

PSYC 333 A01 (CRN 13044)
Consumer Psychology
Fall 2026

Instructor: Darlene Crone-Todd, PhD (she/her)

TA: TBA

Classroom: [REDACTED]

Class Time: T, W & F: 10:30 – 11:30

Office Hours: T 12:00 – 2:00 PM
or by appointment

Prerequisites: PSYC 231 or 251

Credits / Lecture Hours: 1.5

Territorial Acknowledgement and Commitment to Inclusive Learning

We acknowledge with respect the Lekwungen peoples on whose traditional territory the university stands and the Songheee, Esquimalt, and WSÁNEĆ peoples whose historical relationships with the land continue to this day.

The University of Victoria is committed to creating a learning experience that is as accessible as possible. If you are registered with the Centre for Accessible Learning and anticipate or experience any barriers to learning in this course, please feel welcome to discuss your concerns with me. If you are a student with a disability or chronic health condition, you can meet with a CAL advisor to discuss access and accommodations.

Course Description: This course will enable to students to apply psychological, social and cultural concepts to marketing decision making. Topics will include theories of attitude formation and change, memory, personality consumer decision making, behavioural outcomes and the importance of consumer behaviour and research. Throughout the course an emphasis will be placed on the application of theoretical knowledge to various marketing situations.

Learning Outcomes: Upon completion of this course, you will:

- Understand current psychological theories and research related to consumer behaviour.
- Understanding the purchase decision making process.
- Understanding extrinsic, intrinsic and situational factors affecting the consumer decision making process.
- Demonstrate how major principles and processes apply to current marketing and consumption issues.
- Critically evaluate the effectiveness of various advertisement and promotions and their attempts to influence the behaviours of individuals.
- Analyse trends in consumer behaviour and apply them to the marketing of an actual product or service
- Understand trends in marketing and consumer choice in the era of artificial intelligence (AI), and critically evaluate how these are used to influence behaviour

Textbooks: Required

The e-textbook along with MyLab are *both required for this course*, and are sold through the Uvic bookstore:

Solomon, M. R., Main, K., White, K., Dahl, D. W., & Simpson, B. (2024). *Consumer behaviour: Buying, having, and being* (9th Canadian ed.). Pearson Canada.

Additional Readings: Student projects may require additional readings. These readings will either be assigned by the instructor, or reviewed at least 3 weeks ahead of time if proposed by the student requesting to use the reading(s).

Assessment

Grade Percentage

A+	90–100
A	85–89.99
A-	80–84.99
B+	77–79.99
B	73–76.99
B-	70–72.99
C+	65–69.99
C	60–64.99
D	50–59.99
F	Below 50

Assessment	Weight	Date
Required In-Class Exams	70%	
<i>Exam 1</i>	25%	Oct 2
<i>Exam 2</i>	30%	Nov 3
<i>Exam 3</i>	15%	Dec 4
In-Class Active Responding	5%	<i>Various</i>
Online Quizzes	5%	<i>Various</i>
In-Class Simulation Labs	10%	<i>Various</i>
Required Project	10%	
<i>Proposal</i>	2%	Nov 8
<i>Final Paper</i>	8%	Dec 6
Total	100%	
Research Participation (SONA)	3%	<i>Dec 5</i>

In-Class Exams (70%). These exams will be comprised of multiple-choice questions (MCQ). These will normally be given at the end of a set of chapters in the course. See the course Lecture Schedule later in this document for the examination dates.

In-Class Active Responding (5%). The textbook publisher provides an active responding feature that allows students who are physically attending the class to answer practice quizzes and/or surveys in real time during the lecture. During the first two weeks, we will practice using this system. Starting September 29, active responding in the system will start counting toward the final grade. The points are based on the total number of days in which students are present and responding to at least 80% of the possible responses.

Online Quizzes (5%). These will be related to the assigned chapter readings and will be available through your textbook. More details will follow by the second week of classes, but students should expect to use these in a way that allows their grades to be synced through Brightspace.

In-Class Simulation Labs (10%). Similar to many workplace settings, students in class will be randomly assigned into small teams (e.g., 3–4 students each). Each group will be responsible for completing 1–2 simulations during class time on most Fridays throughout the semester, or online if noted in the Lecture Schedule or via class

announcement in Brightspace. In these simulations, it is likely that members of a group might make individual decisions that are the same or different from those of their group members. The simulations evolve according to the decisions made and generate the next decision. Each group member should complete the simulation individually and then compare and contrast their experience with the other members of the group. During each simulation meeting, groups will be randomly called upon to provide a summary of their experience and what they learned from it. Each member of the group must be present to earn the points. Throughout the semester, each group can be expected to be called upon up to 4 times. However, groups are selected randomly, so no advance warning will be provided.

