



Zekelman School of Business

Program Handbook

B012

Business Marketing

Contents

1. Purpose of the Handbook	4
2. Message from the Chair	4
3. Contact Information and Communication	5
3.1 Coordinator	5
3.2 College Email Communication	5
3.3 College Hours	5
3.4 After Hours Access	6
4. Academic Expectations	6
4.1 Rights and Responsibilities	6
4.2 Professionalism	6
4.3 Personal Device and Social Media Usage	7
4.4 Classroom Expectations and Responsibilities	7
4.5 Academic Integrity	9
5.1 Program Description	9
5.2 Program Admission Requirements	10
5.3 Program Curriculum Requirements	10
5.4 General Education Requirements	10
5.5 Pre/Co-Requisites	11
5.6 Course Outlines and Syllabuses	11
5.7 Program Technology Requirements	12
5.8 Academic Dates	12
5.9 Timetables and Course List	13
5.10 Course Add/Drop	13
6. Credit Transfer, Pathways & PLAR	13
7. Experiential Learning	14
7.1 Capstone	15
7.2 Clinical	15
7.3 Co-Op	15
7.4 Placement	15
8. Learning Management System and Technology Requirements	15
8.1 Program Requirements for Technology and Access	16
9. Attendance and Evaluations for Academic Success	16

10.	Student Assistance and Supports	17
11.	Awards, Scholarships, and Bursaries.....	17
12.	Academic Progression Through Your Program	18
13.	Academic Integrity Appeals, Grade Appeals, and Learning Environment Concerns Processes.....	19
14.	Equipment and Facilities	20
15.	Student Feedback	21
16.	Quality Assurance	23
17.	Handbook Revision Log	24

1. Purpose of the Handbook

This academic handbook serves as a vital resource, providing students with essential information to support their academic journey. It is updated annually and applies to both new and returning students for the current academic year. Any changes made outside of the annual update will be communicated through college email. Students are responsible for reviewing the latest edition of their academic handbook.

The handbook should be used alongside general information available on the St. Clair College website. The website offers details on [Student Services](#), [Safety and Security](#), [Student Rights and Responsibilities](#), and other important college resources.

2. Message from the Chair

Welcome to the Zekelman School of Business.

On behalf of St. Clair College and the Zekelman School of Business, we are pleased to welcome you. You are joining a community that values innovation, leadership, and real-world learning. Here at the Zekelman School of Business, you'll gain the knowledge, skills, and experiences to succeed in today's fast-changing business world.

Take advantage of the many opportunities to connect with faculty, industry partners, and fellow students, and use every resource available to support your growth throughout your journey here at St. Clair College.

We look forward to seeing you develop into the next generation of business leaders.

Jimmy Parsons

Chair, Zekelman School of Business

3. Contact Information and Communication

For all St. Clair College contacts, including administrative staff and academic chairs, you can use the following link: [St. Clair College Board Staff](#)

3.1 Coordinator

Program coordinators are an essential resource for most college information. Students are encouraged to reach out to the program coordinator to help navigate any program-specific challenges or concerns. Program coordinator contact information can be found on your program webpage; you can navigate to your program page by following the link here: <https://www.stclaircollege.ca/programs/business-marketing>

3.2 College Email Communication

Students are expected to use their St. Clair email when communicating electronically with the College, including communicating with faculty. Only email messages received from students using their College email will be treated as legitimate. All communications to registered students from the College will be through the College email system.

Students are expected to check their student email accounts regularly.

When corresponding with anyone at the college, please include your name, student number, and program information. Emails are responded to during business hours and it typically takes 1-3 business days to reply to an email. Any abusive or harassing language will not be tolerated and goes against the Student Code of Rights and Responsibilities.

3.3 College Hours

The College's hours of operation can be found online, using this link here: [Hours of Operation | St. Clair College](#)

Holidays may impact the hours of operation for each campus and each department. Any disruptions to the College's regular business hours (such as due to inclement weather) will be communicated to students both by email and on the website.

3.4 After Hours Access

Students may access the College after hours with appropriate supervision. This may include accessing classroom or lab space to complete assignments. Any request for after hours access should be communicated well in-advance to the appropriate person(s) such as the program chair, program coordinator, faculty, and/or the security team.

