**AP/DMS2200 C 3.0, Fall 2021,**

**Introductory Marketing**

**Class:** **Tue 7:00 pm – 10:00 pm.**

**Location: In-Class and Online, LSB-103**

To accommodate all students needs, this course is taught both in class and online, as identified in the course schedule.

As for technical requirements, here are some useful links for student computing information, resources, and help:

[Student Guide to eClass](https://lthelp.yorku.ca/student-guide-to-moodle)

[Zoom@YorkU Best Practices](https://staff.computing.yorku.ca/wp-content/uploads/sites/3/2020/03/Zoom%40YorkU-Best-Practicesv2.pdf)

[Zoom@YorkU User Reference Guide](http://staff.computing.yorku.ca/wp-content/uploads/sites/3/2012/02/Zoom%40YorkU-User-Reference-Guide.pdf)

[Computing for Students Website](https://student.computing.yorku.ca/)

[Student Guide to eLearning at York University](http://elearning-guide.apps01.yorku.ca/)

To determine Internet connection and speed, there are online tests, such as [Speedtest](https://www.speedtest.net/), that can be run.

***For online lectures, Zoom meeting invites will be provided***

**Special Notes:**

Last date to add a course ***without permission*** of instructor: Sep 21, 2021,
Last date to add a course ***with permission*** of instructor: Oct 5, 2021

Last date to drop a course ***without receiving a grade***:  Nov 12, 2021

If you withdraw between Nov 13 and the end of classes (Dec 7), the course remains on your transcript without a grade and is notated as “W”.

Students that are missing the midterm exam for reasons acceptable as per school policies will write a deferred midterm exam two weeks after the regular one.

**Course Instructor/Contact**

**Instructor:** Marius Dobre

**Email:** mdobre@yorku.ca

**Office Hours:** Online by appointment only, (or in class, COVID-19 restrictions dependent)

**Calendar Description / Prerequisite / Co-Requisite**

This course is intended to prepare students to become effective marketing practitioners. The course covers the fundamentals of marketing theory, concepts, and management as applied to marketing's strategic role in meeting customer needs, including product (goods and services), price, promotion, distribution, consumer, segmentation, positioning, ethics, research.

Course credit exclusions: None. PRIOR TO FALL 2009: Course credit exclusions: AK/ADMS 2200 3.00, AK/ADMS 3200 3.00 (prior to Summer 2005).

**Course Highlights**

We meet each week in class each Monday, and we combine lectures with group work in support to your assignments. There is no time to waste as the assignments require sustained research and group interaction.

Marketing knowledge is a critical resource for many of today’s businesses and it is one of the largest capital expenditures of a firm. We refer to Marketing Framework to describe the way enterprises develop, communicate, and deliver value using a standardized framework that includes the capability to evaluate the market and engage in actions that are meant to make customers to purchase the product or service that the enterprise offers.

ADMS2200 – Introductory Marketing, offers an integrated perspective on how marketing is an integral part of an enterprise dealing with contemporary dynamic business environment that requires flexibility to the market conditions.

**Course Objectives**

Understanding Marketing Framework and achieve the capability to use it in a business environment:

* What is marketing
	+ Define marketing, and understand why it is important
* Marketing environment
	+ Discuss the external environment and the competitive, regulatory, and economic factors that affect marketing
* Marketing as a strategic business tool
	+ Understand the importance of strategic planning and marketing role
* Marketing research contribution to the enterprise
	+ Explain what marketing research is
* Dealing with people – marketing perspective
	+ Explain the importance of understanding consumer behavior
* Business marketing versus consumer marketing
	+ Describe business marketing and understand how it is different from consumer marketing
* Who are the customers, and who are the ones we should pursue
	+ Discuss markets, markets segments, the importance of market segmentation, targeting and positioning
* Relationships, relationships, relationships!
	+ Explain the importance of customer relationship management
* Products offered to customers
	+ Define the concept of product and describe how marketing is used for branding
* New products and their importance
	+ Explain why enterprises need to develop new products
* More than only products
	+ Explain the differences between services and goods
* How much should we ask for
	+ Explain and understand the importance of price
* Reaching out
	+ Explain the role of marketing channels
* Detailed offering
	+ Understand the importance of retailing
* Making consumers aware of our offers
	+ Discuss the role of promotion and explain the importance of marketing communications
* Showing the offers
	+ Define advertising and understand the role of advertising
* Direct interactions
	+ Define sales promotions and explain the importance of personal selling
* Communications
	+ Explain the concept of integrated marketing communications and the role of social media
* Thinking globally
	+ Understand the role of marketing in a global setting

**Course Deliverables**

***Individual Deliverables***

As individual deliverables, there is a mid-term and a final exam.

