

## Brief Course Outline

**Course Title:** Introduction to Marketing

**Course Number and Section:**

MOS

2320A 551

**Instructor Name(s):** Jon Munn

**Instructor Email(s):** jmun4@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.

3 lecture hours, 0.5 course

Antirequisite(s): MOS 2320A/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:

Guolla, Michael A., Belch, George E., & Belch, Michael A. (2020). Advertising & Promotion: An Integrated Marketing Communications Perspective (7th Canadian Edition). McGraw-Hill.

### Methods Of Evaluation:

| Assignment                   | Due Date mm/dd/yy | Weight - % |
|------------------------------|-------------------|------------|
| Midterm                      | 10/9/2024         | 15         |
| Final Exam                   |                   | 25         |
| Term Project: Elevator Pitch | 10/22/2024        | 5          |

| Assignment                             | Due Date mm/dd/yy | Weight - % |
|--|-------------------|------------|
| Term Project: Written Marketing Plan   | 11/26/2024        | 30         |
| Term Project: Video Pitch of Marketing | 12/03/2024        | 15         |
| Participation                          |                   | 10         |

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

Thursday, August 15, 2024