

Brief Course Outline

Course Title: Introduction to Marketing

Course Number and Section:

MOS

2320B 551

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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.

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:

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

Methods Of Evaluation:

Assignment	Due Date mm/dd/yy	Weight - %
Mid Term	02/11/2025	15
Final Exam	04/7/2025	20
Elevator Pitch	02/11/2025	5
Written Marketing Plan	03/25/2025	30
Videio Pitch of Marketing Plan	04/01/2025	15

Assignment	Due Date mm/dd/yy	Weight - %
Participation		15

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

Thursday, December 5, 2024