Information on the security team can be found here: [Campus Security & Emergency Services | St. Clair College](#)

4. Academic Expectations

Academic expectations for St. Clair students revolve around responsibility, engagement, and integrity. Students are expected to manage their coursework effectively, meet deadlines, and actively participate in their learning. Upholding academic integrity and adhering to institutional policies ensures a fair and respectful learning environment that prepares students for future professional success.

4.1 Rights and Responsibilities

Students at St. Clair College are members of our college community. Therefore, students have both Rights and Responsibilities. These Rights and Responsibilities can be found in the policy titled [Code of Student Rights and Responsibilities \(referred to as “The Code”\)](#). The Code is referenced multiple times throughout this Program Handbook and is one of the most important tools at your disposal.

Students have rights to the enjoyment of a safe learning environment and fair treatment in accordance with the rules, regulations, and discipline of the College.

Students have responsibilities to conduct themselves honourably and maturely in pursuit of their academic goals and, at the least, in accordance with federal, provincial, and municipal laws and with College rules and regulations.

4.2 Professionalism

The College recognizes that the privilege of pursuing an education includes the responsibility of all members of the College community to maintain high standards of conduct. The College shall treat students as adults who are capable of and responsible for conducting their affairs with courtesy

and proper regard for the rights of others and of the College community. The College expects that students will be responsible for things like:

- Respecting other people's health, safety, and right to security
- Communicating with faculty, counselors, and staff in order to resolve problems
- Observing requirements concerning attendance, punctuality, and appropriate behaviour
- Participating in meetings and correspondence when requested

Please refer to The Code for a more comprehensive list.

4.3 Personal Device and Social Media Usage

To support a quality and respectful learning environment both in the classroom and in Work Integrated Learning (WIL) experiences, the use of cell phones and laptop computers for social networking should only occur during break times, before/after class, and during formal break time during WIL experiences.

The College provides free wireless internet access. Be aware that this is an open and unencrypted wireless connection to the Internet. That said, it is highly advisable that you have adequate security protection on your personal device before connecting to minimize security risks to your device.

As a student and future professional, it is essential to maintain professional boundaries in all communication, including social media. Make sure your posts reflect the professional image you want to project, as if a potential employer were viewing them.

Maintain privacy of all care and service activities when in practical work experiences:

1. Do not take or post any pictures during WIL experiences or involved in lab activities
2. Maintain client-provider relationships and boundaries. The addition of a client to a "friendship" status online is unacceptable.

Please respect the fact that your faculty and staff will not invite you to their personal web pages when you are a current student, nor will they accept any invitations to your personal sites.

4.4 Classroom Expectations and Responsibilities

At St. Clair College, both faculty and students have responsibilities in the classroom.

Faculty responsibilities:

- Provide to students at the start of each course a course outline and a course syllabus, which indicates the due dates for all assessed items (assignments, tests, exams, case studies, presentations etc.) and the respective weighting of each item toward the student's final grade.
- Return assessed items promptly and review with students. It is the responsibility of the student to ask any questions regarding the assignment with the faculty member outside class time during posted office hours, if required.
- Respond to student requests to discuss performance or questions in respect to their coursework and assessed items.
- Respond to student emails/voicemails within a reasonable timeframe.
- Ensure course learning outcomes are covered in assessments.

Student responsibilities:

- Attend and participate in lectures, labs, presentations, group work, field trips or other learning activities related to the course and program.
- Students are not permitted to record lectures or take pictures without the consent of faculty and/or students. Content from the course is not to be posted on any external websites.
- The use of an electronic translator is prohibited. Students must be able to communicate in English.
- Electronic devices may be used for learning or instructional purposes. Faculty or technologists may request devices be put away when a safety issue or distraction occurs.
- Adhere to all deadlines for assessed items.
- Write final exams as per the schedule posted by the Program Coordinator/Faculty.
- Please consult with the Program Coordinator/Faculty regarding final exam dates and times.
- Submit coursework in the requested format, described by the faculty member in the rubrics or guidelines, by the specified deadline.
- Fully disclose and completely reference all sources used in submitted course assessments and not engage in academic misconduct.
- Advise faculty of circumstances that would prevent the completion of assessments, prior to the deadline, and provide required documentation.