Points will be awarded as follows: each person completes their individual simulation (half of the points), and they are present for the group presentation/discussion (half of the points).

Project (10%). The project provides an opportunity to apply concepts and theories from consumer behaviour to a novel, real-world situation. Students will select a consumer behaviour phenomenon, marketing example, product or service, or develop a hypothetical marketing strategy, and use concepts from the course to analyze or explain their topic. The project requires a proposal followed by a final project:

Project Proposal — 2%: Students will submit a brief proposal identifying their topic, the course concepts or theories they expect to apply, and the question or problem they intend to address.

Final Project — 8%: Students will develop their proposed project and demonstrate accurate and meaningful application of course concepts and theories. The project should go beyond describing an example to explain how and why relevant consumer behaviour concepts apply.

Generative AI may be used appropriately to support aspects of the project, such as brainstorming, organization, or revision. Students are responsible for evaluating AI-generated information and for the accuracy, originality, and integrity of their submitted work. Students will be asked to briefly describe their use of AI as part of the project and must include a link to the AI chat session(s) used in developing the project. More information, including project options, requirements, and evaluation criteria, will be provided in class and on Brightspace.

Research Participation (3%). Students have the option of either participating in psychology studies through the Research Participation Pool, or completing short journal article reviews. NOTE: 1 SONA credit = 1% towards your grade. SONA participation must be completed by the date indicated. If you choose to write short article summaries, you must notify me no later than November 3 to arrange for the appropriate readings to summarize.

Class Participation. For the class to be successful, having everyone involved and contributing is important. This includes preparing for class by reading the materials and assignments on time, attending class, arriving on time, participating in class discussions, and participating in all class exercises. Participation is an important component of the class.

Late Submissions. The penalty for late submissions for the project is 50%. If the final paper is more than one day late, then it will earn a grade of zero (0), but it must still be submitted to fulfill the requirements of the course. All online quizzes, the proposal, and the final paper have a 1-day (24 hour) automatic extension included in the due date. You do not have to request that 24 hour extension – it is automatic. However, in-class simulations, discussions, exams, and active participation do not have extensions. You must be in class to complete those.

Completion of Course Components

Failure to complete all of the project components (proposal and final paper) will result in a grade of “N” regardless of the cumulative percentage of all other elements of the course. A grade of “N” will also result from not completing all three in-class exams. Note that a grade of “N” is a failing grade and factors into GPA as a value of 0.

In accordance with the University's policy on academic concessions, "A student who completes all course requirements is not eligible for an academic concession". Consequently, students can only request deferrals for the completion of required course components and not for non-essential course components.

Lecture Schedule

Week Ending	Topic	Chapter(s) & Events
September 11	Introduction to Consumers; Consumers in the Marketplace; and Careers	Chapter 1 & Appendix 1
September 18	Research Methods; Perception	Appendix 2 & Chapter 2
September 25	Learning & Memory	Chapter 3
October 02	Review, applications, and Exam 1	Exam 1: Friday, Oct 02 Covers all assigned readings and lectures prior to Exam
October 09	Motivation & Affect	Chapter 4
October 16	The Self; Personality, Lifestyles & Values	Chapters 5 & 6
October 23	Attitudes; Attitude Change & Marketing Communications	Chapters 7 & 8
October 30	Individual Decision-Making	Chapter 9
November 6	Exam 2 Online Assignments Wednesday & Friday	Tuesday, Nov 03 – Exam 2 Covers all readings and classes since Exam 1 Proposal Due: November 08
November 13	Nov 9-11: Break Group Influence & Social Media Friday November 13: Class meets	Chapter 10
November 20	Buying, Using and Disposing; Income & Social Class	Chapters 11 & 12
November 27	Cultural Influences on Consumer Behaviour	Chapter 13
December 4	Review, finalizing projects, and discussion	Final Exam (in-class) December 04

- Note: Final Paper is due on December 06.

