

Brief Course Outline

Course Title: Introduction to Marketing

Course Number and Section:

MOS

2320A 551

Instructor Name(s): Jon Munn

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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.

3 lecture hours, 0.5 course

Antirequisite(s): MOS 3320A/B

Prerequisite(s): Business Administration 2257, or MOS 2227A/B and MOS 2228A/B and enrollment in BMOS.

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: Grewal, D., Levy, M., & Lichti, S. (2023). Marketing, 6th Canadian Edition. McGraw-Hill Ryerson Ltd.

- Print option (recommended): (ISBN 9781265247270)

Methods Of Evaluation:

Assignment	Due Date mm/dd/yy	Weight - %
Final Exam	12/11/2025	40
Elevator Pitch	10/21/2025	10

Assignment	Due Date mm/dd/yy	Weight - %
Marketing Plan	11/25/2025	25
Video Pitch	12/2/2025	10
Participation	12/12/2025	15

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

Wednesday, September 3, 2025