Classroom practices extend to online and hybrid learning environments.

Please note: Students registered with Student Services and have an Academic Accommodation Plan for approved electronic devices are permitted to do so with the faculty's knowledge.

4.5 Academic Integrity

When students graduate from St. Clair College, the college holds a ceremony called Convocation. Each graduate is presented with a stole, a symbol of the graduate's accomplishment.

The stole, along with the certificate, diploma, or degree credentials, bestowed by the college, is a recognition that the student has satisfied the learning requirements of their program.

Credentials are earned by students who apply themselves with honest academic effort. Shortcuts for the sake of grades - instead of doing the work with integrity - negatively impact a student's ability to develop the knowledge and skills they need. Negative consequences can result, both while at school and into the future when students take shortcuts in violation of academic integrity principles. Upholding standards of academic integrity ensures that students earn credit only for what they can demonstrate they have learned.

St. Clair College is committed to ensuring that *learning* is the basis upon which academic credentials are earned.

At St. Clair College, you have to **learn it to earn it**.

The Centre for Academic Excellence and Quality Assurance (CAE) works with faculty, students, and all stakeholders to make academic integrity a priority. The CAE also provides supports and resources when students go through an academic integrity appeal.

More information on what academic integrity is, what the different types of misconducts are, and what the appeal process looks like can be found on this page: [Academic Integrity at St. Clair College](#).

5. Program Information

5.1 Program Description

Each program has a specific description that defines what the program is about, what students will be learning, and what kinds of careers students can look forward to after graduating. Program descriptions can be found on each program page. You can navigate to your program page here:

<https://www.stclaircollege.ca/programs/business-marketing>

The program description for this program is:

For students interested in a career in promotion and sales, marketing is the stream to pursue. The graduate of Business - Marketing will possess the presentation skills necessary to promote and sell products or services. Graduates will gain knowledge of the new technology being utilized in marketing and will learn the intricacies of marketing research. This program will appeal to students who are outgoing and self-confident with a strong interest in business and sales. To succeed students must be self-motivated and able to interact well with others.

5.2 Program Admission Requirements

All programs have specific admission requirements that must be met prior to entry into the program. You can review the admission requirements for this program by accessing the program page in the link above, and then navigating to the **Admissions** tab.

5.3 Program Curriculum Requirements

Vocational Learning Outcomes (VLOs) are one of the elements of program standards and are also referred to as "program goals" for programs that do not have published provincial standards. The VLOs set out the culminating demonstration of learning and achievement that the student must reliably demonstrate before graduation. Learning outcomes are interrelated and when viewed as a whole, they identify what students will be able to do at the completion of a program.

VLOs are found on your program page, under the **More Info** tab.

5.4 General Education Requirements

In programs of instruction leading to either an Ontario College Diploma or an Ontario College Advanced Diploma, it is required that graduates have been engaged in learning that exposes them to at least one discipline outside their main field of study and increases their awareness of the society and culture in which they live and work. This is accomplished by students taking 3 courses (or the equivalent) designed separately from vocational learning outcomes. The College identifies electives as being a course with a course code ending with 'G' (such as SSC 110G)

General Education Electives may fall under one of the following themes.

- Civic Life
- Social and cultural understanding
- Personal understanding
- Science and technology

- Arts in Society

Should you need to choose an elective (i.e. ELEC appears on your course list). Students are sent an email telling them that they have to choose an elective, with instructions on how to choose one and what elective options are available.

5.5 Pre/Co-Requisites

Pre-requisites are courses that must be taken before progressing into the next course.

Co-requisites are courses that must be taken together.

Specific requisites for your program can be identified on the program page, underneath the tab titled .

The Pre/Co-Requisites for your program version are found below the listing of courses. Please note that some programs may have two active versions. This means that your course list and requisite list may be located under the **Past Cohorts:** header, if you started the program before a recent update. All this means is that your class list and requisite list may be different compared to the most recent program version. You can speak to your program coordinator about what this means for you, if you have questions.

