**Course Title:** Introduction to Marketing

**Course Number and Section**

MOS 2320A - 551

**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:**


**Methods of Evaluation:**

<table>
<thead>
<tr>
<th>Assignment</th>
<th>Due Date mm/dd/yy</th>
<th>Weight - %</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mid-terms (2)</td>
<td>TBA</td>
<td>40</td>
</tr>
<tr>
<td>Team Project (Multiple Parts)</td>
<td>TBA</td>
<td>40</td>
</tr>
<tr>
<td>Class Participation Exercises</td>
<td>ongoing</td>
<td>10</td>
</tr>
</tbody>
</table>

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