***The mid-term exam*** *is scheduled for Tue, Oct 19th, in-class, on-line quiz, 7:00 pm - 8:30 pm, 40% of your final mark.*

***The final exam*** *is scheduled for Tue., Dec 7th, in-class, on-line quiz, 7:00 pm - 8:30 pm, 20% of your final mark*.

***Students should bring to the class their own laptops such that they could attempt the midterm and the final exam as an online quiz.***

Both the mid-term and the final exams are administered as a set of MCQs (Multiple Choice Questions).

***Group Deliverables***

***Assignment #1*** *October 26th, due in Turnitin before class*

***Assignment #2*** *November 23rd, due in Turnitin before class*

***Recorded Group Presentation,*** *November 30th, due in Turnitin before class*

The group presentation should be the conclusion of your assignments #1 and #2 as a reflection of your learning outcomes from this course.

We meet in class, and there is formal lecturing at the start of each class, that is recorded for further review by students in their own time, and there is some online time devoted to work as a group on the group assignments.

Students need to expect to do some of the reading and studying on their own as we move quickly through the course topics while supporting your group work.

*Students cannot work alone in this course*. There is required commitment for to attending the first lecture, and join a group in the very first day, then being available for most sessions, and doing individual fair share of group work and individual preparation. If a student cannot attend the very first session, then the course instructor should be advised such that the student that is missing the first online class gets assigned to a group and does not fell behind.

**Examinations and Assignments**

**Midterm exam and final exam**

*The mid-term exam is scheduled for Tue, Oct 19th, in-class, 7:00 pm - 8:30 pm, 40% of your final mark.*

*The final exam is scheduled for Tue, Dec 7th, in-class, 7:00 pm - 8:30 pm, 20% of your final mark*.

You will be given a set of Multiple-Choice Questions (MCQs) and details will be provided during class, in advance of the due date of these exams. *Students should bring to the class their own laptops such that they could attempt the exams as an online quiz.*

Reasons other than duly authenticated illness and bereavement are normally not admissible justifications for failure to appear for examinations or meet assignment deadlines. You must advise the instructor in advance if unable to appear for an examination.

***If you miss the midterm exam*** for reasons acceptable by the school policies, the makeup midterm will be held in class, online quiz, on ***Tue., Nov 2nd***.

***If you miss the final exam*** for reasons acceptable by the school policies, the makeup final exam will be held as per school policies in place, and its date will be announced accordingly through the school office.

**Group work**

There are 3 components of the group work, ***Assignment #1***, ***Assignment #2,*** and a ***Recorded Group Presentation***.

The purpose of the group work is to give students the opportunity to take the journey through the marketing framework, and to learn how to apply theoretical marketing notions to a self-chosen company product.

***Detailed information on each group work component is provided below.***

***To start your assignments:***

Students need to do the following when choosing the company and the product:

1. Choose a company of your choice, based on your interests in a product, industry or specific company
2. Select a product that the selected company makes and offers to the market
3. The product is recommended be one that is sold on the Canadian market
4. Find reference data about the product such as: what the product use is, the price, to whom it is intended for sale and how consumers learn about this product.
5. Identify who are the company competitors, and how the competition products may be better or worse that the one offered by the company that you choose.

***Assignment #1 (group assignment)***

This assignment is about getting familiar with what marketing is, and the inter-relationship between the marketing framework and the business environment in which an enterprise conducts business. This assignment should evaluate how the marketing framework supports strategic decisions, to maximize the positive influence on customers to purchase the product. Therefore, the enterprise must make strategic decisions about what product to be offered, in what market, and to what kind of customers. The assignment must cover a total of 30 topics of the following chapters: 1, 2, 3 4, 5, 6 and 7. It is recommended to have a minimum of 3 topics per chapter, to a maximum of 5, for no more than 30 topics in total, clearly identified in your writing, as per this example: “With reference to purchasing power, part of economic factors – Ch.2, our analysis revealed that…” ..

