

Course Outline

1. COURSE INFORMATION

Session Offered	Fall 2023	
Course Name	Fundamentals of Marketing	
Course Code	GENTECH 3MB3/4MK3	
Date(s) and Time(s) of lectures	C01: Thursdays 6:30 - 9:30pm (Instructor: Hoda Kamel) C02: Tuesdays 12:30-2:20 Thursdays 2:30-3:20 (Instructor: Hoda Kamel) C03: Wednesday 6:30-9:30 (Instructor: Diego Figueredo) C04: Mondays 6:30-9:30 (Instructor: Diego Figueredo) 4MK3: Mondays 6:30PM - 9:30PM (Instructor: Matthew Schonewille)	
Program Name	Offered in the following B. Tech. Programs as GENTECH 3MB3: Automotive and Vehicle Engineering Technology / Biotechnology / Automation Engineering Technology Equivalent offered in the Degree Completion Program is GENTECH 4MK3	
Calendar Description	Marketing as a business function is the process by which individuals and organizations get what they need/want by creating and exchanging goods, services with others. The student will be introduced to the marketing environment, industry and competitor analysis, objective setting, marketing strategies, and market mix components that affect decision-making. During this course, students will learn about the 4Ps of marketing: product, price, promotion, and place with a Business-to-Business focus as most of the Bachelor of Technology students will likely end up working in firms that compete in the business marketing environment. This course examines special features of high technology markets and the unique challenges that confront the marketing professional in this area in addition to exploring modifications required in global markets. Throughout the course, students will be exposed to industry examples of how marketing in a business-to-business setting are applied today.	
Instructor(s)	Hoda Kamel Diego Figueredo Matthew Schonewille	Email: kamelh@mcmaster.ca Email: figuered@mcmaster.ca Email: schonemj@mcmaster.ca
Teaching Assistants	Advhait Menon Haider Khan Marcella Chavez Nasim Paknejad	Email: menona11@mcmaster.ca (4MK3) Email: khanh112@mcmaster.ca (C02 & C04) Email: chavezl@mcmaster.ca (C01) Email: paknejan@mcmaster.ca (C03)

2. COURSE SPECIFICS

Course Description	The success of a business depends on the effectiveness of their marketing initiatives. Businesses are always looking for ways of gaining new customers while maintaining their current customer base. For a company to have marketing success it becomes imperative that they understand their consumer (be it a customer or another business), their market environment and their competition. This course allows you to
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	<p>review the fundamentals of marketing with an emphasis on Business-to-Business organizations while learning strategies and tactics that are applicable to any industry. Inherent in the tactics is the ability to formulate a successful marketing mix/plan for increased profitability while also exploring global potential. The student will look at the levers (4Ps) they can use to profitably market a product/service in the current environment. The unique quality of business-to-business relationship selling and promotion will also be addressed.</p>			
Instruction Type	Code	Type		Hours per term
	C	Classroom instruction		39 hours
	L	Laboratory, workshop or fieldwork		
	T	Tutorial		
	DE	Distance education		
	Total Hours			39 hours
Resources	ISBN	Textbook Title & Edition		Author & Publisher
	9781264879861	Marketing 6th Edition		Grewal, Levy & Lichti McGraw Hill
	Other Supplies	Source		
		PowerPoint slides and supporting material will be provided via electronic files on the course A2L site		
Prerequisite(s)	Registration in Level 3 of Automotive and Vehicle Engineering Technology, Biotechnology or Automation Engineering Technology OR Registration in DCP program			
Corequisite(s)	None			
Antirequisite(s)	None			
Departmental Policies	<p>Students must maintain a GPA of 3.5/12 to continue in the program.</p> <p>In order to achieve the required learning objectives, on average, B.Tech. students can expect to do at least 3 hours of “out-of-class” work for every scheduled hour in class. “Out-of-class” work includes reading, research, assignments and preparation for tests and examinations.</p> <p>Where group work is indicated in the course outline, such collaborative work is mandatory.</p> <p>The use of cell phones, iPods, laptops and other personal electronic devices are prohibited from the classroom during the class time, unless the instructor makes an explicit exception.</p> <p>Announcements made during class or placed on Avenue are considered to have been communicated to all students including those individuals that are not in the class.</p> <p>Instructor has the right to submit work to software to identify plagiarism.</p>			

Course Specific Policies

Students are expected to attend and actively participate during class offering insight, comment, reinforcement, contrary views, and underscoring examples. GENTECH 3MB3 is an in-person class and regular attendance has been found to correlate with success in this course.

