

Brief Course Outline

Course Title: Marketing

Course Number and Section

MOS

2320A 550

Instructor Name(s): Kelly Barnes

Instructor Email(s): kbarne2@uwo.ca

Disclaimer: Information in the brief course outline is subject to change. The syllabus posted on OWL Brightspace is the official and authoritative source of information for the course.

Course Description:

An introduction to the role of marketing in the organization including information systems, corporate strategy, opportunities assessment, product differentiation, pricing strategies, distribution, communication and advertising.

Learning Outcomes: one outcome per entry

- Identify and evaluate the core concepts, principles and theories related to marketing strategy, socially responsible marketing, consumer behaviour, segmentation and targeting, products and services, the marketing mix and marketing planning
- Apply concepts, principles and theories to solve realistic marketing problems and to make sound marketing decisions
- Demonstrate effective written and oral communication skills in explaining the marketing planning process and apply this process to a specific business case through teamwork

Textbooks and Course Materials:

Required: Dhruv Grewal, Michael Levy, Shirley Lichti, & Chris Ling. (2026). Marketing (2026 Release edition). McGraw-Hill.

Approximate cost: Ebook = \$59.00; Paperback = \$142.75

Purchase: Western Bookstore

Other options: Used copies; Library Reserve

Methods of Evaluation: one assignment per entry

Assignment	Due Date mm/dd/yy	Weight - %
Elevator Pitch	10/26/26	10
Written Marketing Plan	11/22/26	25
Video Pitch of Marketing Plan	11/29/26	10

Assignment	Due Date mm/dd/yy	Weight - %
Final Exam	TBD	40

Tuesday, August 11, 2026

Huron Brief Course Outline 2026/27

For Textbooks and Course Materials (below), you are required to include the cost of each textbook or other learning material.

Note whether there are any restrictions that would prevent a student from using a second-hand copy. Here is some suggested text:

- Required textbook: [author, title, edition, publisher, date]. Cost: [insert amount].
 - Or include the weblink of the textbook’s publisher site that includes the cost information.
- Students need to purchase this edition. Second-hand or older editions will not be sufficient.
- OR Students are welcome to purchase second-hand or earlier editions of this textbook.
- This course has an optional field trip that costs [insert amount].
- This course has a required field component that costs [insert amount].

In solidarity with the Anishinaabe, Haudenosaunee, Lūnaapéewak, and Chonnonton peoples on whose traditional treaty and unceded territories this course is shared.