



**CARLETON UNIVERSITY
BASIC MARKETING
BUSI 2204 /B
2019/WINTER
COURSE OUTLINE**

Instructor: Dora (Yun) Wang
Office: 1001 Dunton Tower
Office Hours: Mondays, 2:30 pm to 3:30 pm
Email: yun.wang3@carleton.ca
Phone Number: (613)520-2600 x1017

Course meets: Monday, 11:35 a.m. to 2:25 p.m.

Teaching Assistant: TBA
TA email: TBA

Precluded Courses:
Precludes additional credit for BUSI 2208.

COURSE DESCRIPTION:

Basic problems and practices in marketing. Marketing planning tools and strategies of firms.

LEARNING OBJECTIVES:

The main objectives of this course are to introduce students to the basic marketing concepts, methods and terminology, and to enable you to develop an understanding of marketing's role in modern organizations, on the one hand, and in the Canadian economic and social framework, on the other. The course will:

- examine the role of marketing and review its theoretical justification;
- introduce the main concepts, principles, and terminology of marketing;

- study environmental forces in markets and the behaviour of consumers within them;
- familiarize participants with the main elements of marketing strategy;
- outline the characteristics of marketing strategies in different application contexts; and
- provide an opportunity to begin developing the analytical and implementation skills needed for effective decision making in marketing and other management disciplines.

In addition, the course is designed to provide you with an opportunity to develop basic research and communication skills necessary to marketing decision-making and a successful career in marketing. As an introductory course, it will present a comprehensive overview of the entire marketing process. Other courses offered in the Marketing area will allow you to pursue your interests in more depth.

REQUIRED RESOURCES:

The required textbook:

Lamb, C.W., Hair, J.F., McDaniel, C., Boivin, M., Gaudet, D., and Shearer, J. (2018). *MKTG, Fourth Canadian Edition*. Toronto: Nelson Education.

ISBN-13: 978-0-17-672368-2

ISBN-10: 0-17-672368-4

Two hardcopies of the text are on reserve in the university library.

COURSE NORMS:

Use of cuLearn:

This course uses cuLearn, Carleton's learning management system. To access your courses on cuLearn go to <http://carleton.ca/culearn>. For help and support, go to <http://carleton.ca/culearn/students>. Any unresolved questions can be directed to Computing and Communication Services (CCS) by phone at 613-520-3700 or via email at ccs_service_desk@carleton.ca.

The course cuLearn website contains all the pertinent course information. This site will be the primary source for course announcements and distribution of materials including assignments, supplemental readings, etc. Grades will be posted to cuLearn as soon as they become available. In line with Sprott policy, it is your responsibility to check your grades by clicking on "Grades." In case of class cancellation due to inclement weather, an announcement will be posted on cuLearn as soon as possible.

Email Policy:

The best way to contact the instructor is to send him/her an email via cuLearn. If you wish to send him/her an email directly, **please add “BUSI 2204A” in your email’s subject line.** In keeping with Carleton University policy, your @cmail email account must be used for any enquiries which involve confidential student information (e.g., about grades or health issues). The instructor does not respond to student emails over the weekend. During the week, the instructor will endeavour to answer your emails within 48 hours; you should not expect an immediate response. S/he will also not answer by email questions that have already been asked and answered in class. Please use the cuLearn course Forum (discussion board) to ascertain whether your classmates can assist you.

Recording or Videotaping Policy:

Students are NOT permitted to audio or video record any portion of the class lectures, nor are you permitted to make digital images of the lecture slides. If you feel you require this form of accommodation, please contact the Paul Menton Centre to formally request accommodation.

Cellular Phone Usage Policy:

The use of cellular phones is not permitted in this class. It is disruptive to the instructor and other class members. If you carry a phone to class, please make sure it is turned off. If your cell phone rings during class, you will be asked to leave the class and not return that day. If an emergency situation requires you to keep your cell phone turned on, please discuss this with the instructor prior to the class.

Laptop Usage Policy:

Laptop (or tablet) use in class is allowed and encouraged for activities related to the class only. Do not use your laptop for any other purposes (e.g., surfing, emailing, watching videos on YouTube, etc.) which can be distractions to you and to those around you. Inappropriate use of your laptop in class will be noted and you will be asked to leave the class and not return that day; it will also affect your participation grade.