It is expected that students read the material that is coming under discussion prior to the in-class session. To motivate you to read the course materials in advance and aid in your learning, you are expected to complete the required Smartbook assignments prior to the material being covered in class. Reading the assigned chapters on a weekly basis is beneficial to success in this course.

All homework assignments and the Marketing Plan submitted for evaluation are completed by word processor software.

Presentations associated with the Marketing Plan project are done using MS PowerPoint®.

Students who have access to authorized recorded lectures in a course may use these recordings **only for personal or group study and should not reproduce, share or upload the recording to any publicly accessible web environment**. Similarly, notes, slides, evaluations and tests are for personal use and should not be shared with others outside of a course.

Course Communications:

- It is your responsibility **to check Avenue daily** – everything you will need is there and any important announcements will be posted there. Set your home page to the news feed for the course. See the Course A2L Website for any updates.
- We only respond to emails from students' McMaster email accounts. Ensure that your Mac account is activated and has space to receive emails. We reply to emails only once, and if it returns to us as "undeliverable mail" we do not attempt any further replies. We do not respond to emails asking questions to which the answer is readily available in the course outline or Avenue.

Team Marketing Plan for Product/Service in Technology (35%)

Each group of students (3-5 per group) will choose a Canadian industry, and a Canadian company that operates within this industry. The industry incorporates all of the companies and activities, as defined by the NAICS or SIC code, and the company must include at least two competitors. It is preferable to use a publicly traded company. Your company of choice sells/provides a product/service that they have introduced into the market within the last 1-4 years and your team will re-create and analyze the effectiveness of their current Marketing Plan.

Note that ALL Marketing Plan Idea proposals must be approved in advance by the professor. There will be a maximum of 12 (or less) teams due to presentation time

constraints in the course schedule. This will mean that some groups might be large or small depending on the section you're in.

PHASE 1 (Team Bio & Team Charter):

- Team Profile with Team member Bios, work experience, strengths & weaknesses.
- Team Picture with names identifying all group members.
- Submit a Team Charter with expectations of how to communicate, handle conflicts and escalate issues.

Team Bio Due: Sunday September 24 @11:59pm EST (worth 1% in in-class activities)

PHASE 2 (Screening Presentation)

- Team introduction
- Choose a Canadian Industry
- Choose a Canadian company within the industry & describe it. (Strengths & weaknesses of chosen company)
- Who are its competitors? (must have 2 or more competitors) with S & W
- COMPLETE Industry Environmental Scan (PEST/CREST/PESTLE)
- Choose an existing product/service
- Proof of availability of data for the rest of the project (at least 5 sources are required and why you think these are good sources)
- A complete Notes section for each slide that can be used later for your report.

This portion will be presented in-class according to a set schedule. **It is worth 5%.** It must be approved before proceeding with the rest of your analysis.

Base your choice on the following: (1) the availability of data; (2) the application of research techniques; and (3) your group's interest.

You are discouraged from choosing a private company unless you have inside information on it and have clearance from the company to discuss their information in class.

It is preferable to choose a company that **focuses on business-to-business market activities**. However, you can check with the instructor on other B2C companies.

The team should highlight the strongest trends that are impacting the overall industry.

Phase 2 In-Class Presentation Slide Deck with NOTES
Sunday October 1st @11:59pm EST (Dropbox on A2L)

Team presentations will take place in-class during Week 5

- Your team is responsible for knowing the time of the presentation and being there.
- You can have only 1 or 2 presenters for this phase.
- The Instructor and TA will allow you in when it's your turn.
- All members of the group will receive the same grade.

