research</td>
<td>Chapter 7</td>
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<td>Jan 22</td>
<td>Advertising Planning</td>
<td>Chapter 8</td>
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<td>Jan 24</td>
<td>Overflow</td>
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<td>Jan 29</td>
<td>Team Presentations</td>
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<td>Jan 31</td>
<td>FIRST EXAM</td>
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<td>Feb 5</td>
<td>Copy Strategy and Execution</td>
<td>Chapters 10 &amp; 11</td>
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<td>Feb 7</td>
<td>Media Strategy and Execution</td>
<td>Chapters 12, 13, &amp; 14</td>
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<td>Feb 12</td>
<td>Sales and Trade Promotions</td>
<td>Chapter 15</td>
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<td>Feb 14</td>
<td>Trade and Consumer Promotions</td>
<td>Chapter 15</td>
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<td>Feb 19-23</td>
<td>(Louis Riel Day and Mid Term Break)</td>
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<td>Feb 26</td>
<td>Consumer Promotions</td>
<td>Chapter 15 &amp; 16</td>
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<td>Feb 28</td>
<td>Putting it All Together-How an Agency Works</td>
<td>Chapter 2</td>
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<td>March 5</td>
<td>Guest Speaker</td>
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<td>March 7</td>
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<td>March 12</td>
<td>SECOND EXAM</td>
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<td>March 14</td>
<td>Group Project Work</td>
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<td>March 16</td>
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<td>March 19</td>
<td>Group Project Work</td>
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<td>March 21</td>
<td>Team Presentations</td>
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<td>March 26</td>
<td>Team Presentations</td>
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<td>March 28</td>
<td>Team Presentations</td>
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<td>April 2</td>
<td>Team Presentations</td>
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<td>April 4</td>
<td>Team Presentations</td>
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**Undergraduate Bonus Credit Research Participation Program**

Students can participate in up to four online research studies this term to earn bonus credit. Each study takes approximately 15 minutes to complete, and provides a **0.5% bonus to your course grade**. There is a **maximum bonus of 2% per course**.

Please note that each study can only be completed once for extra credit: completing the same study more than once will not provide additional course credit.

**Benefits of the Program:**
This program is designed to give students a glimpse into how marketing theory is developed through participation in marketing research studies conducted by faculty here at the Asper School of Business.
Participation in academic research studies also enhances the value of the degrees from Asper. University reputations are affected by the quality of research conducted by their faculty: participating in these studies helps Asper professors publish in scholarly journals, consequently improving the school’s reputation.

**Procedure:**
You will be notified via email prior to each study so that you may participate online. At the end of each study, you can choose a course to which you assign the bonus credit. Please take a screen shot of the page where you assign the bonus credit, for your records.
At the end of each 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.
All studies that you participate in are approved by the Psychology/Sociology Research Ethics Board, University of Manitoba. If you have any questions, please feel free to contact the subject pool administrator at mktg_research@umanitoba.ca.

**Alternative Assignment:**
Should you wish to earn bonus credit, but not wish to participate in research, the following option is offered as an alternative assignment for bonus credit. This alternative assignment is designed to take approximately 15 minutes of time, the same time that would be spent if you were participating in the research program.

Students are to find one short research report in the *Journal of Consumer Psychology* or *Psychological Science* and will be required to read the article and submit a one page summary of the main findings to mktg_research@umanitoba.ca by the end of the particular study period a student chooses not to participate in (i.e. if the study period is from Feb 1 – 15, this is the period in which the alternative assignment has to be done and submitted). 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.
PEER EVALUATION FORM

Each individual must submit this form in a sealed envelope along with the project report.

Objective: I will assign a score to each team project and then adjust each member’s individual score by his or her evaluations received from peers. These evaluations provide you with protection against team members who wish to receive a good grade without doing the work.

