

REPORT OF THE SENATE COMMITTEE ON ACADEMIC POLICY AND AWARDS

(SCAPA)

**Faculty of Information and Media Studies and Continuing Studies at Western:
Diploma in Marketing**

Transcript Notations

Revision to the Policy on Examination Conflicts

New Scholarships and Awards

FOR APPROVAL

1. **Faculty of Information and Media Studies and Continuing Studies at Western: Diploma in Marketing**

Recommended: That, effective September 1, 2010, a Diploma in Marketing be introduced by the Faculty of Information and Media Studies in partnership with Continuing Studies at Western.

NEW CALENDAR COPY

(Listed on Certificates and Diplomas page

<http://www.westerncalendar.uwo.ca/2010/pg279.html>)

Diploma in Marketing

The Diploma in Marketing is designed to provide students with the practical and applied knowledge and skills required for work in the field of marketing. The Diploma will consist of ten diploma-credit half courses and one practicum session. Students will be required to have completed a Bachelor's Degree and admission will be limited, competitive, and determined on a case-by-case basis. Students in the program will be required to maintain a minimum average of 70% in all courses in the Diploma in Marketing program, with no single mark below 60%. All students will be admitted to the Diploma in Marketing according to the policies and guidelines for admission to the University. Non-UWO students must apply first to The University of Western Ontario through the Ontario University Application Centre in Guelph, Ontario. In addition, prospective students must complete the application form for the Diploma in Marketing provided by Continuing Studies at Western. Students who are enrolled currently at UWO are required to complete only the Continuing Studies at Western application form. Visit the Continuing Studies Web site at www.uwo.ca/cstudies for full program information.

Application deadline: January 15 to be considered for admission for the Summer Term.

Background:

The field of marketing offers numerous and exciting career opportunities for university graduates who have specific marketing knowledge and skills. The practice of marketing requires creative and critical thinkers who are able to apply strong analytical, writing, and strategic skills. Marketing practitioners must be able to work effectively in a dynamic environment driven by increasingly higher public and stakeholder expectations, and the ever-increasing demands of technology and access to information. They need to understand the marketing mix, and how marketing fits within an organization.

Careers and employment in the field of marketing are difficult to obtain without specific education and training. While the field is expanding and offers exciting career opportunities for qualified university graduates, there are no educational programs available at The University of Western Ontario to provide individuals with the specific education and experience required to enter this field.

The Faculty of Information and Media Studies, in partnership with Continuing Studies at Western, proposes to offer a Diploma in Marketing. This program will enable graduates from a number of disciplines to build on the solid theoretical grounding obtained in their degree programs by adding practical and applied skills required to work in the field of marketing. In addition, students in the program will obtain valuable work experience through the practicum component. Western student feedback was the impetus for the development of the program. Students, especially in the Faculty of Information and Media Studies, noted the need for a program at Western so that they would not need to attend another college or university for required training following their graduation from Western.

The diploma will consist of a specified program of diploma-credit courses, combined with a practicum session in a marketing capacity. Applicants must have completed successfully a Bachelor's Degree in order to be accepted into the program.

Curriculum for the Diploma in Marketing

First-term courses:

MKTG 6001 Foundations of Marketing (0.5 credit)
MKTG 6002 Integrated Marketing Communications (0.5 credit)
MKTG 6003 Market Research and Analysis (0.5 credit)
MKTG 6004 Contemporary Media (0.5 credit)
MKTG 6005 Introduction to Marketing Strategy (0.5 credit)

Second-term courses:

MKTG 6011 Emerging Trends in Marketing (0.5 credit)
MKTG 6012 Legal and Ethical Issues in Marketing (0.5 credit)
MKTG 6013 Advanced Marketing Strategy (0.5 credit)
MKTG 6014 Brand Management (0.5 credit)
MKTG 6015 Leadership in Marketing (0.5 credit)
MKTG 6016 Practicum (4 months) (560 hours, 2.5 credits)

2. Transcript Notations

Recommended: That transcript notations for suspension and expulsion differentiate between Scholastic Discipline and Code of Student Conduct offences.

That the notation for suspensions be removed from the transcript when the student graduates or five years after the last registration.

That the notation for expulsions be permanent unless a petition to the President for its removal is approved. The petition to remove an expulsion notation from the transcript may be made no sooner than five years after the offence. Removal of the expulsion notation from the transcript would not overturn the expulsion decision; the expulsion from the University would remain in effect.

Background:

The Ad Hoc Subcommittee of SCAPA to Review Policies on Academic Penalties and Scholastic Offences was struck to consider the definitions of suspension and expulsion, the regulations for recording sanctions on transcripts, and any circumstances under which transcript notations might be removed. The recommendations bring the University's practice in line with that of other Ontario universities. The Ad Hoc Subcommittee recommends that transcript notations for suspensions and expulsions should indicate whether the sanction was applied under the Scholastic Discipline policy or under the Code of Student Conduct policy. It was also determined that the permanent notation of a suspension, whether caused by a scholastic or behavioural offence, was too punitive. As a result, notations of suspensions will be removed from transcripts at the time of graduation or five years after the last registration. Expulsions are more serious than suspensions, and the transcript notation for expulsion will remain permanent unless a petition to the President for its removal is approved. Significant evidence of rehabilitation may be considered as a ground for removing an expulsion notation from the transcript. Removal of an expulsion notation from the transcript does not overturn the University's expulsion decision.