Course Requirements & Methods of Evaluation:

To accomplish the course objectives several learning methods are utilized. You are strongly encouraged to participate in class discussions, which are the best vehicle to fully express your ideas and to let others benefit from them. A case analysis will help develop and test your decision-making and communication abilities. Short cases and/or other exercises may also be integrated into the course lectures and discussions. A comprehensive project will give you the opportunity to probe and report on a marketing situation that is of particular interest to you (and

your group members) and to present and defend your ideas in a public forum during the project presentation. An in-class midterm exam and a final examination will help you consolidate the knowledge acquired throughout the course. The evaluation criteria are summarized as follows:

➤ Class Attendance & participation (individual)		5%
➤ Marketing News Bites (Individual, 2 submissions in total)		15%
• Marketing News Bites 1	7%	
• Marketing News Bites 2	8%	
➤ Marketing plan project (group)		30%
• Written report	25%	
• Presentation	5%	
➤ Midterm exam		20%
➤ Final exam		30%
TOTAL		100%

*Bonus Marks Up to 2%

***NOTE: To pass this course, students must achieve: (i) a minimum grade of 50% on the final exam, and (ii) a minimum grade of 50% on the group project.**

Satisfactory In-term Performance

- The criterion/criteria and the standard(s) for Satisfactory In-term Performance are as follow(s):
 - Minimum grade of 50% on the total grade for the group project (presentation + written report = total grade).
 - Minimum grade of 50% on the final exam.
- Unsatisfactory in-term performance in this course will lead to:
 - Failure in this course (regardless of the performance at the final exam or final project). YES NO

1. Class Attendance and Participation:

Your engagement and participation are necessary for learning and success. Class participation is equivalent to professionals' participation in meetings. It is, therefore, considered important to success in this course. Effective participation implies active and continuous contribution to class proceedings on the part of students in the form of raising or answering questions, commenting on

issues raised by the instructor or other students, or bringing to the attention of the class relevant items of interest from the media or personal experiences.

Arriving to class late or leaving during a class (except in extenuating circumstances and after informing the instructor) is rude to the instructor and your fellow students and disruptive of the learning environment. Such behaviour is not appreciated in any situation or organization, including this classroom and will affect your class participation mark.

***Please note that the 5% attendance will be calculated as following:**

- **Library information session → 2%**
- **3 days of presentations → each day for 1%**

It is a serious violation of academic integrity to ask someone to sign an attendance sheet for you or to sign an attendance sheet for others. Students who violate this regulation will automatically fail the course.

2. Marketing News Bites:

You are required to find a recent article or story about marketing in a newspaper or business magazine (published on or after June 1st, 2018). A written summary that illustrates the topic of interest and describe the key marketing concepts, extracted from the article in light of the marketing theory covered in classes prior to the submission of your assignment, should be submitted as per the class schedule. You must submit your assignment as an electronic file. A sample will be posted on cuLearn.

3. Marketing Plan Project:

A major take away from this course is the ability to construct a marketing plan. The written project will be implemented and a report written by self-selected teams. It will be done as a group project. Only one project write-up is required for the whole group. The purpose of the project is to allow you to take a real-life marketing problem, analyse it, and offer a well thought out solution. A grading rubric for the assignment will be posted on cuLearn. **You should expect to spend a considerable amount of time and effort on this assignment, so plan your time wisely.**

4. Midterm and 5. Final Exams:

The **midterm exam** will be held during regular class time. The midterm will be based on the textbook chapters and all lectures and materials covered in class up to the date of the midterm. The format of the exam will be discussed in class prior to the exam.

The **final examination** will be held during the formal exam period. The exact date and time will be announced later in the term. Students are advised to take final exam dates into consideration

prior to making any travel arrangements. The final exam will be based on all topics covered (in class and in the readings) during the term, with emphasis on the latter part of the course. The format of the final exam will be discussed in class. **Please note: students must achieve a minimum of 50% on the final exam to pass the course.** You will need to deal with the registrar's office should you miss a formally scheduled examination.

***Bonus Marks:**

Students have the opportunity to earn bonus credit in this course through one of two means: 1) participation in research studies at the Sprott School of Business, OR 2) participation in skill development workshops offered by the Centre for Student Academic Support.

Research Studies: If available, you can choose to participate in research studies being conducted by Sprott faculty, some of these studies may be conducted online, while others will require you to go to the Behavioural Lab in 1723 Dunton Tower. Check your email for a message from: sprott-admin@sona-systems.net to get your login and password. To sign up for specific projects go to: <https://sprott.sona-systems.com> or follow the link on cuLearn. Students will receive a 1% bonus credit for each hour of participation in a study, up to a maximum of 2%. This credit will be added to your final grade at the end of the term.