Requisites can impact your progression throughout the program. Students who are out of sync with their program chart may require assistance in planning and selecting courses for their next semester in order to meet program requirements. Academic advisors are available throughout the academic year to meet with students to review their course and program options. During most times of the year, [you can book an appointment with an Academic Advisor here](#). Academic Advising is located within the Registrar's Office. You can visit the Registrar's Office in person to get more information.

5.6 Course Outlines and Syllabuses

Course outlines and supporting syllabuses and the information those documents contain are crucial to the students who are enrolled in St. Clair College courses, since these documents allow students:

- To know what learning, knowledge, attributes, or skills they will acquire by taking the course, (Course Outline – Learning Outcomes and Essential Employability Skills (EESs))
- To know the content or subject matter of the course. (Course Outline – Embedded Knowledge and Skills)

- To know the Assessment Plan which sets out the methods by which they will be assessed during the course as well as the inter-relationship and relative weighting of each form and numbers of assessments. (Course Outline)
- To know the teaching and learning activities which sets out the methods by which they will be engage with the course material in alignment with course learning outcomes and assessment plan. (Course Outline)
- To understand the specifics of what is being asked of them in the course and the guidelines or rules that govern the situation, (Syllabus)
- To know what their responsibilities are with respect to participating in the learning plan set out in the syllabus, (Syllabus)
- To be informed of the timelines within which assignments or other measures of learning must be submitted and the required methods of submission, and, (Syllabus)
- To understand and anticipate what to expect from the course itself and the faculty who is delivering the course. (Course Outline and Syllabus)

You can obtain all previous and current course outlines using your Student Information System. Students are required to review the course outline to acquire the correct resources/textbooks.

A course syllabus is provided at the beginning of the course by faculty.

5.7 Program Technology Requirements

Some programs at the College may require that students come prepared with equipment or tools required for full program participation. Any technology requirements will be listed on the program page. You can navigate to your program page here: [Our Programs | St. Clair College](#)

All program technology requirements can be found here:

<https://www.stclaircollege.ca/sites/default/files/block/recommended-computer-specs.pdf>

5.8 Academic Dates

It is the student's responsibility to be aware of various important academic dates throughout the year. These academic dates are posted on the [College website here](#).

Please note that Continuing Education courses and Apprenticeship programs may have different start dates and exam dates for courses.

5.9 Timetables and Course List

Students can find the timetable by following the steps below:

1. Log in to [my St. Clair](#)
2. Click on Timetable
3. Review the timetable week-by-week

A current summary of all courses within the program can be found on your program page, under the “Courses” tab.

5.10 Course Add/Drop

Students in most programs are enrolled in block schedules. This means that the Registrar’s Office will assign blocks of classes to students before each semester. Dropping a course can be done electronically, by filling out the [web form here](#).

It is strongly recommended that students consult with the Program Coordinator or Academic Advisor prior to dropping a course.

- If a course withdrawal is processed prior to the deadline date, a dropped course will be recorded as a “DR” (Dropped) on the transcript.
- If a course withdrawal is processed after the deadline, a “WP” (Withdrawn Passing) or “WF” (Withdrawn Failing) will be recorded on the transcript.

Adding a course requires special permissions. Please visit your Program Coordinator or Academic Advisor to request a course addition.

Continuing Education and OntarioLearn courses are not included in student full-time fees. Students wishing to take these part-time courses are required to pay the full fee for the individual course(s). Students may add these or other courses by browsing the [Continuing Education page](#).

6. Credit Transfer, Pathways & PLAR

Transfer Credits

Transfer Credits can be applied for by students who wish to obtain a transfer of previously acquired academic credit(s). These previously acquired academic credits may have been taken at another

post-secondary educational institution (external) or may have been taken as part of a different program offered at St. Clair College (internal).

Students and applicants can explore transfer credit options here: <https://www.ontransfer.ca/>

Only current students can apply for transfer credits because the process begins on SIS. In most situations, students must provide an official transcript, official course outlines and/or syllabi, and pay the fee.

Step-by-step instructions are found on [the webpage here](#). All approved transfer credits not already on the pre-approved list will be subject to an internal audit before final approval can be given.

Pathway Agreements

St. Clair College has a number of articulation and pathway agreements with post-secondary institutions in Ontario, Canada and Internationally. Through these agreements, graduates may receive transfer credit for several courses, a full semester or a full year (or more) toward another post-secondary credential.

