

## Brief Course Outline

**Course Title:** Introduction to Marketing

**Course Number and Section**

MOS

2320B 551

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

**Instructor Email(s):** jmunnn4@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 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: one assignment per entry**

Assignment	Due Date mm/dd/yy	Weight - %
Final Exam	04/12/2025	40
Term Project: Elevator Pitch	02/10/2025	10
Term Project: Written Marketing Plan	03/24/2025	25
Term Project: Video Pitch of Marketing Plan	03/31/2025	10
Participation		15

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

Monday, December 8, 2025

# Huron Brief Course Outline

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].