**Assignment #1 (15 %)**

***Word file only***

***LENGTH - 6 pages TOTAL***

0.5 page Introduction and Ch.1

0.5 page on Ch. 2

0.5 page on Ch. 3

0.5 page on Ch. 4

1 page on Ch. 5

1 page on Ch. 6

1.5 page on Ch. 7

0.5 page on Conclusion

***See*** [***General Format***](http://www.yorku.ca/lripley/cbassign.htm#General Format)***: Times New Roman,*** ***double-spaced in not less than 12-point type, with 1" margins all around.***

***Due - before class in Turnitin***

The *Assignment #1 focus* is on the following:

* The assignment should start with an *introduction*, and students should be providing *details*  on selected company and the selected product, as per items 1 to 5 from “To start your assignments” paragraph.
* Then students should address the concerns associated with the *business environment* as applicable to selected company and product.
* The analysis should continue with how marketing influences the enterprise *strategic planning* such that marketing wise, the product choice supports the enterprise business goals.
* Then, students should evaluate the *marketing research methods* as applicable to selected company and product. If these are available on the sources that you are consulting, then they should be mentioned, and comments should be provided on their applicability. Else, students should recommend their own marketing research methods, with explanation.
* The assignment should be continued with the assessment of *consumer behavior* relative to the offered product.
* Given that the enterprise conducts business in a business context, considerations on *business marketing* versus *consumer one* should be made as outcome of analyzing the chosen company and product.
* The assignment should capture how the chosen company is doing *segmentation, targeting, and positioning* for the chosen product. These are key elements that are to prepare the students to work on their second assignment.
* The assignment should end with a *conclusion* that should capture the most important topics that describe the company and the product in the context of Ch. 1, 2 3, 4, 5, 6 and 7. The conclusion should reflect students understanding of these concepts as applicable to the chosen company and product.

***Assignment #2 (group assignment)***

This assignment is a continuation of the assignment #1, as it builds on the assignment # 1 findings.

The analysis in assignment #2 is about expanding on the findings from assignment #1 with respect to customer relationship management, product choice and branding, new product development pricing and distribution (also known as placement), together with promotion, advertising, and integrated marketing communications. The assignment must cover a total of 30 topics of the following chapters: 8, 9, 10, 12, 13, 15, 16 and 18. It is recommended to have a minimum of 3 topics per chapter, to a maximum of 5, for no more than 30 topics in total, clearly identified in your writing, as per this example: “With reference to distribution challenges in world markets – Ch.13, our analysis revealed that…” .

**Assignment #2 (15 %)**

***Word file only***

***LENGTH - 6 pages TOTAL***

0.5 page Introduction

0.5 page on Ch. 8

0.5 page on Ch. 9

0.5 page on Ch. 10

0.5 page on Ch.12

0.5 page on Ch. 13

1 page on Ch. 15

1 page on Ch. 16

0.5 page on Ch.18

0.5 page Conclusion

***See*** [***General Format***](http://www.yorku.ca/lripley/cbassign.htm#General Format)***: Times New Roman,*** ***double-spaced in not less than 12-point type, with 1" margins all around.***

***Due - before class in Turnitin***

The *Assignment #2 focus* is on the following:

* The assignment should start with an *introduction*, as a summary of what you have discovered in assignment #1, stemming up from the segmentation, targeting and positioning analysis conducted, with applicability to the chosen product *but, be careful, not to repeat the conclusion of assignment #1.*
* The students should set the context of how the company engages in *customer relationship management* as discovering customers, engaging them, and looking for their feed-back.
* The analysis should continue with the *product choice*, with emphasis on *product type* and *branding*, as applicable.
* Building on the existing product, the analysis should evaluate the need of *new product development*, if the chosen company actively engages in such endeavors, and if they follow the *new product development process*.
* The assignment should evaluate the *pricing* of the product and should clearly indicate if the chosen company has a pricing process in place.
* The analysis should continue with assessing what *marketing channels* are used by the chosen company for *distributing the product*.
* The analysis also must factor in *promotion strategies* and recommend means for improving them, as best understood by the students to be applicable to the chosen product.
* To complete the analysis, the assignment should include the evaluation of the *integrated marketing communications* and the special contribution of *social media*. Present facts as the chosen company is using it for the evaluated product. If not, recommendations should be made.
* Finally, the assignment *conclusion* should capture the most important topics that describe the chosen company and the product in the context of Ch. 8, 9,10, 12, 13, 15, 16 and 18. The conclusion should reflect students understanding of these concepts as applicable to the chosen company and product.

***Recorded Group Presentations (group assignment)***

This assignment is about using what you learned during the course and describe *how you are going to apply* the learning outcomes from this course to your marketing endeavors.