The page to explore available pathways can be [found here](#).

Start with the Registrar's Office of the school you wish to pursue. For example, if you wish to explore the transfer to the Bachelor of Engineering Technology degree with Cape Breton University (CBU), you should start by contacting CBU's Registrar's office. Admission requirements and curricula change, these changes may alter these agreements.

Prior Learning Assessment and Recognition (PLAR)

A PLAR is a recognition of learning that is not covered by the transfer credit process. This includes learning completed through employment, self-directed study, volunteering, seminars, travel, or other experiences.

Only current students can apply for PLAR credit review.

The process begins with a conversation with the Chair and/or the program coordinator. Once it is determined that there is sufficient evidence to warrant a PLAR review, the Chair or the coordinator will start by filling out the Course Addition Form. Faculty would then complete the PLAR with the student by filling out an additional document. This signed form as well as any attachments are sent to the Registrar who will then send it to the auditor.

All finalized PLARs will be subject to an internal audit before final approval can be given.

7. Experiential Learning

Experiential learning (EL) provides a hands-on, practical approach to education that allows students to apply theoretical knowledge in real-world or simulated environments. Some programs can have a combination of clinical, co-op, placement, and capstone while some have only a capstone. [The Genesis Experiential Learning and Career Centre](#) can provide more information about EL opportunities at St. Clair College.

7.1 Capstone

Capstone assessments serve as the culminating academic performance for students. The assessment activities are multifaceted and designed to assess complex performances related to the vocational learning outcomes (VLOs) of the program along with the essential employability skills (EES). A Capstone course can take place either as Work-Integrated Learning (WIL), or in a classroom setting. In most situations, a program that does not have a clinical, co-op, or placement course will have a capstone course as part of the program's Experiential Learning.

7.2 Clinical

Clinical courses are scheduled hours of hands-on experience in a hospital or healthcare setting.

Not applicable for this program.

7.3 Co-Op

Co-op (co-operative education) is a scheduled period of paid employment in a field related to the program, typically between academic years. Co-ops can be mandatory or non-mandatory.

Not applicable for this program.

7.4 Placement

A placement is a structured, supervised work experience that is integrated into the program.

Not applicable for this program.

8. Learning Management System and Technology Requirements

Blackboard is St. Clair's learning management system (LMS). Blackboard allows faculty and students to communicate and collaborate within a designated course space. Faculty can post/send messages to students using the announcement feature and email. Your St. Clair College email

address is the only email address that should be used for communication between faculty and students.

Students gain access to Blackboard typically a few days before the start of each course.

Students can review relevant information and troubleshooting steps here:

<https://www.stclaircollege.ca/it-services/blackboard>

Some programs also contain minimum hardware and software requirements. [Click here to review the minimum required specs for each program.](#)

8.1 Program Requirements for Technology and Access

Certain programs across the College have unique requirements which students must meet in order to actively participate in all aspects of the program or specific courses. All students at the College must complete the following mandatory modules in their first semester:

1. Emergency Response for Students.
2. Consent and Sexual Misconduct Reporting.
3. Student Code of Rights and Responsibilities

Information about these modules, including deadlines, can be found on the [Student Hub page here.](#)

Each module will be posted on your Blackboard site and will take approximately twenty (20) minutes to complete.

9. Attendance and Evaluations for Academic Success

Students are expected to attend and participate in all scheduled learning activities. Attendance is compulsory where required by external accrediting or sponsoring bodies.

Attendance, in itself, is not used in determining grades. Grades are determined solely by academic performance. Grades are determined solely by academic performance. Students must recognize, however, that academic performance sometimes entails presence and participation, especially in cases where absence may adversely affect the achievement of other students, e.g., oral presentations, group activities, etc. In all such cases, course outlines will specify the required involvement.

9.1 How to report Absence

Students should communicate all absences to their teacher as soon as possible, ideally before the scheduled learning activity.

9.2 Documentation for Absences

Teachers have the right to ask for documentation to corroborate an absence (e.g., a doctor's note if you're sick or an obituary if you're attending a funeral). Teachers and staff have the right to follow-up on any documentation, such as by calling your doctor's office to confirm the legitimacy of the note.