Procedure: You are to assign 100 points among yourself and the members in your group for each of the two questions below. If, say, there are four members in your group and all made equal contributions, then each member, including yourself, would receive 25 points on each question. If, however, three members did most of the work and the fourth member mangled, your point assignment might be 27 points to each of the three workers and only 19 points to the manger.

Note: Each team member is required to submit a peer evaluation form. Failure to submit a peer evaluation form will result in a penalty of one letter grade. I will allocate points among team members based on the peer evaluation forms that I receive.

How would you characterize the amount of time and effort each group member spent on the project?

Member 1 (yourself) __________________ points ________
Member 2 __________________ points ________
Member 3 __________________ points ________
Member 4 __________________ points ________

Total Points = 100

How would you characterize the overall contribution of each group member in connection with the project?

Member 1 (yourself) __________________ points ________
Member 2 __________________ points ________
Member 3 __________________ points ________
Member 4 __________________ points ________

Total Points = 100

NOTE: IF YOU AWARDED ONE OR MORE TEAM MEMBERS LOWER POINTS THAN THE OTHERS, PLEASE EXPLAIN THE REASONS FOR YOUR DOING SO ON THE REVERSE SIDE OF THIS SHEET.
INTEGRATED MARKETING COMMUNICATIONS (MKT 3390)
TERM PROJECT

Your assignment is to develop a marketing communications program for a new brand within an existing product category. You will position this new brand against the key competitors in your chosen category. Your job is to develop a marketing communications program for this new brand to enable you to compete effectively against the entrenched brands. Your communications program will include everything from selecting a brand name and packaging graphics to formulating advertising and sales promotion strategies.

While packaged goods products are preferable if you wish to develop services or other ideas they could also be appropriate for this project. Please discuss your project ideas with me. It is important that you ensure that you have sufficient information about the product category you will be competing in to maximize learning from this project.

Your grade will be based on the grade assigned to the paper adjusted by peer evaluations. A form for peer evaluations is attached with your course outline. All team members must submit a peer-evaluation form with the final paper. The form can be sealed in an envelope for purposes of confidentiality.

The final paper must be typed and prepared in a professional manner. Please turn in two copies of your paper. I will keep one and return the other copy to you with written comments.

Please organize your paper around the following headings and subheadings. Keep in mind that depending upon your product category and marketing approach some of the topics listed below may be more important/relevant than others while a few may not be applicable at all. Please use your own judgment or discuss this with me if you are unsure:

1. **COVER SHEET AND TABLE OF CONTENTS**

2. **PROMOTIONAL SITUATION ANALYSIS**

   The first section of the paper will involve a detailed situation analysis of your product category in terms of its annual sales volume, market shares of competitive brands, relevant environment trends, and competitive strengths and promotional strategies. In other words, in this opening section you are to examine issues relevant to the structure and growth potential of this industry in terms of its potential impact on your new brand. You will use this analysis to justify the need for a new brand. Therefore, you need to be careful in selecting a product category where such information is available. The analysis should include the following:

   A. **Product Category Threats and Opportunities.** This discussion will identify relevant environmental threats that confront the product (economic factors, cultural developments, competitive considerations etc.) and the opportunities that in principle offset these threats.
B. Competitive Analysis. Identify the major competitors that your new brand faces. Analyze the two major competitive brands in terms of their marketing communications activities (i.e. their advertising efforts and spend levels, sales promotion activities, and anything else you consider pertinent).

3. TARGET MARKET SPECIFICATION

Your objective in this section is to provide an accurate picture of your target market. Describe your target market in detail regarding the following:

A. Demographic Characteristics. Identify your target market in terms of terms of age, education, occupation, household size, gender, race, or any other characteristics relevant to your brand.

B. Psychographic Characteristics. Describe your proposed target market in terms of psychographic characteristics. That is, provide a lifestyle profile of your target market in terms of an assessment of their activities, interests, and opinions on relevant issues.

