

## Huron Brief Course Outlines

Fall/Winter 2023-2024

**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:

Marketing, 6th Canadian Edition by Dhruv Grewal, Michael Levy, Shirley Lichti. McGraw-Hill: 2023

### Methods of Evaluation:

Assignment	Due Date mm/dd/yy	Weight - %
Mid-terms (2)	TBA	40
Team Project (Multiple Parts)	TBA	40
Class Participation Exercises	ongoing	10

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