3. **Revision to the Policy on Examination Conflicts**

Recommended: That the Policy on Examination Conflicts be amended to clarify that the policy is to apply only to final examinations and mid-term tests scheduled by the Office of the Registrar or instructors during the December or April exam periods.

EXAMINATION CONFLICTS (S.89-191, S.99-78, S.06-151)

A student who is scheduled to write more than two examinations (~~mid-year or final~~) or *mid-term tests* in any 23-hour period **during the December or April exam period** may request alternative arrangements through the office of the Dean of his/her faculty.* ***This policy does not apply to mid-term tests occurring outside the December or April exam periods.***

A student who is scheduled to write two examinations concurrently must notify the Registrar so that arrangements may be made for both examinations to be written in the Examination Conflict Room in a sequence established by the Registrar.

A student scheduled to write an examination that conflicts with a holy day of that student's religion which prohibits such activity should seek accommodation under the terms of the policy on religious holidays.

Examinations written in the Conflict Room will be the regular examinations.

The Registrar will notify the appropriate department chair of the required information regarding students writing in the Conflict Room (i.e., student name, course, section, date and time of the conflict).

It is the responsibility of the Department Chair to ensure that the Registrar receives the appropriate examination paper and supplies seven days before the examination date.

Examinations written in the Conflict Room are to be picked up by the Department Chair or designate during the first working day following the examination date.

Students writing examinations in the Conflict Room will have a supervised break between examinations. Students are required to follow the instructions of the Conflict Room proctors at all times.

*Note: The Graduate Record Examination, or other examinations for entrance to professional or graduate schools, shall be considered equivalent to a final examination offered by Western. Students should give notice of the conflict in writing to their Dean as early as possible but not later than November 15 for mid-year examinations and March 1 for final examinations, i.e., approximately two weeks after the posting of the mid-year and final examination schedule respectively. In the case of mid-term tests, such notification is to be given in writing to the instructor within 48 hours of the announcement of the date of the mid-term test.

Background:

When the policy was last amended by Senate in September 2006 (S.06-151) to refer to "23 hours" rather than "24," the Chair of SCAPA was to clarify whether this examination policy also applied to mid-term tests since these were mentioned in the footnote. Since that was not the policy's original intention, the policy is being revised to clarify applicability to final exams and mid-term tests.

Consultation has occurred with the Associate Deans in all faculties.

FOR INFORMATION

4. **New Scholarships and Awards**

SCAPA has approved on behalf of the Senate the following Terms of Reference for new scholarships, awards and bursaries, for recommendation to the Board of Governors through the President & Vice-Chancellor:

Bruce McCallum Graduate Award in Aphasia (School of Graduate and Postdoctoral Studies, Speech-Language Pathology)

Awarded to a full-time graduate student of outstanding quality enrolled in Year 2 in the MCISc Program in Speech-Language Pathology in the School of Communication Sciences and Disorders. Preference will be given to students whose primary residence is in Guelph or Wellington County. The student must demonstrate all around academic and clinical excellence and exceptional potential related to the practice of speech-

language pathology in the area of adult aphasia and other neurogenic language disorders. Candidates must exhibit outstanding performance in both the graduate course in Aphasia, and the aphasia and neurogenic language disorders placement. In addition, candidates must exhibit a commitment to practice as future speech language pathologists in the area of adult aphasia.

All candidates must complete a one-page statement outlining their clinical experiences with individuals with aphasia or other neurogenic language disorders, and their future clinical goals related to helping individuals with aphasia. This statement must be submitted by September 30 to the Graduate Office in Communication Sciences and Disorders. A recipient will be selected by the Graduate Program Committee in Communication Sciences and Disorders, of which at least one representative holds membership in the School of Graduate and Postdoctoral Studies.

This award is made possible by a generous donation from Stroke Recovery Canada, Guelph/Wellington Chapter.

Value: 1 at \$3,000
Effective: May 2010 to April 2013

Meds 2009 Dinh La Memorial Award (Schulich School of Medicine & Dentistry, Medicine)

Awarded annually to the full-time undergraduate student in Year 4 of the Doctor of Medicine (MD) program at the Schulich School of Medicine & Dentistry who best exemplifies the spirit of the graduating class through his/her vibrant, energetic and cheerful nature. The Progression and Awards Committee of the Schulich School of Medicine & Dentistry will select the recipient from a list of students nominated by the students at large. This award will be presented each year at the spring convocation. This award was made possible by contributions from the Meds Class of 2009, through Foundation Western, in memory of Dinh La, a classmate who was tragically killed in a car accident in 2006.

Value: 1 at \$1,000
Effective: 2009-2010 to 2013-2014 academic years (with the value of the award to be reassessed in 2013 once the endowed fund amount has been determined)

Zechner Family Bursary (Any Undergraduate Faculty)

Awarded to a full-time undergraduate student in any program who has demonstrated financial need. Online financial need applications are available through the Office of the Registrar's Web site and must be submitted by October 31. The recipient will be selected by the Office of the Registrar. This award was established by Mr. John Zechner (BA '79, MA '80 Economics) through Foundation Western.

Value: 1 at \$1,000
Effective: 2009-2010 academic year. (Value of the award to be reviewed in 2010-2011.)

This bursary is eligible for inclusion in the Ontario Trust for Student Support (OTSS) program and recipients must meet Ontario residency requirements.