C. Size of Target Market. Based on the above specifications (points A and B), estimate the number of consumers nationwide who comprise your target market.

4. PRODUCT EVALUATION

A. Brand Name. Identify and justify the name of your new brand.

B. Adoption Facilitators. Explain the specific characteristics of your brand (example, relative advantages) that will lead to an expeditious product adoption rate.

C. Packaging Considerations. Explain and justify the choice of package for your new brand. You must present a rendering of the package design in an appendix labeled “Package Design.”

D. Other Marketing Mix Considerations. You need to discuss the channel of distribution for your new product and why this (these) channel(s) was (were) selected. Also discuss the pricing of the brand, how the pricing compares to major competitors, and how the pricing will impact the communications program and brand image.

5. MARKETING OBJECTIVES

Develop marketing objectives for your brand. These will include: sales volume, market share, and any other objectives that are important to your brand.
6. **MARKETING COMMUNICATIONS PROGRAM**

This last section represents the most important part of your project. This section, though representing only one of six sections, should constitute approximately one half of your total paper’s length. Your job is to formulate specific programs for the three major marketing communications tools (advertising, sales promotion, and point of purchase) and at your discretion, publicity sponsorship programs.

A. **Budget.** Specify the amount you will budget for a one-year nation-wide promotion of your brand. Furthermore, you must present a table that allocates the budget among the various programs (advertising, sales promotion, point of purchase, etc.). It is imperative that you justify both the amount and the proportionate allocations.

B. **Advertising Program**

1. **Advertising Strategy.** You should formulate an advertising strategy for your new brand following the planning and development process discussed in class and in Chapters 8-11 of your text. Particular emphasis should be devoted to specifying communication objectives, formulating the major selling idea, and the creative strategy statement. Explain which creative approach, appeal and execution style is most appropriate for your introductory advertising effort. (In class activity and assignment will serve as valuable input here.)

2. **Examples of Your Ads.** You must include at least one television or you, tube type commercial (30 seconds) and one magazine advertisement (either single or double page). The visuals in your T.V. and magazine ads should be drawn in color where appropriate. You do not have to be a professional artist to illustrate the fundamentals of your proposed T.V. commercial. You may use story board forms if you choose to do so. The copy in all media advertisements must be typed or printed very neatly. Include these sample advertisements in an appendix labeled “Advertising Copy.”

3. **Media Strategy.**

   a. **Key Media Problems.** Here you need to explain what specific requirements of media will be necessary to your campaign. Is it necessary to show your product in use in order to most effectively persuade your audience? Is it necessary that you have time to explain a complex problem? Do your advertising objectives require reaching a large target market on a limited budget? Etc., etc., etc.
b. Media Chosen. Here you will present and justify the media you will use to advertise your brand and the amount you will spend for each class of media. Also, discuss the type of schedule you will use (continuous, flighting, pulsing) and why.

C. Sales Promotion Program.

1. Objectives. Explain the specific objectives your sales promotion is intended to accomplish, both in terms of trade and consumer directed efforts.

2. Trade Promotions. Explain the specific trade promotions you will use and how much of the total sales promotion budget will be allocated to trade promotions.

3. Consumer Promotions. Explain the specific consumer promotions you will use and how much of the total sales promotion budget will be allocated to the various consumers promotions.

4. Examples of Your Sales Promotion Materials. Provide examples of your sales promotion materials (coupons, premium offers, sweepstakes, contests, etc.). The visuals must be in color, and all copy should be typed or printed clearly. Include these materials in an appendix labeled “Sales Promotion Materials.”

D. Point of Purchase Program.

Describe your objectives, budget, and materials you will use to promote your new brand at the point of purchase. Explain what steps you will take to get the trade to use these materials and how the materials are designed to attract the consumer’s attention and interest. Present examples in an appendix labeled “Point of Purchase Materials.”