Skill Development Workshops: This course has been registered in the Incentive Program offered through the Centre for Student Academic Support (CSAS). CSAS Skill Development Workshops are designed to help students cultivate and refine their academic skills for a university environment. To earn up to **2%** bonus marks you are expected to attend up to **2 workshops** throughout the term. You may, of course, attend as many sessions as you like, but the maximum bonus credit is 2%.

Skill Development Workshops for the Winter 2019 term will be available starting **January 7th, 2019**, and must be completed by **April 9th, 2019**, to receive credit for the Incentive Program. This credit will be added to your final grade at the end of the term. To see the complete Skill Development Workshop schedule, please visit mySuccess via Carleton Central. You can also view your CSAS Skill Development Workshop attendance history at any time by logging into mySuccess. Attendance records will be updated every 7-10 days. In addition to the CSAS Skill Development Workshops hosted on campus, CSAS offers several online workshops. If you are interested in participating in an online workshop, you can self-enroll through the [CSAS Online Learning Community](#).

Finally, please review the Incentive Program participation policies. You can find more information about these policies here: carleton.ca/csas/incentive-program/.

If you have any questions related to the Incentive Program or the Learning Support Workshops, please contact the Centre for Student Academic Support at csas@carleton.ca or 613-520-3822.

MISSED CLASSES:

Students should attend all classes. Topics build on each other on a weekly basis; one missed class is detrimental to understanding new material. If an absence is unavoidable, the student is responsible for obtaining any missed information (i.e., contacting classmates to copy notes). To be fair to students that attended class, no class time or the professor's office time will be used to re-present the missed information.

GROUP ASSIGNMENTS:

The intent of having group assignments is to provide an opportunity for students to learn from each other in a more intimate setting than the classroom provides. Group work does NOT consist of dividing the assignment up into parts that may be completed by individuals and then throwing those parts together into one document. That is why a certain portion of the marks for each assignment are dedicated to how the assignment reads; it should flow as one piece of writing, not a collection of individual styles. Since you are considered to be working on the entire assignment together, **you are all jointly and individually responsible for any infractions of academic integrity**. This means that if one of you plagiarizes or fails to cite sources, all of you will receive the same penalty. You do not have recourse to the excuse that you personally did not complete that portion of the assignment – this is GROUP work. Please keep this in mind as you complete the Academic Integrity Declaration.

LATE PENALTY:

All assignments are due at the beginning of class. Once the lecture starts, your assignment is late. It is extremely rude to interrupt the lecture to hand your assignment in; wait until the break. Late assignments are penalized at the rate of 5% of the value of the assignment per day (e.g., an assignment worth 15 marks will be penalized 0.75 marks per day). This includes the first day. If you hand your assignment in after the lecture begins, you will lose 5%. Do NOT slide your assignment under the instructor's office door – this will result in a grade of 0 for the assignment. This course is very demanding. It is to your advantage to keep up with the required work and hand your assignments in on time. **No deadline extension will be given for group assignments.**

INABILITY TO COMPLETE AN ASSIGNMENT OR WRITE THE MIDTERM EXAM DUE TO ILLNESS:

A **Deferred midterm exam** may be arranged as soon as possible. The format may be different from the original midterm. Also, the coverage of this deferred midterm exam may be greater as new topics may have been covered in the meanwhile in class. The deferral examination policy at

Carleton (Section 2.5 in the CU Undergraduate Calendar) has been adapted to design the following policy.

Students who do not write or complete a [midterm] examination because of illness or other circumstances beyond their control may apply to write a deferred examination. In both cases, the application for a deferral must:

1. be made in writing to the professor no later than **three work days** after the original midterm examination; and
2. be fully supported by appropriate documentation and in cases of illness by a medical certificate dated no later than one working day after the examination or by appropriate documents in other cases. Medical documents must specify the date of the onset of the illness, the (expected) date of recovery, and the extent to which the student was/is incapacitated during the time of the examination.

The situation of students who cannot contribute to the **group project** due to certified illness will be dealt with according to the provisions of your Group Contract. Please be sure that you contribute to and are aware of the provisions outlined in your group's contract.