PHASE 3 (Marketing Plan Report & Presentation):

The team will expand on the screening that was presented in Phase 2 by developing the segmentation, targeting, and positioning followed by the Marketing Mix Strategy **for one of the products/services the chosen Canadian company offers**, based on the analysis of all the information gathered to date.

The Marketing Mix must have a detailed description of the 4Ps (Product/Service, Pricing, Place/Distribution, Promotion).

Each team will present their Marketing Plan to the class or Instructor & TA during week 12 as assigned by the instructor. Each presentation will be 20 minutes (**15 + 5 minutes for discussion**). In addition, each team will submit a comprehensive written Marketing Plan report to the Instructor.

The Marketing Plan Presentation is worth 10%.

The Comprehensive Marketing Plan Report is worth 20%.

Final Marketing Plan Written Report (worth 20%)

The final report will INCLUDE **ALL MAJOR SECTIONS** of the Marketing Plan including what was submitted and corrected in Phase 2/Screening.

Check the deliverables document for a complete description of the expectations of this submission.

Final Marketing Plan Report

Due: Friday Nov 24 @ 11:59pm EST

with one report being submitted per group to the Dropbox on A2L. Individual submissions will not be accepted and no emailed assignments will be entertained.

Late assignments (for any portion) will receive an immediate 10% deduction from the assignment mark; plus a further 10% late penalty per day will be applied and deducted from the assignment mark.

Assignments that have not been submitted within three (3) days after the due date will not be graded and will receive a mark of ZERO.

Team Marketing Plan Presentation (worth 10%)

Final Marketing Plan Slide Deck Presentation Due

Sunday November 26 @ 11:59 pm

A group presentation supported by a PowerPoint slide deck is required. Presentations will be delivered during class times in **Week 12**.

All members of the group **must** participate in the presentation.

- Each group will have **20 minutes (15+5)** – this includes presentation time and answering questions by the instructor & TA.
- Note the instructor will stop the presentation at 20 minutes and if **this happens your group will have 5% deducted from your presentation grade.**
- All members earn the same as the group grade.
- We might need to schedule some team presentations at other times/days depending on the number of groups we have and the time available in class.
- At this point the instructor will ask teams to volunteer to be moved to another time.

All parts of this project have restricted eligibility for MSAF. Students who use MSAF for any component of this Project due to illness, etc. may be granted up to a 3-day extension at the discretion of the instructor for that component, but all students will be required to submit all parts of the project and be available for the Presentations.

You cannot make a change to your group status after the first part of the project is due to be completed.

All students in the group will receive the same grade, unless there are significant extenuating circumstances, in which case the instructor will have discretion to adjust individual grades.

The Use of Generative AI Guidelines in the Marketing Project

Students may use generative AI for [editing/translating/outlining/brainstorming] their work throughout the course so long as the use of generative AI is referenced and cited following citation instructions given in the syllabus. Use of generative AI outside the stated use of [editing/translating/outlining/brainstorming] without citation will constitute academic dishonesty. It is the student's responsibility to be clear on the limitations for use and to be clear on the expectations for citation and reference and to do so appropriately.

Online Connect Quizzes (12%)

The on-line quizzes (4 Quizzes) will consist of multiple-choice questions designed to ensure that you are keeping up with your course reading. On-line quizzes will be opened **Thursday at 12:00 pm and closed Monday evening at 11:59pm**. There will be a time limit for completion once you start the on-line quiz.

The quizzes will be spread throughout the term and cover different chapters. Make sure you review A2L for deadlines and Chapters that are covered. The lowest mark will be dropped.

The time limit will be **30 minutes for the completion of 25 randomly** assigned questions. It is **highly recommended that you study the chapter material in-depth before completing the online quiz.**

- **Note:** There will not be any make-up for missed quizzes whatever the reason.
- **The lowest quiz grade will be dropped from the final calculation.** The purpose of dropping the lowest grade is to consider the fact that you may forget to complete a quiz or have difficulties completing the quiz for one reason or another. **In fairness to all students, your instructor will not re-open any quizzes.**
- **Any collaboration, posting or sharing of online quiz questions or answers with other students will constitute academic dishonesty.**

Connect Smartbook and In-Class Active Learning/Participation (16%)

- The Team Bio and Team Charter is worth 1%.