The *source of the data* presented in your group presentation should be your two group assignments (Assignment #1, and Assignment #2).

*Note: Do not repeat the writing from your assignments. The purpose of the presentation is to further filter and narrow the topics that indeed meant something for you.*

***Two deliverables:***

1. ***Presentation file (ppt. only)***

LENGTH - 6 slides TOTAL,

1 slide executive summary

2 slides for Assignment #1

2 slides for Assignment #2

1 slide for conclusion

1. ***Recorded file for online presentation – 8 minutes length*** ***maximum***

***Due - before class in Turnitin***

You should have the following in your presentation:

* *Executive summary (1 slide)*,
	+ Why did you choose the company and the product?
	+ How does this company use marketing for their strategic, and day to day business decisions, with examples?
	+ How this choice supported your learning of marketing concepts with specific examples.
* *Assignment #1 (2 slides)*
	+ What are the most important topics and why have you discussed them in your assignment against your selected company and product with examples
* *Assignment #2 (2 slides)*
	+ What are the most important topics and why have you discussed them in your assignment against your selected company and product with examples.
* *Conclusion (1 slide)*
	+ What are the topics that made a significant impression on you as you understood their importance based on the analysis that you conducted on your company and product of choice?
	+ What are you taking with you from this course, as topics of reference that you will easily remember and talk about at ease?

**Notes about grades and attendance**

As the group assignments will be completed mostly through online group interaction, it is extremely important for students to attend lectures, to ask questions and to also attend their group online meetings, and work with their peers, as otherwise they will not be able to contribute to the group work with direct implications to the final mark.

**Class Preparation**

The complexity of course topics and the pace with which they will be covered imply that students who are absent or unprepared for lectures and online group meetings will quickly fall behind.  The prevailing expectation is always that students have read assigned materials prior to lectures and are prepared to discuss the major concepts and issues raised by assigned readings.

**Required Course Text / Readings**

Lamb, Hair, McDaniel, Boivin, Gaudet, Snow, Principles of Marketing, (5th Canadian Edition), Cengage - ISBN-10: 0-17-691007-7 ISBN-13: 978-0-17-691007-5

**Weighting of Course**

**Individual assignments 60%**

**Group assignments 40%**

**Detailed grade breakdown:**

***Individual Assignments***

Midterm Exam (individual, closed book, MCQs) 40%

Final Exam (individual, closed book, MCQs) 20%

***Group Assignments***

Assignment #1 15%

Assignment #2 15%

Recorded Group Presentation 10%

**Total: 100%**

**Weekly schedule**

|  |  |  |  |
| --- | --- | --- | --- |
| **Week** | **Session** | **Topic**  | **Activity**  |
| 1 Sep 14 | 1 | ***In class session******Introduction to the Course******Organize Groups******Chapter 1An Introduction to Marketing******Chapter 2The Marketing Environment, Social Responsibility, and Ethics*** | Form groups |
| 2Sep 21 | 2 | ***Online session******Chapter 3Strategic Planning for Competitive Advantage******Chapter 4 Marketing Research and Analytics*** | Choose group topics for group assignments |
| 3Sep 28 | 3 | ***Online session******Chapter 5Consumer Decision Making******Chapter 6******Business Marketing*** |  |
| 4Oct 5 | 4 | ***In class session******Chapter 7******Segmenting, Targeting, and Positioning******Review of topics for mid-term exam*** |  |
| 5Oct 12 |  | ***No Classes*** ***Reading Week ( Oct 9-15)*** |  |
| 6***Oct 19*** | 5 | ***In class session******Midterm Exam, 7:00 – 8:30 pm******Midterm exam: In-class, Online Quiz, completed on student’s laptop, Multiple Choice Questions******All material Ch.1 through Ch.7*** | ***(40 %) In Class Midterm Exam – Online quiz******Students should bring to the class their own laptops such that they could attempt the exam as an online quiz.*** |
| 7Oct 26 | 6 | ***Online session******Chapter 8******Customer Relationship Management (CRM)******Chapter 9******Product Concepts*** | **Assignment #1 (15 %)*****Word file only******LENGTH - 6 pages TOTAL, double spaced, Times New Roman, size 12***0.5-page Introduction and Ch.1 0.5 page on Ch. 2 0.5 page on Ch. 3 0.5 page on Ch. 4 1 page on Ch. 5 1 page on Ch. 6 1.5 page on Ch. 7 0.5 page on ConclusionSee [**General Format**](http://www.yorku.ca/lripley/cbassign.htm#General Format) ***Due - before class in Turnitin*** |
| 8Nov 2 | 7 | ***Online session******Chapter 10******Developing and Managing Products******Chapter 12Setting the Right Price*** | ***Make up midterm exam*** for students that meet the reasons deemed acceptable by the school policies.***Students should bring to the class their own laptops such that they could attempt the exam as an online quiz.*** |
| 9Nov 9 | 8 | ***Online session******Chapter 13*** ***Marketing Channels and Supply Chain Management******Chapter 15******Marketing Communications - Promotion*** |  |
| 10Nov 16 | 9 | ***Online session******Chapter 16******Advertising, Public Relations, and Direct Response******Chapter 18******Social Media and Digital Strategies*** |  |
| 11Nov 23 | 10 | ***Online session******Chapter 14******Retailing******Chapter 17******Sales Promotion and Personal Selling*** | **Assignment #2 (15 %)*****Word file only******LENGTH - 6 pages TOTAL, double spaced, Times New Roman, size 12***0.5 page Introduction0.5 page on Ch. 80.5 page on Ch. 90.5 page on Ch. 10 0.5 page on Ch.12 0.5 page on Ch.131 page on Ch. 15 1 page on Ch. 160.5 page on Ch.18 0.5 page ConclusionSee [**General Format**](http://www.yorku.ca/lripley/cbassign.htm#General Format) ***Due - before class in Turnitin*** |
| 12Nov 30 | 11 | ***In class session******Chapter 11Services and Non-profit Organization Marketing******Chapter 19******Developing a Global Vision******Group assignments recorded presentations due on this day*** | **Recorded Group Presentations (10%)*****Two deliverables:***1. ***Presentation file (ppt. only)***

