



Western

DAN Department of Management
& Organizational Studies

**Faculty of
Social Science**

Winter 2026 Course Syllabus

MOS 2320B Section – 003

Marketing

Course Mode - In-Person

Instructor: Michael Aloisio

Office: SSC 4133

Office Hours: Wednesdays, 2:00pm – 4:00pm or by appointment

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1. Course Information:

1.1 Class Location and Time:

Wednesdays, 10:30am – 1:30pm in SSC 2032 – Additional details will be posted to course OWL Brightspace site.

1.2 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.

Antirequisite(s): MOS 3320A/B.

Prerequisite(s): Business Administration 1220E or both MOS 1021A/B and MOS 1023A/B and enrolment in Year 2-4 of BMOS.

Senate Regulations state, “unless you have either the requisites for this course or written special permission from your Dean to enroll in it, you will be removed from this course and it will be deleted from your record. This decision may not be appealed. You will receive no adjustment to your fees in the event that you are dropped from a course for failing to have the necessary prerequisites.”

1.3 Accessibility:

DAN Department of Management & Organizational Studies strives at all times to provide accessibility to all faculty, staff, students and visitors in a way that respects the dignity and independence of people with disabilities.

Contact Academic Support & Engagement at <http://academicsupport.uwo.ca/> for information about Western’s Accessible Education.

More information about “Accessibility at Western” is available at: <http://accessibility.uwo.ca>

1.4 Land Acknowledgement:

We acknowledge that Western University is located on the traditional lands of the Anishinaabek (Ah-nish-in-a-bek), Haudenosaunee (Ho-den-no-show-nee), Lūnaapéewak (Len-ahpay-wuk) and Chonnonton (Chun-ongk-ton) Nations, on lands connected with the London Township and Sombra Treaties of 1796 and the Dish with One Spoon Covenant Wampum.

With this, we respect the longstanding relationships that Indigenous Nations have to this land, as they are the original caretakers. We acknowledge historical and ongoing injustices that Indigenous Peoples (First Nations, Métis and Inuit) endure in Canada, and we accept responsibility as a public institution to contribute toward revealing and correcting miseducation as well as renewing respectful relationships with Indigenous communities through our teaching, research and community service.

2. Course Materials

Our course textbook is Grewal, Dhruv, Michael Levy, and Shirley Lichti. Marketing (6th Edition). Toronto: McGraw Hill Canada, 2023. ISBN: 1265247277 or 9781265247270.

This textbook is required.

Pricing and purchase options from the Dellelce Family Bookstore at Western can be found here.

Please note: Students are welcome to purchase second-hand or earlier editions of this textbook. Students will NOT require access to the publisher's CONNECT online portal for this course.

Additional course material will be posted to OWL: <https://westernu.brightspace.com/d2l/login>

Students are responsible for checking the course OWL site <https://westernu.brightspace.com/d2l/login> regularly for news and updates. This is the primary method by which information will be disseminated to all students in the class.

If students need assistance with the course OWL site, they can seek support on the [OWL Brightspace Help](#) page. Alternatively, they can contact the Western Technology Services Helpdesk. They can be contacted by phone at 519-661-3800 or ext. 83800.

Technical Requirements

Coursework will require students to have access to a computer in good working order, regular access to a stable internet connection, and the Microsoft Office tools available through Western.

3. Course Objectives and Format

The DAN Department of Management and Organizational Studies as a whole draws upon an evidence-based management approach. Evidence-based management is the systematic process of gathering evidence from multiple sources, critically appraising the evidence, and using that evidence in making and evaluating management decisions to improve organizational performance.

3.1 Course objectives

The objectives of this course are to provide students with an understanding of marketing and its role in the organization, drawing from an evidence-based approach and applying this towards real-world problems/situations.

3.2 Course format

This course consists of our weekly in-person lectures, assigned readings drawn from our course text and/or additional material provided by the instructor on OWL Brightspace, a midterm exam, a final exam, and a group project consisting of a written component and a presentation component.

Please Note: The material covered in our lectures and in the assigned readings can and will differ. The two sources should be approached as complementary – two parts of a whole – rather than redundant. You are responsible for all material from the assigned readings and all content from lectures. Students who wish to do well in this course are strongly encouraged to attend our lectures and take part in our class discussions.

Key Sessional Dates:

Classes begin: January 5, 2026

Spring Reading Week: February 14-22, 2026

Classes end: April 9, 2026

Exam period: April 12-30, 2026

4. Learning Outcomes

Upon successful completion of this course, students will be able to:

- Identify and evaluate core marketing concepts, principles, and theories.
- Apply concepts, principles, and theories to solve realistic marketing problems and to make sound marketing decisions.
- Explain the marketing planning process and apply this process to a specific business case through collaborative work.
- Analyze an industry and draw out the key success factors related to a marketing plan and apply these to a specific competitive situation to use in differentiating products and services for an enterprise.