Important dates for Fall 2026 Session courses

Term	Start Date	End Date	Add Deadline	Academic Drop no fee reduction	Academic Drop 50% fee reduction	Withdraw from Course without Academic Penalty
1	Sept 09	Dec 07	Sept 25	Sept 22	Oct 13	Oct 31

Other Important Information

Email: Please *use your UVIC Email account*. The subject line should include the course number (PSYC 333), and a clear statement of purpose. Remember that email represent formal correspondence, so using proper salutations and complete sentences is best. If you have a specific question about the course material or assignment, please see me after class, during office hours, or by appointment. **Course assignments cannot be submitted via email.**

Attendance and Absences: Medical documentation for short-term absences is not required. Attendance is important. Students who cannot attend due to illness are asked to notify their instructors immediately. If illness, accident, or family situation causes a student to miss an examination or to fail to complete any assignment by the end of the term, students are required to submit a request for academic concession.

- Policies related to undergraduate student concession and deferral are also detailed on the Undergraduate Records. Students must submit a [Request for Academic Concession](#).

Learning Experience. The University of Victoria is committed to creating a learning experience that is as accessible as possible. If you are registered with the Center for Accessible Learning and anticipate or experience any barriers to learning in this course, please feel welcome to discuss your concerns with me. If you are a student with a disability or chronic health condition, you can meet with a CAL advisor to discuss access and accommodations.

Academic Integrity. Students are required to abide by all academic regulations as set out in the University calendar, including standards of academic integrity. Violations of academic integrity (e.g., cheating, plagiarism, etc.) are considered serious and may result in significant penalties.

Copyright ©. All course content and materials made available by the instructor and TA for educational purposes and are for the exclusive use of students registered in their class. The material is protected under copyright law, even if it not marked with a ©. Any further use or distribution of the materials requires written permission from the instructor, except under fair dealing or another exception in the Copyright Act. Violations may result in disciplinary action under the Resolution of Non-Academic Misconduct Allegations policy (AC13000).

Online conduct. The University of Victoria is committed to promoting critical academic discourse while providing a respectful and supportive learning environment. All members of the members of the university community have the right to this experience and the responsibility to help create such an environment. The university will not tolerate racism, sexual violence, or any form of discrimination, bullying or harassment.

UNIVERSITY OF VICTORIA
Department of Psychology
Important Course Policy Information
Fall Session 2026

Accessible Learning

The University of Victoria is committed to creating a learning experience that is as accessible as possible. If you are registered with the [Centre for Accessible Learning](#) and anticipate or experience any barriers to learning in this course, please feel welcome to discuss your concerns with me. If you are a student with a disability or chronic health condition, you can meet with a CAL advisor to discuss access and accommodations.

Attendance and Absences

Attendance is important. Students are expected to attend all classes in which they are enrolled. Students may be assigned a final grade of N or debarred from writing final examinations if they fail to satisfy a minimum attendance requirement set by the instructor for lectures, laboratories, online course discussions or learning activities, tutorials, or other learning activities set out in the course outline.

Medical documentation for short-term absences is **not required** (approved by Senate). Students who cannot attend due to illness are asked to notify their instructors immediately. If illness, accident, or family affliction causes a student to miss the final exam or to fail to complete any required assignment/assessment by the end of the term students are required to submit a request for academic concession (see below).

Class Recording and Auto-Captioning Statement

The instructor does not normally record class sessions unless this is part of an academic accommodation. There may be one or two online lectures in November, and these will be made available to all students via Brightspace.

If you have questions or concerns regarding class recording and privacy, please contact privacyinfo@uvic.ca

Auto-generated captioning may be enabled in this course. Auto-captioning is highly error-prone, especially for specialized terminology and proper names. Students are asked to refer to the audio feed for clarification of any errors. If you find captioning errors that are offensive, please contact your instructor and/or teaching assistant so that they are aware. If you require captions as part of an academic accommodation, please contact [CAL](#).

Commitment to Inclusivity, Diversity, and Respectful Environments in the Classroom and Online

The University of Victoria is committed to providing a positive and supportive and safe learning and working environment for all its members. All members of the university community have the right to this experience and the responsibility to help *create* such an environment. The University will not tolerate racism, sexualized violence, or any form of discrimination, bullying, or harassment.

Please be advised that, by logging into UVic's learning systems or interacting with online resources and course related communication platforms, you are engaging in a University activity.

All interactions within this environment are subject to the university expectations and policies. Any concerns about student conduct may be reviewed and responded to in accordance with the appropriate university policy.

To report concerns about online student conduct: onlineconduct@uvic.ca

Copyright

All course content and materials are made available by instructors for educational purposes and for the exclusive use of students registered in their class¹. The material is protected under copyright law, even if not marked with ©. Any further use or distribution of materials to others requires the written permission of the instructor, except under fair dealing or another exception in the Copyright Act. Violations may result in disciplinary action under the [Resolution of Non-Academic Misconduct Allegations policy \(AC1300\)](#) or the [Academic Integrity Policy](#), whichever is more appropriate for the situation.