CORRESPONDENCE:

Response Time: Allow two working days to hear back. Therefore, it is best to e-mail far in advance with questions / comments. So, for example, there is no guarantee for an immediate response to an e-mail which was sent the day before a class or the day before the due date for a paper submission.

E-mail in general: Consider that there are opportunities to ask questions directly in class, or during office hours, that can be easily answered as opposed to waiting for an e-mail response. While e-mail is a great communication method, it is not always the best source.

Please be polite, respectful and follow good etiquette when writing emails. Try to write clear emails and be as brief as possible. Before you write "enquiry emails" about administrative aspects of the course, check the course outline or cuLearn to see if the information you are looking for is already posted. This is good professional business practice.

REMARKING:

From time to time, students have legitimate concerns about marks they have received on a piece of work submitted. It is important to understand that you do have recourse if you feel that any paper handed back to you has not been marked appropriately for the work you have submitted.

If you ever feel this way during this course, you must embark upon the following procedure **within one week** of the paper being handed back in class:

- 1) Indicate in writing specifically what your concern(s) is (are). This does not mean that you simply say “I think I deserve more marks.” You must clearly indicate where the marker made a mistake in his/her marking of the paper. In this regard, you must refer to the class notes, excerpt in the textbook, etc., supporting your claim.
- 2) After completing #1 above, you must submit the paper with your comments back to the Professor ***within one week*** of the paper being handed back in class. If you did not pick up the paper when it was handed back, you still have only one week from the original hand-back date to request a remark.
- 3) If a paper is not resubmitted following the above guidelines, the Professor will regard the mark as originally assigned to be final. NO MARKS will be changed at a later date.

It is important to note that the Professor reserves the right to remark the entire paper in question and to either leave the mark as is or to change it positively or negatively as required.

COURSE SCHEDULE:

While every attempt will be made to keep to the schedule listed below, unforeseen circumstances may necessitate modifications throughout the semester.

Session/ Date	Topics	Readings	Deliverables
1 January 7	- Course Administration Overview - Course Overview - An Introduction to Marketing	Chapter 1	List of groups: Submit members' names to instructor via email
2 January 14	- Strategic Planning for Competitive Advantage - Marketing Environment, Social Responsibility, & Ethics	Chapter 3 Chapter 2	
3 January 21	- Library Information Session - Class will meet in AT 102 - <i>Grading Rubric for Marketing Plan Project</i>		Note: Failure to attend will result in a 2% penalty to your final grade
4 January 28	- Consumer Decision Making - Business Marketing	Chapter 6 Chapter 7	Items due on cuLearn: - Group Project Proposal - Group Contract
5 February 4	- Segmenting, Targeting, & Positioning - Marketing Research	Chapter 8 Chapter 5	Items due on cuLearn: Mktg. News Bites (#1)
6 February 11	Midterm Examination – in class		
Statutory holiday & Winter break – no class (February 18 – 22)			
7 February 25	- Product Concepts - Developing & Managing Products - Services & Non-profit Organizations - <i>Midterm Debrief</i>	Chapter 10 Chapter 11 Chapter 12	
8 March 4	- Marketing Communications - Promotion Decisions	Chapter 16 Chapter 17-19	Items due on cuLearn: Mktg. News Bites (#2)

9	- Pricing Decisions	Chapter 13	
March 11	- Retailing	Chapter 14	
	- Marketing Channels and Supply Chain Management	Chapter 15	
10	- Mktg. Plan Group Project presentations (1)		
March 18			
11	- Mktg. Plan Group Project presentations (2)		
March 25			
12	- Mktg. Plan Group Project presentations (3)		Items due on cuLearn:
April 1	- Course wrap-up		- Mktg. Plan Report
			- Academic Integrity Declaration
			- Peer Evaluations (if using)
Final Examination			
(Between April 12-27)			

ADDITIONAL INFORMATION

Course Sharing Websites

Materials created for this course (including presentations and posted notes, labs, case studies, assignments and exams) remain the intellectual property of the author(s). They are intended for personal use and may not be reproduced or redistributed without prior written consent of the author(s).

