

## Brief Course Outline

**Course Title:** Introduction to Marketing

**Course Number and Section:**

MOS

2320A 550

**Instructor Name(s):** Dr Dylan Gault

**Instructor Email(s):** dgault@uwo.ca

Disclaimer: Information in the brief course outline is subject to change. The syllabus posted on OWL 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:

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 textbook: Grewal, D., Levy, M., & Lichti, S. (2023). Marketing, 6th Canadian Edition. McGraw-Hill Ryerson Ltd. [author, title, edition, publisher, date].

The paperback version of the textbook costs \$142.75 through the UWO Bookstore. The bookstore can also provide access to the electronic version of the textbook (with some additional electronic elements) for \$99.00. The electronic version of the textbook is not required and this class will not be using the Connect element of the textbook.

This textbook can be purchased (or leased) through the publisher in electronic form. At the time of writing, the lowest price for accessing the textbook seems to be \$59.00 for 180 days of access to the electronic version through the publisher's website. You may be able to purchase this access through the UWO Bookstore as well; consult with the store.

Students are welcome to purchase second-hand or earlier Canadian editions of this textbook. However, older editions may include mistakes or may omit content that you need to address. Versions of the textbook that are not Canadian editions are not likely to be

helpful for this course as the content is presented in a significantly different arrangement that makes it difficult for most students to follow along with the course.

**Methods Of Evaluation:**

Assignment	Due Date mm/dd/yy	Weight - %
Final Exam		40%
Team Project	(Over course of the term)	45%
Participation	(Over course of the term)	15%

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

Friday, August 22, 2025