5. Evaluation

Your grade in the course will be based on our midterm exam, final exam, and the Marketing Plan Group Project. These elements are weighted as follows:

Midterm Exam = 35%

Marketing Plan Group Project = 25%

Final Exam = 40%

Total = 100%

Exams

Both the midterm and the final will ask you to apply one or more course concepts in a detailed and thoughtful way to the analysis or resolution of a given marketing problem.

Our Midterm Exam is scheduled for Thursday, February 12, 2026, at 7:00pm (Location TBD) and is worth 35% of your grade in the course.

Our Final Exam will be scheduled by the Registrar and will take place during the April Final Exam period and is worth 40% of your grade in the course.

Dictionaries or other aids are NOT allowed into the examinations. Only non-programmable calculators will be allowed into the exams. If you are unsure, please ask your Instructor.

Other electronic devices of any kind (including but not limited to cell phones, smart watches, and/or tablets) are NOT permitted at exams.

Additional details on content and duration of our exams will be provided in class. Please Note: The above scheduled dates are tentative and pending approval from the University.

Students are responsible for material covered in the lectures as well as the assigned readings for our exams. Exams will not be returned to students but may be reviewed by contacting your instructor.

Marketing Plan Group Projects

The group project will involve working in a small group assembled randomly by the instructor to apply course concepts by developing and presenting a cogent marketing plan to seize a “real-world” marketing opportunity. The group project will involve a presentation component (preparing a video presentation and then participating in a Q&A) and a written component (preparing a marketing plan report).

The presentation component worth 10% and the written component worth 15% for a total of 25% of your grade in the course.

Key milestones for the group project:

Marketing Plan Groups assigned Sunday, February 01, 2026.

Marketing Plan Video Presentations are due Friday, March 13, 2026.

Marketing Plan Q&A from Wednesday, March 18, 2026, to Tuesday, March 25, 2026.

Marketing Plan Written Reports are due Friday, April 03, 2025.

Marketing Plan Group Peer Evaluations are due Thursday, April 09, 2026.

Additional details regarding the group project will be made available in class. Please Note: The above scheduled dates are tentative and pending approval from the University.

Assessments and assignments will be subject to submission for textual similarity review to the commercial plagiarism detection software under license to the University for the detection of plagiarism. All papers submitted for such checking will be included as source documents in the reference database for the purpose of detecting plagiarism of papers subsequently submitted to the system. Use of the service is subject to the licensing agreement, currently between The University of Western Ontario and Turnitin.com (<http://www.turnitin.com>).

5.1 General information about missed coursework

Students must familiarize themselves with the **University Policy on Academic Consideration – Undergraduate Students in First Entry Programs posted on the Academic Calendar.**

This policy does not apply to requests for Academic Consideration submitted for **attempted or completed work**, whether online or in person.

The policy also does not apply to students experiencing longer-term impacts on their academic responsibilities. These students should consult [Accessible Education](#).

For procedures on how to submit Academic Consideration requests, please see the information posted on the Office of the Registrar's webpage: https://registrar.uwo.ca/academics/academic_considerations/

All requests for Academic Consideration must be made within 48 hours after the assessment date or submission deadline.

All Academic Consideration requests must include supporting documentation; however, recognizing that formal documentation may not be available in some extenuating circumstances, the policy allows students to make one Academic Consideration request **without supporting documentation** in this course. However, the following assessments are excluded from this, and therefore always require formal supporting documentation:

- Midterm Exam scheduled for Thursday, February 12, 2026, at 7:00pm (Designated by the instructor as the one assessment that always requires documentation when requesting Academic Consideration)
- Final Exam scheduled during the April Final Exam Period (Defined by policy)

When a student mistakenly submits their one allowed Academic Consideration request **without supporting documentation** for the assessments listed above or those in the **Coursework with Assessment Flexibility** section below, the request cannot be recalled and reapplied. This privilege is forfeited.

5.2 Evaluation Scheme for Missed Assessments

Midterm Exam

When a student misses the Midterm Exam it is their responsibility to seek out academic consideration through Academic Counseling and notify their instructor. If their Academic Consideration is granted, they will be allowed to write a make-up exam. **The date and time of the make-up examination will be set by the instructor, who will communicate the date to the student.**

If a student is unable to meet the scheduled make-up, then the student is responsible for obtaining new accommodation from Academic Counselling within a reasonable time frame. If their Academic Consideration is granted, they will then complete a special comprehensive final exam worth 75% of their grade in the course during the April Final Exam period.

Final Exam

When a student misses the Final Exam and their Academic Consideration has been granted, they will be allowed to write the Special Examination (the name given by the University to a makeup Final Exam). See the Academic Calendar for details (under Special Examinations), especially for those who miss multiple final exams within one examination period.

The date and time of the make-up examination will be determined by the department and the University Special Examination dates as outlined in the Academic Handbook:
https://www.uwo.ca/univsec/pdf/academic_policies/exam/definitions.pdf.