¹ Syllabi belong to the department through which the course is administered.

Course Experience Survey (CES)

I value and read all of your feedback on this course. Toward the end of term, you will have the opportunity to complete a confidential course experience survey (CES) regarding your learning experience. The survey is vital to providing feedback to the instructor regarding their course and their teaching, as well as to help the department improve the overall program for students in the future. When it is time for you to complete the survey, you will receive an email inviting you to do so. If you do not receive an email invitation, you can go directly to <http://ces.uvic.ca>. You will need to use your UVic NetLink ID to access the survey, which can be done on your laptop, tablet or mobile device. You will be reminded nearer the time, but please be thinking about this important activity, especially the following three questions, during the course.

1. What strengths did your instructor demonstrate that helped you learn in this course?
2. Please provide specific suggestions as to how the instructor could have helped you learn more effectively.
3. Please provide specific suggestions as to how this course could be improved.

Disclaimer

The above schedule, policies, procedures, and assignments in this course are subject to change in the event of extenuating circumstances.

Grading

In classes that are based on a percentage grading scheme, the following [Undergraduate Grading Scale](#) is used

Grade	A+	A	A-	B+	B	B-	C+	C	D	F
Percentage	90-100	85-89	80-84	77-79	73-76	70-72	65-69	60-64	51-59	< 50
GP Value	9	8	7	6	5	4	3	2	1	0

Rounding is only applied to the final grade and is rounded up at the 0.5% level (e.g., 84.49% is rounded to 84% and 84.50% is rounded to 85%).

Medical Documentation for absences

No medical documentation for short-term absences is required (Approved by Senate).

If you are seeking a Withdrawal Extenuating Circumstances or an Aegrotat grade, medical documentation may be required if relevant.

Ombudsperson and Academic Concerns

From the course calendar...

Depending on the nature of the academic matter of concern to the student, the order in which the student should normally try to resolve the matter is: first, the course instructor; second, the Chair of the department; third, the Dean of the faculty; and finally, the Senate.

If you are having an academic concern or problem that cannot be resolved with your instructor or the Department Associate Chair, you may wish to consult with the Office of the Ombudsperson (<https://uvicombudsperson.ca>). Current contact information for the office can be found here <https://uvicombudsperson.ca/contact/>.

Policy on Academic Integrity including Plagiarism and Cheating

The Department of Psychology fully endorses and intends to enforce rigorously the [Senate Policy on Academic Integrity](#). It is of utmost importance that students who do their work honestly be protected from those who do not. Because this policy is in place to ensure that students carry out and benefit from the learning activities assigned in each course, it is expected that students will cooperate in its implementation.

The offences defined by the policy can be summarized briefly as follows:

1. **Plagiarism.** You must make sure that the work you submit is your work and not someone else's. There are proper procedures for citing the works of others. The student is responsible for being aware of and using these procedures.
2. **Unauthorized Use of an Editor.** The use of an editor is prohibited unless the instructor grants explicit written authorization.
3. **Multiple Submission.** Only under exceptional circumstances may a work submitted to fulfill an academic requirement be used to satisfy another similar requirement. The student is responsible for clarifying this with the instructor(s) involved.
4. **Falsifying Materials Subject to Academic Evaluation.** This includes falsification of data, use of commercially prepared essays, using information from the Internet without proper citation, citing sources from which material is not actually obtained, etc.
5. **Cheating on Assignments, Tests, and Examinations.** You may not copy the work of others in or out of class; you may not give your work to others for the purpose of copying; you may not use unauthorized material or equipment during examinations or tests; and you may not impersonate or allow yourself to be impersonated by another at an examination. The Department of Psychology has a policy of not making old examinations available for study purposes. Therefore, use of old exams without the express written permission of the instructor constitutes cheating by the user, and abetting of cheating by the person who provided the exam. Note: The use of any electronic devices such as phones, computers, smart watches or glasses (e.g., Meta smart glasses or similar) during exams to capture questions, stream content, or retrieve answers constitutes academic dishonesty and violates these rules.
6. **Aiding Others to Cheat.** It is a violation to help others or attempt to help others to engage in any of the conduct described above.

The use of a generative artificial intelligence (AI) is partially allowed, and mostly prohibited.