- Smartbook (7%):

Through the Inclusive Access Program, you will have access to Connect starting the first day of class. You will be able to access Connect through Avenue to Learn. Connect is a web-based learning solution that includes Smartbook. Smartbook is a digital version of the course textbook. Within Smartbook you're encouraged to complete all the Chapters we cover during the term. **The best 11 marks will be used.** You will earn 7% of your Final Grade if you complete the questions by the deadline.

All chapters will be opened at the beginning of the term.

Completing Chapters 1, 3, 7, 4, 5 & 6 will have a deadline of Sunday October 15th.

Completing Chapters 8, 9, 10, 11, 12, 13, 14, 14A, 15, 16 will have a deadline of Sunday December 3rd.

- Class Activities (8%):

Class activities include simulations, assignments, and discussions. Each activity will address topics and outcomes listed within the course outline and will require work to be performed individually or with a team. These may take the form of completing critical thinking questions and application exercises. The instructor will notify students as to the assessment criteria and format - i.e. individual or group at the time of the activity. Mini-case assignments, discussions, debates, and group work will be considered as part of the participation mark. In-Class exercises will be graded based on completion, accuracy, and amount of effort shown by the student.

ALL activities will be opened during the lecture and closed at a specified time depending on whether it's team-based or individual.

It's your responsibility to attend class and check A2L for activity deadlines.

	<p>We highly recommend that you study the chapter material in-depth before completing the activities.</p> <ul style="list-style-type: none"> • Note: There will not be any make-up assignments for missed activities <u>whatever the reason</u>. • Any collaboration, posting or sharing of activity questions or answers with other students will constitute academic dishonesty. <p>Case Analysis Assignments (12%) During the term there will be <u>2 individual case assignments</u> that assess different topics of the course and need to be completed individually and have a time limit over a set period of time.</p> <p><i>These assignments have restricted eligibility for MSAF. Students who use MSAF for these assignments due to illness, etc. may be granted up to a 3-day extension at the discretion of the instructor for that component, but all students will be required to submit the assignments individually.</i></p> <p>Final Exam (25%) The cumulative final exam will be written during Exam Week. The exam duration is 2.5 hrs.</p> <p>The final exam format will include a comprehensive marketing case with application-focused short answer questions and a separate part with short answer questions or Multiple Choice questions based on course material and in-class discussions.</p> <p>If your exam is online in 4MK3, you are NOT PERMITTED TO USE AI. Your answers must be done independently, in your own words.</p> <p><i>Students are not permitted to use generative AI in the 4MK3 online exam. In alignment with McMaster academic integrity policy, it “shall be an offence knowingly to ... submit academic work for assessment that was purchased or acquired from another source”. This includes work created by generative AI tools. Also stated in the policy is the following, “Contract Cheating is the act of “outsourcing of student work to third parties” (Lancaster & Clarke, 2016, p. 639) with or without payment.”</i></p> <p><i>Using Generative AI tools is a form of contract cheating. Charges of academic dishonesty will be brought forward to the Office of Academic Integrity.</i></p>	
3. SUB TOPIC(S)		
Week 1 Sept 5 - Sept 11 (except 4MK3)	<p>Introduction to the Course & Deliverables</p> <p>Overview of Marketing</p> <ul style="list-style-type: none"> • What is Marketing? • Customer Needs, Wants, Demand • The Marketing Process Model 	<p>Chapter 1 In-Class Activities</p>

