

Brief Course Outline

Course Title: **Marketing for Management and Organizational Studies**

Course Number and Section:

MOS

2320A 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 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.

Additional online learning material associated with the textbook is not required. The 4th and 5th Canadian editions may be used by students for this course.

Methods Of Evaluation:

Assignment	Due Date mm/dd/yy	Weight - %
Midterms (2)		40
Team Marketing Plan		40
Individual Assignments		10
Final Exam (Take Home)		10

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

Monday, April 15, 2024