10. Student Assistance and Supports

10.1 Academic Assistance

Academic assistance is available to students through a variety of avenues. The Program Coordinator and/or Student Services can advise on specific program and course information, as well as on the wide range of supports available at the College. St. Clair's Student Services team can provide assistance with [accessibility, academic supports, and mental and physical health](#).

10.2 Tutoring

Peer tutoring is a free service offered to full-time enrolled St. Clair College students. Qualified tutors provide support to review and clarify course materials. They may also provide valuable insight and mentorship while navigating your academic journey.

You can review the tutoring services here: <https://www.stclaircollege.ca/academic-support/tutoring-services>.

10.3 Advisors

Academic advising can help you navigate what you need to do in order to successfully complete your program of study. During most times of the year, you can [book an appointment with an Academic Advisor here](#). Academic Advising is located within the Registrar's Office. You can visit the Registrar's Office in person to get more information.

11. Awards, Scholarships, and Bursaries

St. Clair College's Awards, Scholarships and Bursaries are some of the major sources of financial assistance available to students who are pursuing a post-secondary education at the College.

Please visit the Financial Aid webpage here for the latest information:
<https://www.stclaircollege.ca/financial-aid>

The federal and provincial governments also provide assistance to students in financial need through the Ontario Student Assistance Program (OSAP) and other related programs. Information pertaining to these programs as well as the link to the OSAP website can be found [here](#).

12. Academic Progression Through Your Program

12.1 Academic Progression

The College's approach to academic progression is governed by the [Program Progression and Graduation Requirements](#) policy.

Students in all St. Clair College programs will be informed of the applicable promotion and graduation requirements which will determine their successful progression through the Program of Study leading to graduation. These requirements are provided by applicable course outlines, the College web site, program information manuals or directly through the Registrar's Office (typically through emails).

Students enrolled in Non-Degree programs must achieve a minimum overall average acceptable achievement for progression not lower than the level typically designated by C or 60% (GPA of 2.0) across all program requirements, including the breadth and discipline-related requirements

12.2 Probation, Dismissal, Suspension

The College's approach to academic standing is governed by the [Academic Standing](#) policy.

Students in all St. Clair College programs will be informed of an academic probation, academic dismissal, or an academic suspension. These notices will be sent to your St. Clair College email, typically after the end of a semester. These communications will include all relevant information, including steps on how to seek re-admission or how to appeal a grade.

12.3 Withdrawal

The College's approach to withdrawals is governed by the [Withdrawal from Programs/Courses and Refunds](#) policy.

Students can withdraw from their program of study or individual course(s) at any time. However, there are certain penalties if you withdraw after College deadlines. You can visit the [Registrar's webpage](#) to review the important dates for each semester.

The withdrawal date is the last day you can withdraw to receive a refund (for full program withdrawals, or individual course withdrawals for part-time studies)

The drop deadline is the last day to drop a course and/or program before an academic grade is assigned. Any course and/or program drops after this date will be assigned a WF (Withdrawn Failing) or WP (Withdrawn Passing) grade. A WF grade does impact your GPA.

A full program withdrawal can be submitted here: <https://www.stclaircollege.ca/forms/request-withdraw>

An individual course drop request can be submitted here:
<https://www.stclaircollege.ca/forms/drop-form>

12.4 Graduation

The College's approach to graduation is governed by the [Program Progression and Graduation Requirements](#) policy.

Students are eligible to graduate upon completion of all academic requirements in their program of study, including co-op placements if applicable. This also includes meeting the minimum program grade point average (GPA). The minimum program GPA is 2.0 for non-degree programs and 2.5 for degree programs. Students who take longer than the designed program length of time to complete their studies are accountable for completing any new or additional courses that may result due to changes in the program of study.

13. Academic Integrity Appeals, Grade Appeals, and Learning Environment Concerns Processes

If a student has a concern regarding an assignment, lab, midterm, final exam, etc., the student must first meet with the faculty to discuss the situation. When contacting faculty, students should carefully consider the feedback provided and reflect on their submission.