<p>Week 2 Sept 11 - Sept 17</p>	<p>Analyzing the Marketing Environment</p> <ul style="list-style-type: none"> Describe all Environmental forces that impact companies (CREST/PEST/PESTLE) Identify major trends in the company's environment Product Life Cycles & Technology Adoption Cycle and impact on company 	<p>Chapter 3 Final names of Team members (Self Select on A2L) In-Class Activities</p>
<p>Week 3 Sept 18 - Sept 24</p>	<p>Marketing Information & Research</p> <ul style="list-style-type: none"> Understand the importance of information Big Data Gathering Primary & Secondary Data <p>Understanding Consumer buying behaviour</p> <ul style="list-style-type: none"> The Buyer Decision Process in consumer markets 	<p>Chapter 7 & Chapter 4 Phase 1 Team Bio Due Sunday September 24 @11:59pm EST</p> <p>Librarian Visit: Conducting Research for the Marketing Plan</p> <p>CASE #1</p>
<p>Week 4 Sept 25 - Oct 1</p>	<p>Understanding Business buying behaviour The Buyer Decision Process in Business markets</p> <p>Segmentation, Targeting & Positioning</p> <ul style="list-style-type: none"> Analytic approaches to segmentation Analytic approaches in targeting Positioning based on Technology Adoption Life Cycle 	<p>Chapter 5 & 6 In-Class Activities</p> <p>Marketing Research Simulation</p> <p>Quiz #1 (Ch 1, 3, 7 & 4)</p>
<p>Week 5 Oct 2 - Oct 8</p>	<p>Phase 2 Marketing Team Presentations (During your scheduled Class Time)</p>	<p>Phase 2 In-Class Presentation Slide Deck with NOTES Due: Sunday October 1 @ 11:59 pm</p>
<p>Mid-Term Recess Week – No Classes (Monday, October 9 to Sunday, October 15, 2023)</p>		
<p>Week 6 Oct 16 - Oct 22</p>	<p>Developing and Managing Products and Services</p> <ul style="list-style-type: none"> Definitions of Products and Services New Product Development Process/Stage Gate Product Life Cycles and marketing objectives at each stage 	<p>Chapter 8 & 10 Segmentation Simulation</p> <p>Quiz #2 (Ch 5, 6 & 8)</p>
<p>Week 7 Oct 23 - Oct 29</p>	<p>Pricing</p> <ul style="list-style-type: none"> Understanding & capturing customer value 	<p>Chapter 11 In-Class Activities</p>

	<ul style="list-style-type: none"> Major pricing strategies Pricing of new products Business-to-Business Marketing Price 	Product Simulation
Week 8 Oct 30 - Nov 5	Marketing Channels/Supply chains <ul style="list-style-type: none"> Distribution New types of channels/channels & the internet 	Chapter 12 & 13 In-Class Activities Pricing Simulation Quiz # 3 (10, 11 & 12)
Week 9 Nov 6-Nov 12	The Promotion Mix/IMC: Engaging customers <ul style="list-style-type: none"> Branding Integrated Marketing Communication Tools Advertising & Public Relations 	Chapter 9 & 14 In-Class Activities CASE #2 Marketing Mix Simulation
Week 10 Nov 13 – Nov 19	The Promotion Mix/IMC: Engaging customers (cont'd) Business-to-Business Selling & Sales Promotion <ul style="list-style-type: none"> Building customer relationships Direct, online, Social Media & Mobile Marketing <ul style="list-style-type: none"> E-commerce 	Appendix 14 A & Chapter 15 In-Class Activities Quiz # 4 (9, 13, 14)
Week 11 Nov 20 – Nov 26	The Global Marketplace <ul style="list-style-type: none"> International Markets entry strategies. How and why Canadian companies may have to adapt their marketing mix when entering the international arena. Final Exam Review & Preparation	Chapter 16 Final Marketing Plan Report Due: Friday Nov 24 @ 11:59pm EST
Week 12 Nov 27 – Dec. 3	Marketing Plan In-Class Team Presentations	Final Marketing Plan Slide Deck Due: Due: Sunday Nov 26 @ 11:59pm EST

Classes end: Wednesday, December 6th, 2023

Final Examination Period: Friday, December 8 to Thursday, December 21
All examinations MUST be written during the scheduled examination period.

Note that this structure represents a plan and is subject to adjustment term by term.
 For section 3MB3/4MK3 weeks 1 & 2 will be combined.

The instructor and the University reserve the right to modify elements of the course during the term. The University may change the dates and deadlines for any or all courses in extreme circumstances. If either type of modification becomes necessary, reasonable notice and communication with the students will be given with explanation and the opportunity to comment on changes.