LENGTH - 6 slides TOTAL, 1 slide executive summary 2 slides for Assignment #12 slides for Assignment #21 slide for conclusion1. ***Recorded file for online presentation – 8 minutes length*** ***maximum***

***Due - before class in Turnitin*** |
| ***13******Dec 7*** | 12 | ***In class session******Final exam – In Class, Online Quiz, completed on student’s laptop, Mon, Dec 7, 7:00 pm – 8:30 pm******Multiple Choice Questions******All material covered from Ch. 8 to Ch.19*** | ***(20 %) In Class Final Exam- on line quiz******Students should bring to the class their own laptops such that they could attempt the exam as an online quiz.*** |

Course Schedule has flexibility / topic delivery order may change according to class needs.

Additional case support material may be introduced with minimum one-week advance notice.

**General Format for Assignment #1, Assignment #2**

For each group assignment you will submit before the beginning of the class on the day it is due, the required number of pages as stated below, typed in standard font - ***Times New Roman,*** ***double-spaced in not less than 12-point type, with 1" margins all around.***

Use a Cover Page that includes:

|  |
| --- |
| Assignment Number - Group Number |
| Title of Assignment(include company and new product name) |
| Course Number and TitleAP/ADMS2200 Introductory Marketing |
| Professor's Name |
| Date Due |
| Group MembersALPHABETICAL ORDERLast Name, First NamePut the names of all those who contributed their fair share on that part (Do Not put student numbers on any papers) |

**RELEVANT UNIVERSITY REGULATIONS**

**Deferred Exams:** Deferred standing may be granted to students who are unable to write their final examination at the scheduled time or to submit their outstanding course work on the last day of classes. Details can be found at <http://myacademicrecord.students.yorku.ca/deferred-standing>. Given the short length of this course, students that are missing the regular mid-term exam, could write the make-up midterm, one week after the regular one.

Any request for deferred standing on medical grounds must include an Attending Physician's Statement form; a “Doctor’s Note” will not be accepted.

**DSA Form:** <http://www.registrar.yorku.ca/pdf/deferred_standing_agreement.pdf>

Attending Physician's Statement form: <http://registrar.yorku.ca/pdf/attending-physicians-statement.pdf>. In order to apply for deferred standing, students must register at

<http://apps.eso.yorku.ca/apps/adms/deferredexams.nsf> . Followed by handing in a completed DSA form and supporting documentation directly to the main office of the School of Administrative Studies (282 Atkinson) and add your ticket number to the DSA form. The DSA and supporting documentation must be submitted no later than five (5) business days from the date of the exam. These requests will be considered on their merit and decisions will be made available by logging into the above-mentioned link. No individualized communication will be sent by the School to the students (no letter or e-mails). Students with approved DSA will be able to write their deferred examination during the School's deferred examination period. No further extensions of deferred exams shall be granted. The format and covered content of the deferred examination may be different from that of the originally scheduled examination. The deferred exam may be closed book, cumulative and comprehensive and may include all subjects/topics of the textbook whether they have been covered in class or not. Any request for deferred standing on medical grounds must include an Attending Physician's Statement form; a “Doctor’s Note”will not be accepted.