Required calculator in BUSI course examinations

If you are purchasing a calculator, we recommend any one of the following options: Texas Instruments BA II Plus (including Pro Model), Hewlett Packard HP 12C (including Platinum model), Staples Financial Calculator, Sharp EL-738C & Hewlett Packard HP 10bII

Group work

The Sprott School of Business encourages group assignments in the school for several reasons. They provide you with opportunities to develop and enhance interpersonal, communication, leadership, follower-ship and other group skills. Group assignments are also good for learning integrative skills for putting together a complex task. Your professor may assign one or more group tasks/assignments/projects in this course. Before embarking on a specific problem as a group, it is your responsibility to ensure that the problem is meant to be a group assignment and not an individual one.

In accordance with the Carleton University Undergraduate Calendar (p 34), the letter grades assigned in this course will have the following percentage equivalents:

A+ = 90-100	B+ = 77-79	C+ = 67-69	D+ = 57-59
A = 85-89	B = 73-76	C = 63-66	D = 53-56
A - = 80-84	B - = 70-72	C - = 60-62	D - = 50-52
F = Below 50			

Grades entered by Registrar:

WDN = Withdrawn from the course

DEF = Deferred

Academic Regulations

University rules regarding registration, withdrawal, appealing marks, and most anything else you might need to know can be found on the university's website, here:

<http://calendar.carleton.ca/undergrad/regulations/academicregulationsoftheuniversity/>

Requests for Academic Accommodation

You may need special arrangements to meet your academic obligations during the term. For an accommodation request, the processes are as follows:

Pregnancy obligation

Please contact your instructor with any requests for academic accommodation during the first two weeks of class, or as soon as possible after the need for accommodation is known to exist.

For more details, visit the Equity Services website: carleton.ca/equity/wp-content/uploads/Student-Guide-to-Academic-Accommodation.pdf

Religious obligation

Please contact your instructor with any requests for academic accommodation during the first two weeks of class, or as soon as possible after the need for accommodation is known to exist. For more details, visit the Equity Services website: carleton.ca/equity/wp-content/uploads/Student-Guide-to-Academic-Accommodation.pdf

Academic Accommodations for Students with Disabilities

If you have a documented disability requiring academic accommodations in this course, please contact the Paul Menton Centre for Students with Disabilities (PMC) at 613-520-6608 or pmc@carleton.ca for a formal evaluation or contact your PMC coordinator to send your instructor your Letter of Accommodation at the beginning of the term. You must also contact the PMC no later than two weeks before the first in-class scheduled test or exam requiring accommodation (if applicable). After requesting accommodation from PMC, meet with your instructor as soon as possible to ensure accommodation arrangements are made. carleton.ca/pmc

Survivors of Sexual Violence

As a community, Carleton University is committed to maintaining a positive learning, working and living environment where sexual violence will not be tolerated, and is survivors are supported through academic accommodations as per Carleton's Sexual Violence Policy. For more information about the services available at the university and to obtain information about sexual violence and/or support, visit: carleton.ca/sexual-violence-support

Accommodation for Student Activities

Carleton University recognizes the substantial benefits, both to the individual student and for the university, that result from a student participating in activities beyond the classroom experience. Reasonable accommodation must be provided to students who compete or perform at the national or international level. Please contact your instructor with any requests for academic accommodation during the first two weeks of class, or as soon as possible after the need for accommodation is known to exist. <https://carleton.ca/senate/wp-content/uploads/Accommodation-for-Student-Activities-1.pdf>

For more information on academic accommodation, please contact the departmental administrator or visit: students.carleton.ca/course-outline

Academic Integrity

Violations of academic integrity are a serious academic offence. Violations of academic integrity – presenting another's ideas, arguments, words or images as your own, using unauthorized material, misrepresentation, fabricating or misrepresenting research data, unauthorized co-operation or collaboration or completing work for another student – weaken the quality of the degree and will not be tolerated. Penalties may include; a grade of Failure on the submitted work and/or course; academic probation; a refusal of permission to continue or to register in a specific degree program; suspension from full-time studies; suspension from all studies at

Carleton; expulsion from Carleton, amongst others. Students are expected to familiarize themselves with and follow the Carleton University Student Academic Integrity Policy which is available, along with resources for compliance at: <https://carleton.ca/registrar/academic-integrity/>.