In this course, you are limitedly authorized to make the use of generative AI such as ChatGPT. Below are the specific assignments and activities that you can work together with generative AI: The paper proposal.

- **Brainstorming** potential topics, examples, products, or consumer behaviours
- **Generating or refining questions** related to the proposed topic
- **Identifying relevant course concepts or theories**
- **Organizing ideas** or developing an outline
- **Providing feedback** on a draft or proposed approach

Students remain responsible for evaluating AI-generated information and for the content of their proposal. They should retain their AI chat(s), provide a link to relevant session(s), and briefly describe how AI was used. In order to not violate academic integrity, you must cite ChatGPT or any other tool properly using one of the following styles: APA style, Chicago [insert any other style accepted by instructor]. Additionally, you must add as an appendix all the prompts and questions used within the generative AI to create content as an appendix. For all the other activities in this course, please refrain from using any generative AI. Please note that you can opt to not use generative AI at all to successfully complete all the courses requirements.

Instructors are expected to make every effort to prevent cheating and plagiarism. This may include the assignment of seating for examinations, asking students to move during examinations, requests to see student identification cards, and other measures as appropriate. Instructors also have available to them a variety of tools and procedures to

check for Internet and electronic media-based cheating. In instances of suspected or actual plagiarism or cheating, instructors, following prescribed procedures, are authorized to take steps consistent with the degree of the offence. These measures will range from a zero on the test or assignment or a failing grade for the course, probation within a program to temporary or even permanent suspension from the University.

Rights of Appeal are described in the Policy on Academic Integrity in the University calendar Spring 2026.

The definitive source for information on Academic Integrity is the University Calendar

Other useful resources on Plagiarism and Cheating include:

1. The Ombudsperson's office: <https://uvicombudsperson.ca/academic-integrity/>
The **Office of the Ombudsperson** is an independent and impartial resource to assist with the fair resolution of student issues. A confidential consultation can help you understand your rights and responsibilities. The Ombudsperson can also clarify information, help navigate procedures, assist with problem-solving, facilitate communication, provide feedback on an appeal, investigate and make recommendations. Phone: 250-721-8357; Email: ombuddy@uvic.ca; Web: uvicombudsperson.ca.
2. UVic Library Resources: <http://www.uvic.ca/library/research/citation/plagiarism/> 3. UVic Library Document on [Avoiding Plagiarism](#)

Prerequisites

Students who remain in courses for which they do not have the prerequisites do so at their own risk. Students who complete courses without prerequisites ARE NOT exempt from having to complete the prerequisite course(s) if such courses are required for the degree program.

Program Requirements

For more information see the [UVic Calendar](#).

Registration Status

Students are responsible for verifying their registration status. Registration status may be verified using My Page, View Schedule. Course adds and drops will not be processed after the [deadlines](#) set out in the current UVic Calendar.

Students who do not attend classes must not assume that they have been dropped from a course by an academic unit or an instructor. Courses that are not formally dropped will be given a failing grade; students may be required to withdraw and will be required to pay the tuition fee for the course.

Request for Academic Concessions

Students can apply for [academic concessions](#) if their course requirements are affected by (i) unexpected and/or unavoidable circumstances (e.g., illness, family affliction, etc.), or (ii) conflicting responsibilities (e.g., service in the armed forces or first responder, representing the university).

- **Request an in-course extension**
If you require more time to complete a course requirement or miss a test or midterm exam, then you will need to complete the [“In-Course Extension Form”](#) and submit it directly to your course instructor. All course requirements must be completed prior to the submission of final grades.
- **What to do if you require additional time to complete course requirements beyond the normal term.**
Apply at Records Services for a [“Request for Academic Concession”](#), normally within 10 working days of the end of the course. Records Services will forward the form to the instructor. If the concession is granted, the instructor will determine how to deal with the situation. Where a concession is not applied for or where such application is denied, an N grade will be entered on the student's academic record if the missing work has been deemed required. Note, only required course components may be deferred.

Research Participation Opportunities with the Department of Psychology

The Department of Psychology offers multiple opportunities to participate in research studies over the year. Students are encouraged to learn more about the field of psychology by volunteering in these studies. Information about

studies can often be found posted on notice boards around the Department as well as through our Participant Pool webpage at <https://www.uvic.ca/socialsciences/psychology/research/participants/>.

