

## Brief Course Outline

**Course Title:** Introduction to Marketing

**Course Number and Section**

MOS

2320B 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 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 core marketing concepts and principles.

Apply marketing concepts to solve realistic challenges.

Demonstrate effective communication regarding the marketing planning process.

### Textbooks and Course Materials:

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

### Methods of Evaluation: one assignment per entry

Assignment	Due Date mm/dd/yy	Weight - %
Final Exam		40
Team Project: Elevator Pitch		10
Team Project: Written Proposal		25
Team Project: Video Presentation		10
Participation		15

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

Tuesday, December 23, 2025

# Huron Brief Course Outline

## In-course Costs

\$142.75

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].