4. ASSESSMENT OF LEARNING

Weight

Quizzes	12%
Smartbook, Weekly In-Class Activities including Team Bio	16%
Individual Case Assignments	12%
Marketing Plan for Product/Service in (Team Project)	35%
Comprehensive Final examination (tests cumulative knowledge)	25%
TOTAL	100%

Percentage grades will be converted to letter grades and grade points per the University calendar.

5. LEARNING OUTCOMES

1. Demonstrate an understanding of the basic principles of consumer B2C and business B2B marketing.
2. Recognize the similarities and differences between consumer markets and business markets.
3. Identify consumer and business wants including all environmental factors that shape marketing activities.
4. Describe the key concepts of the marketing mix (4Ps), its component parts, market segmentation, targeting, positioning and branding, building business relationships, pricing structure, product/service package, and distribution systems.
5. Identify the organizational processes involved in the planning, implementation and control of marketing activities.
6. Understand the importance of International trade for marketing and the approaches to entering global markets.
7. Demonstrate teambuilding and critical thinking skills through the completion of a marketing plan in a team term project.

6. COURSE OUTLINE – APPROVED ADVISORY STATEMENTS

ANTI-DISCRIMINATION

The Faculty of Engineering is concerned with ensuring an environment that is free of all discrimination. If there is a problem, individuals are reminded that they should contact the Department Chair, the Sexual Harassment Officer or the Human Rights Consultant, as soon as possible.

http://www.mcmaster.ca/policy/General/HR/Discrimination_Harassment_Sexual_Harassment-Prevention&Response.pdf

ACADEMIC INTEGRITY

You are expected to exhibit honesty and use ethical behaviour in all aspects of the learning process. Academic credentials you earn are rooted in principles of **honesty and academic integrity**. It is your responsibility to understand what constitutes academic dishonesty.

Academic dishonesty is to knowingly act or fail to act in a way that results or could result in unearned academic credit or advantage. This behaviour can result in serious consequences, e.g. the grade of zero on an assignment, loss of credit with a notation on the transcript (notation reads: “Grade of F assigned for academic dishonesty”), and/or suspension or expulsion from the university. For information on the various types of academic dishonesty please refer to the Academic Integrity Policy, located at <https://secretariat.mcmaster.ca/university-policies-procedures-guidelines/>

The following illustrates only three forms of academic dishonesty: The following illustrates only three forms of academic dishonesty:

- plagiarism, e.g. the submission of work that is not one’s own or for which other credit has been obtained.
- improper collaboration in group work.
- copying or using unauthorized aids in tests and examinations.

AUTHENTICITY / PLAGIARISM DETECTION/AI GUIDELINES

Some courses may use a web-based service (Turnitin.com) to reveal authenticity and ownership of student submitted work. For courses using such software, students will be expected to submit their work electronically either directly to Turnitin.com or via an online learning platform (e.g. A2L, etc.) using plagiarism detection (a service supported by Turnitin.com) so it can be checked for academic dishonesty.

Students who do not wish their work to be submitted through the plagiarism detection software must inform the Instructor before the assignment is due. No penalty will be assigned to a student who does not submit work to the plagiarism detection software. All submitted work is subject to normal verification that standards of academic integrity have been upheld (e.g., on-line search, other software, etc.). For more details about McMaster's use of Turnitin.com please go to www.mcmaster.ca/academicintegrity.

The Use of Generative AI Guidelines

Students may use generative AI for [editing/translating/outlining/brainstorming/revising/etc.] their work throughout the course so long as the use of generative AI is referenced and cited following citation instructions given in the syllabus. Use of generative AI outside the stated use of [editing/translating/outlining/brainstorming/revising/etc.] without citation will constitute academic dishonesty. It is the student's responsibility to be clear on the limitations for use and to be clear on the expectations for citation and reference and to do so appropriately.