**Academic Honesty:** The Faculty of Liberal Arts and Professional Studies considers breaches of the Senate Policy on Academic Honesty to be serious matters. The Senate Policy on Academic Honesty is an affirmation and clarification for members of the University of the general obligation to maintain the highest standards of academic honesty. As a clear sense of academic honesty and responsibility is fundamental to good scholarship, the policy recognizes the general responsibility of all faculty members to foster acceptable standards of academic conduct and of the student to be mindful of and abide by such standards. Suspected breaches of academic honesty will be investigated, and charges shall be laid if reasonable and probable grounds exist.

Students should review the York Academic Honesty policy for themselves at:

<http://www.yorku.ca/secretariat/policies/document.php?document=69>

Students might also wish to review the interactive on-line Tutorial for students on academic integrity, at:

<https://spark.library.yorku.ca/academic-integrity-what-is-academic-integrity/>

**Grading Scheme and Feedback Policy:** The grading scheme (i.e. kinds and weights of assignments, essays, exams, etc.) shall be announced, and be available in writing, within the first two weeks of class, and, under normal circumstances, graded feedback worth at least 15% of the final grade for Fall, Winter or Summer Term, and 30% for ‘full year’courses offered in the Fall/Winter Term be received by students in all courses prior to the final withdrawal date from a course without receiving a grade, with the following exceptions:

Note: Under unusual and/or unforeseeable circumstances which disrupt the academic norm, instructors are expected to provide grading schemes and academic feedback in the spirit of these regulations, as soon as possible. For more information on the Grading Scheme and Feedback Policy, please visit: <http://www.yorku.ca/univsec/policies/document.php?document=86>

**In-Class Tests and Exams - the 20% Rule:** For all Undergraduate courses, except those which regularly meet on Friday evening or on a weekend, tests or exams worth more than 20% will not be held in the two weeks prior to the beginning of the official examination period. For further information on the 20% Rule, please visit: <http://secretariat-policies.info.yorku.ca/policies/limits-on-the-worth-of-examinations-in-the-final-classes-of-a-term-policy/>

**Reappraisals:** Students may, with sufficient academic grounds, request that a final grade in a course be reappraised (which may mean the review of specific pieces of tangible work). Non-academic grounds are not relevant for grade reappraisals; in such cases, students are advised to petition to their home Faculty. Students are normally expected to first contact the course director to discuss the grade received and to request that their tangible work be reviewed. Tangible work may include written, graphic, digitized, modeled, video recording or audio recording formats, but not oral work. Students need to be aware that a request for a grade reappraisal may result in the original grade being raised, lowered or confirmed. For reappraisal procedures and information, please visit the Office of the Registrar site at: <http://myacademicrecord.students.yorku.ca/grade-reappraisal-policy>

**Accommodation Procedures:** LA&PS students who have experienced a misfortune or who are too ill to attend the final examination in an ADMS course should not attempt to do so; they must pursue deferred standing. Other students should contact their home Faculty for information. For further information, please visit: <http://ds.info.yorku.ca/academic-support-accomodations/>

**Religious Accommodation:** York University is committed to respecting the religious beliefs and practices of all members of the community, and making accommodations for observances of special significance to adherents. For more information on religious accommodation, please visit:
<https://w2prod.sis.yorku.ca/Apps/WebObjects/cdm.woa/wa/regobs>

**Academic Accommodation for Students with Disabilities (Senate Policy)**

The nature and extent of accommodations shall be consistent with and supportive of the integrity of the curriculum and of the academic standards of programs or courses. Provided that students have given sufficient notice about their accommodation needs, instructors shall take reasonable steps to accommodate these needs in a manner consistent with the guidelines established hereunder. For more information, please visit the Counselling and Disability Services website at <http://www.yorku.ca/dshub/>

York’s disabilities offices and the Registrar’s Office work in partnership to support alternate exam and test accommodation services for students with disabilities at the Keele campus. For more information on alternate exams and tests please visit <http://www.yorku.ca/altexams/>

Please alert the Course Director as soon as possible should you require special accommodations.

Effective Date: August 25, 2021