Student Support Services

[Learn Anywhere](#) is the student support portal for a full range of student academic and support services. Services include: [Centre for Academic Communication](#), [Math & Stats Assistance Centre](#), [Counselling Services](#), [Health Services](#), [Library](#), [Ombudsperson](#), and [Computer Help Desk](#)

This classroom is a trans-inclusive space

Please indicate if you have a preferred name and pronoun that you'd like to be used in the classroom. Please email your instructor or your TA if you would like to discuss the climate of this classroom for trans students. Gender neutral bathrooms are available at UVic.

University of Victoria Students' Society (UVSS)

The [UVSS](#) is a social justice based non-profit run by students, for students and is entirely separate from UVic. As an undergrad student, you are already a member! We work on issues affecting students such as affordability, public transit, sexualized violence, sustainability, student employment, and much more. We fund clubs and course unions, and have several advocacy groups. We also have a Food Bank and Free Store, a Peer Support Centre, and run your health and dental plan. We are here to support you, so please reach out to us at uvss.ca!

Academic Important Dates

Fall session – first term (September – December)

Wednesday, September 9 th	First term classes begin for all faculties
Tuesday, September 22 nd	Last day for 100% reduction of tuition fees for standard first term and full year courses. 50% of tuition fees will be assessed for courses dropped after this date.
Friday, September 25 th	Last day for adding courses that begin in the first term
Tuesday, September 30 th	Last day for paying first term fees without penalty
Wednesday, September 30 th	University Closed (National Day for Truth and Reconciliation)
Tuesday, October 13 th	Last day for 50% reduction of tuition fees for standard courses
Monday, October 12 th	University Closed (Thanksgiving Day)
Saturday, October 31 st	Last day for withdrawing from first term courses without penalty of failure
Wednesday November 11 th	University Closed (Remembrance Day)
November 9 th - 11 th	Reading Break for all faculties
Monday, December 7 th	Last day of classes in first term for all faculties
Monday, December 7 th	National Day of Remembrance and Action on Violence Against Women - (Classes and exams cancelled from 11:30am - 12:30pm)
Thursday, December 10 th	First term examinations begin for all faculties
Wednesday, December 23 rd	First term examinations end for all faculties
December 25 th - 31 st	University Closed (Winter Break)

Sexualized Violence Prevention and Response at UVic

UVic takes sexualized violence seriously, and has raised the bar for what is considered acceptable behaviour. We encourage students to learn more about how the university defines sexualized violence and its overall approach by visiting www.uvic.ca/svp. If you or someone you know has been impacted by sexualized violence and needs information, advice, and/or support please contact the sexualized violence resource office in Equity and Human Rights (EQHR). Whether or not you have been directly impacted, if you want to take part in the important prevention work taking place on campus, you can also reach out:

Where: Office of Equity and Human Rights, Sedgewick Building, Room C133

Phone: 250 721 8021

Email: eqhr01@uvic.ca

Web: <https://www.uvic.ca/sexualizedviolence/>

BE WELL



A note to remind you to take care of yourself. Do your best to maintain a healthy lifestyle this semester by eating well, exercising, getting enough sleep and taking some time to relax. This will help you achieve your goals and cope with stress. All of us benefit from support during times of struggle. You are not alone.

Social Life, Friends, & Community at UVic:

Having a social network is an extremely important foundation for positive mental health. There are lots of benefits to joining clubs, course unions, intramurals and teams on campus.

<https://www.uvic.ca/undergraduate/housing-student-life/student-life/index.php>

Counselling Services:

The Student Wellness Centre can help you make the most of your university experience. They offer free professional, confidential, inclusive support to currently registered UVic students. <https://www.uvic.ca/student-wellness/contacts/student-wellness-team/index.php#ipn-counsellors>

Health Services:

The Student Wellness Centre also provides a full service primary health clinic for students. <https://www.uvic.ca/student-wellness/contacts/student-wellness-team/index.php#ipn-physicians>

Centre for Accessible Learning:

The CAL staff are available by appointment to assess specific needs, provide referrals and arrange appropriate accommodations <https://www.uvic.ca/accessible-learning/index.php>. The sooner you let us know your needs, the quicker we can assist you in achieving your learning goals in this course.

Elders' Voices:

The Office of Indigenous Academic and Community Engagement (IACE) has the privilege of assembling a group of Elders from local communities to guide students, staff, faculty and administration in Indigenous ways of knowing and being. www.uvic.ca/services/indigenous/students/programming/elders/

Mental Health Supports and Services:

Mental health supports and services are available to students from all areas of the UVic community: <https://www.uvic.ca/student-wellness/wellness-resources/mental-health/>