A student who wishes to appeal an academic decision, such as a final course grade, academic integrity violation, or discontinuance from the program, should refer to the [Student Hub](#). Depending on the circumstances and the nature of your appeal/ concern, choosing which process to follow is important:

1. Academic Integrity Appeal – this occurs when your teacher has submitted what's known as an "academic misconduct". Types of misconducts can include cheating, plagiarism, unauthorized use of AI, or collaborating with others when you weren't supposed to. You will receive an email to your student account that a misconduct has been filed against you, as well as what happens next and what options you have.
2. Grade Appeal – this occurs when your final grade (as it appears on your unofficial or official transcript) is not what you expected and you believe you have grounds for an appeal. A grade appeal is generally submitted if there are no academic misconducts, but you believe that you were unfairly given a grade that does not match the grade you think you deserve.
3. Learning Environment Concern – this occurs when you believe that the people who directly assist you (teachers, support staff, advisors, counsellors, etc.), the physical facilities, the learning resources, or the services provided by the college negatively impacted your learning experience.

If you're thinking about filing an appeal or concern, please make sure you understand the three listed above and know what the first steps are.

14. Equipment and Facilities

14.1 Food and Beverages in Labs

There is no food permitted in any classroom or lab. Beverages are permitted in unbreakable, re-sealable containers. Please note that in computer labs, containers should be placed away from the keyboard to prevent unnecessary damage.

Beverages (including water) are not permitted in certain labs. Your teacher will clarify if a lab does not allow beverages to be brought in.

No additional requirements.

14.2 Health and Safety

St. Clair College is committed to providing a safe, healthy, and inclusive learning environment for all students, faculty, and staff. All students are expected to adhere to the college's health and safety policies, which are designed to prevent injury and promote well-being across campus and in program-specific settings such as labs, workshops, and clinical placements.

Students must complete all required safety training prior to participating in any hands-on or practical components of their program. This includes, but is not limited to, WHMIS (Workplace Hazardous Materials Information System), first aid, and program-specific safety protocols. Personal protective equipment (PPE) must be worn as required, and students are responsible for maintaining a clean and safe work area.

Any health or safety concerns should be reported immediately to faculty or campus security. The college also offers support services for mental health and wellness, accessible through the Student Services department.

No additional requirements.

14.3 Personal Protective Equipment

Students are required to wear appropriate Personal Protective Equipment (PPE) at all times when engaged in practical or lab-based activities. PPE must meet program-specific standards and be worn correctly to ensure personal safety and the safety of others; failure to comply may result in restricted access to learning environments.

No additional requirements.

14.4 Standard Operating Procedures

Students are expected to follow all Standard Operating Procedures (SOPs) relevant to their program to ensure consistency, safety, and quality in all practical and academic activities. SOPs outline step-by-step instructions for performing tasks safely and effectively, and adherence is mandatory in all lab, clinical, and technical environments. Failure to comply with established SOPs may result in disciplinary action or removal from the learning environment.

No additional requirements.

14.5 WHMIS

All students participating in lab-based courses are required to complete WHMIS (Workplace Hazardous Materials Information System) training prior to entering any lab environment. This mandatory training is delivered through the college's Learning Management System (Blackboard) and must be successfully completed and documented before students are permitted to engage in any hands-on lab activities.

14.6 Program Costing and Textbooks

Information about the cost of your program (tuition and ancillary fees) can be found on your program page, under the **Paying For College** tab. You can also find a link to the campus bookstore to search for the textbooks and resources that are required and/or recommended for each course.

15. Student Feedback

15.1 OCSES

The Ontario Colleges Student Experience Survey (OCSES) is an important tool used across all Ontario colleges, including St. Clair College, to gather student feedback on their academic and campus experience. This survey helps the college understand what is working well and where improvements can be made in areas such as teaching quality, student services, and overall satisfaction. Students are encouraged to participate when invited, as their input directly contributes to enhancing the quality of education and support services. Participation is voluntary, confidential, and typically takes only a few minutes to complete.

15.2 Mid-term Progress Report

Mid-Term Progress Reports are issued partway through each academic semester to provide students with feedback on their academic performance. These reports are typically posted in late October (for Fall semesters) and late February (for Winter semesters) and are accessible through the Student Information System (SIS).