Sprott Student Services

The Sprott student services office, located in 710 Dunton Tower, offers academic advising, study skills advising, and overall academic success support. If you are having a difficult time with this course or others, or just need some guidance on how to successfully complete your Sprott degree, please drop in any weekday between 8:30am and 4:30pm. Our advisors are happy to discuss grades, course selection, tutoring, concentrations, and will ensure that you get connected with the resources you need to succeed! <http://sprott.carleton.ca/students/undergraduate/learning-support/>

Centre for Student Academic Support

The Centre for Student Academic Support (CSAS) is a centralized collection of learning support services designed to help students achieve their goals and improve their learning both inside and outside the classroom. CSAS offers academic assistance with course content, academic writing and skills development. Visit CSAS on the 4th floor of MacOdrum Library or online at: carleton.ca/csas.

Important Information:

- Students must always retain a hard copy of all work that is submitted.
 - All final grades are subject to the Dean's approval.
 - For us to respond to your emails, we need to see your full name, CU ID, and the email must be written from your valid CARLETON address. Therefore, in order to respond to your inquiries, please send all email from your Carleton CMail account. If you do not have or have yet to activate this account, you may wish to do so by visiting <http://carleton.ca/ccs/students/>
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IMPORTANT DATES & DEADLINES – Winter 2019

January 2, 2019

University reopens.

January 7, 2019

Winter term classes begin.

January 18, 2019

Last day for registration for winter term courses.

Last day to change courses or sections (including auditing) for winter term courses.

January 18-20, 25-27, 2019

Fall term deferred final examinations will be held.

January 31, 2019

Last day for withdrawal from winter term and winter portion of fall/winter courses with full fee adjustment. Withdrawals after this date will result in a permanent notation of WDN on the official transcript.

February 1, 2019

Last day for receipt of applications for admission to the Bachelor of Architectural Studies and the Bachelor of Social Work degree programs for the fall/winter session.

February 15, 2019

April examination schedule available online.

February 18, 2019

Statutory holiday. University closed.

February 18-22, 2019

Winter Break, no classes.

March 1, 2019

Last day for receipt of applications from potential spring (June) graduates.

Last day for receipt of applications to Bachelor of Humanities, Bachelor of Industrial Design, Bachelor of Information Technology (Interactive Multimedia and Design), Bachelor of Journalism, Bachelor of Journalism and Humanities, and the Bachelor of Music degree programs for the fall/winter session.

Last day for receipt of applications for admission to an undergraduate program for the summer term.

Last day for receipt of applications for admission from candidates who wish to be guaranteed consideration for financial assistance (including Carleton fellowships, scholarships and teaching assistantships) administered by Carleton University. Candidates whose applications are received after the March 1 deadline may be considered for the award of a fellowship, scholarship or teaching assistantship (Graduate students only).

March 15, 2019

Last day to request Formal Examination Accommodation Forms for April examinations to the Paul Menton Centre for Students with Disabilities. Note that it may not be possible to fulfil

accommodation requests received after the specified deadlines.

March 26, 2019

Last day for summative tests or examinations, or formative tests or examinations totalling more than 15% of the final grade, in winter term or fall/winter courses before the official examination period (see Examination regulations in the Academic Regulations of the University section of the Undergraduate Calendar/General Regulations of the Graduate Calendar).

April 1, 2019

Last day for receipt of applications for admission to an undergraduate program for the fall/winter session, from candidates whose documents originate outside Canada or the United States, except for applications due February 1 or March 1.

April 9, 2019

Winter term ends.

Last day of fall/winter and winter term classes.

Last day for take home examinations to be assigned, with the exception of those conforming to the Examinations regulations in the Academic Regulations of the University section of the Undergraduate Calendar/General Regulations of the Graduate Calendar.

Last day for academic withdrawal from fall/winter and winter term courses.

Last day for handing in term work and the last day that can be specified by a course instructor as a due date for term work for fall/winter and winter term courses.

April 10-11, 2019

No classes or examinations take place.

April 12-27, 2019

Final examinations in winter term and fall/winter courses may be held. Examinations are normally held all seven days of the week.

April 19-21, 2019

Statutory holiday. University closed. No examinations take place.

April 27, 2019

All take home examinations are due on this day, with the exception of those conforming to the Examinations regulations in the Academic Regulations of the University section of the Undergraduate Calendar/General Regulations of the Graduate Calendar.

May 1, 2019

Last day for receipt of applications for undergraduate internal degree transfers to allow for registration for the summer session.

May 17-29, 2019

Fall/winter and winter term deferred final examinations will be held.

May 20, 2019

Statutory holiday. University closed. No examinations take place.

June 1, 2019

Last day for receipt of applications for admission to an undergraduate program for the fall/winter session except for applications due February 1 or March 1 or April 1.