COURSES WITH AN ON-LINE ELEMENT

Some courses may use on-line elements (e.g. e-mail, Avenue to Learn (A2L), LearnLink, web pages, capa, Moodle, ThinkingCap, etc.). Students should be aware that, when they access the electronic components of a course using these elements, private information such as first and last names, user names for the McMaster e-mail accounts, and program affiliation may become apparent to all other students in the same course. The available information is dependent on the technology used. Continuation in a course that uses on-line elements will be deemed consent to this disclosure. If you have any questions or concerns about such disclosure, please discuss this with the course instructor.

ONLINE PROCTORING

Some courses may use online proctoring software for tests and exams. This software may require students to turn on their video camera, present identification, monitor and record their computer activities, and/or lock/restrict their browser or other applications/software during tests or exams. This software may be required to be installed before the test/exam begins.

COMMUNICATIONS

It is the student's responsibility to:

- Maintain current contact information with the University, including address, phone numbers, and emergency contact information.
- Use the University provided e-mail address or maintain a valid forwarding e-mail address.
- Regularly check the official University communications channels. Official University communications are considered received if sent by postal mail, by fax, or by e-mail to the student's designated primary e-mail account via their @mcmaster.ca alias.
- Accept that forwarded e-mails may be lost and that e-mail is considered received if sent via the student's @mcmaster.ca alias.

- Check the McMaster/Avenue email and course websites on a regular basis during the term.

CONDUCT EXPECTATIONS

As a McMaster student, you have the right to experience, and the responsibility to demonstrate, respectful and dignified interactions within all of our living, learning and working communities. These expectations are described in the Code of Student Rights & Responsibilities (the “Code”). All students share the responsibility of maintaining a positive environment for the academic and personal growth of all McMaster community members, whether in person or online.

It is essential that students be mindful of their interactions online, as the Code remains in effect in virtual learning environments. The Code applies to any interactions that adversely affect, disrupt, or interfere with reasonable participation in University activities. Student disruptions or behaviours that interfere with university functions on online platforms (e.g. use of Avenue 2 Learn, WebEx or Zoom for delivery), will be taken very seriously and will be investigated. Outcomes may include restriction or removal of the involved students’ access to these platforms.

ACADEMIC ACCOMMODATION OF STUDENTS WITH DISABILITIES

Students with disabilities who require academic accommodation must contact Student Accessibility Services (SAS) at 905-525-9140 ext. 28652 or sas@mcmaster.ca to make arrangements with a Program Coordinator. For further information, consult McMaster University’s Academic Accommodation of Students with Disabilities policy.

REQUESTS FOR RELIEF FOR MISSED ACADEMIC TERM WORK

McMaster Student Absence Form (MSAF): In the event of an absence for medical or other reasons, students should review and follow the Academic Regulation in the Undergraduate Calendar “Requests for Relief for Missed Academic Term Work”.

ACADEMIC ACCOMMODATION FOR RELIGIOUS, INDIGENOUS OR SPIRITUAL OBSERVANCES (RISO)

Students requiring academic accommodation based on religious, indigenous or spiritual observances should follow the procedures set out in the RISO policy. Students should submit their request to their Faculty Office normally within 10 working days of the beginning of term in which they anticipate a need for accommodation or to the Registrar's Office prior to their examinations. Students should also contact their instructors as soon as possible to make alternative arrangements for classes, assignments, and tests. <http://www.mcmaster.ca/policy/Students-AcademicStudies/Studentcode.pdf>

COPYRIGHT AND RECORDING

Students are advised that lectures, demonstrations, performances, and any other course material provided by an instructor include copyright protected works. The Copyright Act and copyright law protect every original literary, dramatic, musical and artistic work, including lectures by University instructors

The recording of lectures, tutorials, or other methods of instruction may occur during a course. Recording may be done by either the instructor for the purpose of authorized distribution, or by a student for the purpose of personal study. Students should be aware that their voice and/or image may be recorded by others during the class. Please speak with the instructor if this is a concern for you.

EXTREME CIRCUMSTANCES

ENGINEERING
McMaster-Mohawk
Bachelor of Technology
Partnership



The University reserves the right to change the dates and deadlines for any or all courses in extreme circumstances (e.g., severe weather, labour disruptions, etc.). Changes will be communicated through regular McMaster communication channels, such as McMaster Daily News, A2L and/or McMaster email.