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needs assessment (with quotes-from participants), and a summary of the results of your needs assessment.

this write-up will be presented and discussed in lecture (approximately 5 pages).

Each person in the class is required to participate in the evaluation of another group's social marketing campaign (worth 5% of their final grade) using the criteria given

office hour appointment and can no longer attend, they are expected to cancel their appointment on OWL, in service of other students. Office hour appointments will be available a week in advance and will close 12 hours prior. Students will be provided with a Zoom link upon sign-up. Because this is a relatively large class, e-mail tends to be

Following receipt of approved accommodation from the counselling office, a makeup examination will be scheduled. Please note that makeup examinations will differ from the originally scheduled examinations, and may include written/short answer components.

The University recognizes that a student's ability to meet their academic responsibilities may, on occasion, be impaired by extenuating circumstances, including short-term illness or injury. Reasonable academic consideration is a

- a. Students will be allowed a maximum of two self-reported absences between September and April, and one self-reported absence between May and August;
- b. The duration of the excused absence will be for a maximum of 48 hours from the time the Self-Reported Absence form is completed through the online portal, or from 8:30am the following morning if the form is submitted after 4:30pm;
- c. The duration of the excused absence will terminate prior to the end of the 48 hour period, should the student undertake significant academic responsibilities (e.g., write a test, submit a paper) during that time;
- d. The duration of an excused absence will terminate at 8:30am on the day following the last day of classes each semester, regardless of how many days of absence have elapsed;
- e. Self-reported absences will not be allowed for scheduled final examinations; for midterm examinations scheduled during the December examination period; or for final lab examinations (i.e., "bellringers");
- f. Self-reporting may not be used for assessments (e.g., midterm exams, tests, reports, presentations, or essays) worth more than 30% of any given course;
- g. Students must be in touch with their instructors no later than 24 hours after the end of the period covered by the Self-Reported Absence form, to clarify the absence.

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agreement, currently between The University of Western Ontario and Turnitin.com (<http://www.turnitin.com>).

Computer-marked multiple-choice tests and/or exams may be subject to submission for similarity review by software that will check for unusual coincidences in answer patterns that may indicate cheating.

Information

If you want to discuss the course and/or are having challenges with any aspect of the course, you are encouraged to visit us during our zoom-based office hours. If you do not make the questions/challenges -6(c u1(c)0 Tc 0 Tw 2.9 0 Tdd()Tj-0.014Tc -0.005 Tw 0.76 0 Td()TjEw Tc 0 Tw 11.8846Td()

For groups that complete their focus groups on Wednesday, January 26th:

- x Needs Assessment due Wednesday February 9th @ 2:30pm
- x Epidemiological Assessment due Wednesday, March 2nd @ 2:30pm
- x SM Campaign and Write Up: March 16 @ 2:30pm
- x Evaluation and Exec Summary: Wednesday, March 30 @ 2:30pm

For groups that complete their focus groups on Wednesday, February 2nd:

- x Needs Assessment due Wednesday February 16th @ 2:30pm
- x Epidemiological Assessment due Wednesday March 9th @ 2:30pm
- x SM Campaign and Write Up: March 23rd @ 2:30pm
- x Evaluation and Exec Summary: Wednesday, March 30 @ 2:30pm

- x Be respectful of the diversity of viewpoints that you will encounter in the class and in your readings. The exchange of diverse ideas and opinions is part of the scholarly environment. “Flaming” is never appropriate.
- x Be professional and scholarly in all online postings. Cite the ideas of others appropriately.

Note that disruptive behaviour of any type during online classes, including inappropriate use of the chat function, is unacceptable. Students found guilty of Zoom-bombing a class or of other serious online offenses may be subject to disciplinary measures under the Code of Student Conduct.