Students receive one of four grades for mid-terms for each course:

1. Progressing well (green 

- a. The student has completed and performed well on all assessments to date.
 - b. There are no known factors that would suggest the student will not continue along the current path
 - c. If the student continues along the current path, the student is likely to successfully meet the learning outcomes.
2. Progressing with some concerns (yellow )
- a. The student is “passing” but there are factors that indicate the student could be at risk in the course.
 - b. Factors of concern may include:
 - i. Student has completed required coursework so far but with weak scores.
 - ii. The student struggles with assessments that are still to be completed in the course and which may be more heavily weighted.
 - iii. Student has missed deadlines.
 - iv. Student has not submitted required coursework.
 - v. Student is not attending or not engaged in the course to the extent that this is a measure of success predictability.
3. At risk (red )
- a. Assign students “at risk” status if they are failing the course at the time of midterm report or hovering just above a passing grade.
 - b. Students may be “at risk” if their current average is in pass position but the student is weak in assessments (i.e., tests) that will have a higher value on their final grade as the course requirements progress.
 - c. Other factors that may indicate a student is at risk are missed deadlines, missed assessments, academic misconduct violations, weak study skills, ability to manage time effectively, or personal factors affecting the student’s performance in the course.
4. Not attending/no assessments (orange )
- a. This status is used to distinguish a student who may fail the course because they are struggling (red status) from a student who is likely to fail the course because they are not attending the course even though they are registered in it.

The purpose of the report is to help students understand how they are progressing in their courses and to encourage early intervention if academic support is needed. Students are encouraged to review their progress reports carefully and reach out to their instructors or academic advisors if they have concerns or need assistance

The Instructional Feedback Survey (IFS) is an important opportunity for students to provide feedback on their learning experience at St. Clair College. Administered each semester, the IFS allows students to evaluate each course and instructor, offering valuable insights into teaching effectiveness, course content, and overall classroom experience. Surveys are typically distributed via Blackboard or college email, and responses are confidential.

15.4 Informal faculty feedback

In addition to formal surveys like the IFS, students at St. Clair College are encouraged to share informal feedback with faculty throughout the semester. Open communication helps foster a positive and responsive learning environment. Students can provide feedback by speaking directly with instructors during office hours, sending respectful and constructive emails, or sharing thoughts during class discussions when appropriate.

This informal feedback can help instructors adjust teaching methods, clarify course materials, or address concerns in real time. Students are reminded to approach these conversations professionally and with the goal of enhancing the learning experience for everyone.

16. Quality Assurance

The Centre for Academic Excellence and Quality Assurance (CAE) drives quality and promotes integrity by supporting faculty, students, and administration to advance the College's vision, mission, and values.

16.1 PAC

Program Advisory Committees (PACs) provide the necessary link between St. Clair College and the community it serves. PACs operate in an advisory capacity to St. Clair College administration with the objective to keep St. Clair responsive to current and future workforce needs, trends, or opportunities in industry and the workplace.

All post-secondary education programs of study at St. Clair College, both full-time and part-time, which lead to an employment related credential, or are approved by the Ministry of Colleges, Universities, Research Excellence and Security, will be associated with a PAC, except for apprenticeship and pre-apprenticeship programs. For any program not leading to an employment related credential, such as foundation programs, PACs are optional.

16.2 QA Framework

Quality Assurance (QA) at St. Clair is multifaceted and fully integrated within the College's culture and daily operations. The Centre for Academic Excellence and Quality Assurance (CAE) aligns services and supports with the College's vision of Excellence in All We Do and maintains strong brand recognition domestically and internationally.

Strategic in design, there are numerous participants, elements and data points embedded within the College's QA organization and structure. Some examples of the system management elements used for quality include St. Clair's Strategic Directions, College Policies, Annual Program Reviews, Cyclical Reviews, New Program Development and Monitoring, Student Experience Surveys (SES), Instructional Feedback Surveys (IFS), Annual Service Department Improvement Plans, and more. These mechanisms are part of a comprehensive approach used to promote and instill a culture of continuous improvement focused on teaching, learning, supporting and servicing our students, and our community. College Policies and Procedures.

For more information, please visit the CAE website here - <https://cae.stclaircollege.ca/quality-assurance>

17. Handbook Revision Log

Last revised – July 2025