E. Publicity and Sponsorship Marketing.

If appropriate to your brand, present your publicity program and explain what events or causes your brand will sponsor. Identify the objectives of this (these) event(s), specify the budget, and describe details of the relevant event(s).

F. Other Communication Methods.

You may wish to use other mechanisms for promoting your new brand (e.g., digital and social media). If so, explain precisely why, what objectives you hope to accomplish, and how much will be spent on these communication methods.
7. **REFERENCE LIST**

Please provide a complete reference for all the materials you consult. Information drawn from these sources should be cited within the body of your paper.

**SOURCES FOR GATHERING MARKETING INFORMATION**

**COMPANY AND INDUSTRY PROFILES**

*Standard and Poor’s Industry Survey’s:* (Quarterly) Excellent profiles of major U.S. Industries and their leading companies. Includes company performance statistics. Many of the articles contain tables providing company and brand market shares.

*Value Line Investment Survey:* (Quarterly w/13 issues) Concise one-page reports include stock charts, extensive data, business background, recent developments and commentaries (Note: Focus in Financial Information but recent developments can be useful)

**BUSINESS INFORMATION SOURCES (INDEXES)**

*ABI INFORM:* Electronic Database indexes article abstracts from over 1000 business journals on companies, products, business conditions and other business topics. Brief instructions are provided to make this a very useful and user friendly source for gathering information. Hint: Focus your search on marketing activities specifically. For example, you may want to start with “McDonald’s and Marketing” as your key search terms rather than simply entering “McDonald’s”. Otherwise you may end up with too many articles, several of which are only marginally relevant. A new feature called power page allows you to print the actual article and is a free service provided by the library.

*Business Periodicals Index:* Perhaps the most basic business index, BPI covers the full spectrum of business journals from news sources to trade journals and scholarly literature. It is a straightforward subject index with extensive cross references. Companies, industries, and specific products may all be looked up by name. You may also be able to gather market share data.

**MARKET SHARE INFORMATION**


*Advertising Age:* Special September Issue each year profiles the top 100 national advertisers. The profiles review each company’s marketing strategy and includes data on market share, industry sales and competing brands.

*On-Line Databases:* The Library houses forty on-line databases of which three may be useful in finding brand-wise market share information. These databases are ABI/Inform (discussed earlier), Canadian Business & Current Affairs (CBCA), and Newspaper Abstracts (eg. Wallstreet Journal). The same general instructions for using the ABI/Inform apply. Remember you can
narrow your search by combining terms, which can be very useful, especially if market share information is all that you want.

CONSUMER PURCHASING INFORMATION


MEDIA INFORMATION

Canadian Media Directors Council Media Digest: Provides information that includes Canadian market data, media reach, costs, and viewership data. This is a very useful source. Admin. HF5813C2C35 1966/97.


CARD: Provides rate card info geographically, Canadian Market Data, and Ad Agency/Personnel information.

GENERAL BUSINESS PERIODICALS

Business Week
Forbes
Fortune
Canadian Business
Marketing Magazine

BUSINESS RELATED NEWSPAPERS

Advertising Age, Marketing News, Wall Street Journal

ACADEMIC RESEARCH RELATED PERIODICALS

Sales and Marketing Management

OTHER REFERENCE SOURCES

Annual Company Reports
Moody’s Industrial Manual
Manufacturing USA (Industry level data SIC (coded) company in each industry HD9721M364 su ed 1996, v. 12
Services USA (Industry level data SIC (coded) company in each industry

* Very useful resources
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.

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.
As recommended by the University listed in the pages that follow are various resources/supports available to you should you need to access them.

Section (a) sample re: A list of academic supports available to Students, such as the Academic Learning Centre, Libraries, and other supports as may be appropriate:

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.
Section (b) sample: re: A statement regarding mental health that includes referral information:

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
**Section (c) sample:** re: 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.

**Section (d) sample:** re: A statement directing the student to University and Unit 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/](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

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 website 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