The make-up exam for the missed final exam will be held **after the first Thursday in January following the beginning of classes**

The date and time of the make-up examination will be set by the instructor, who will communicate the date to the student.

Essential Learning Requirements

Even when Academic Considerations are granted for missed coursework, the following are deemed essential to earn a passing grade.

Students are required to complete BOTH the midterm and final exams. In instances where Academic Considerations are granted, the make-up examinations listed above would satisfy this requirement.

Students are required to earn an individual passing grade on the Marketing Plan Group Project. A key learning outcome for this course and an essential element for future career success is the ability to thrive in a collaborative work environment. Failure to demonstrate this by not contributing to the project in a fair and equal way – as identified by teammates and the instructor – will result in an individual failing grade on the project. **Failure to meet this requirement will result in a maximum grade of 45% in the course.**

Coursework with Assessment Flexibility

By policy, instructors may deny Academic Consideration requests for the following assessments with built-in flexibility:

Students are expected to submit their **Marketing Plan Group Project Presentation** and **Written Reports** by the due dates listed above. Should extenuating circumstances arise, students do not need to request Academic Consideration, and they are permitted to submit their assignment up to 48 hours past the deadline without a late penalty. Should students submit their assessment beyond that 48-hour period, a late penalty of 20% per day will be applied.

Academic Consideration requests may be granted only for extenuating circumstances that started before the deadline and lasted longer than the No-Late-Penalty Period.

Students are required to participate in the **Marketing Plan Group Project Q&A activity**, and this will count towards the presentation component mark. Should extenuating circumstances arise, a student does not need to request Academic Consideration for either the Question or Answer portion of this activity as students will have a period of 72 hours available to complete each element of the activity.

Academic Consideration requests may be granted for either the Question OR Answer portion only for extenuating circumstances that started before the Q&A activity and lasted longer than the 72 hours available for complete each element of the activity.

Grades will not be adjusted on the basis of need. It is important to monitor your performance in the course. Remember: *You* are responsible for your grades in this course.

The DAN Department has a grade policy which states that for courses in the 2000-3000 range, the class average must fall between 67% and 72% for all sections of a course taught by the same instructor. In very exceptional circumstances only, class averages outside this range may be approved by the Undergraduate Chair or Chair. Class averages are not grounds for appeal.

6. Lecture and Examination Schedule

See Schedule on OWL Brightspace

7. Student Responsibilities

Students should familiarize themselves with Western University Senate Regulations, please see: http://www.uwo.ca/univsec/academic_policies/index.html.

Material covered in lectures will not always be the same as material covered in the textbook. These two sources should be viewed as complimentary and not redundant. As such, students who want to do well in this course are **strongly encouraged** to attend lectures on a regular basis. Please note that the instructor will not be providing copies of lecture notes or overheads. Therefore, if you miss a lecture, you should try to obtain this material from another student.

7.1 Respect

Please act respectfully towards the classroom, the instructor and your fellow students. Acting respectfully means arriving on time, turning off phones, avoiding private discussions during lectures, refraining from viewing non-course material on your laptops, and cleaning up after yourself. Acting respectfully provides a better learning experience for everyone.

Private in-class discussions are distracting to students and the instructor. If other students are distracting your attention from the material, you should ask them to be quiet. If you feel uncomfortable doing this (or the problem persists), please see your instructor.

Late arrivals are also distracting. Please try to arrive on time for classes.

Student Code of Conduct <https://www.uwo.ca/univsec/pdf/board/code.pdf>

7.2 No Recording of Classes

Students are not permitted to record any portion of a class, audio or video, without the prior written permission of the instructor.

7.3 Copyright Notice

Lectures and course materials, including power point presentations, outlines, and similar materials, are protected by copyright. You may take notes and make copies of course materials for your own educational use. You may not record lectures, reproduce (or allow others to reproduce), post or distribute lecture notes, wiki material, and other course materials publicly and/or for commercial purposes without the written consent of your instructor.

8. Exam Policies

- Bring student identification to exams.
- Nothing is to be on/at one's desk during an exam except a pencil, an eraser, and the individual's student card.
- Additional aids, notes, or materials are not permitted during exams.
- Do not wear baseball caps to exam.
- Do not bring or wear smart watches, media players, phones, tablets, or other electronic devices to exams.
- Possession of additional aids, notes, materials as well as phones, smart watches, or other electronic devices will be considered an academic offense.

9. E-mail Policies

The following policies apply to all emails between students and the instructor. Please respect the fact that your instructor receives hundreds of emails from students and must deal with those emails in a fair and organized manner. Unacceptable emails will receive a reply saying only "Please see Email Policies on the course outline".

9.1 UWO.CA Email Addresses Only

For privacy reasons, students must use their Western email accounts to contact their instructor. The instructor will not respond to emails from non-uwo.ca addresses (e.g. hotmail.com, gmail.com, etc.).

9.2 Subject Line Must Include Course and Section Number

The subject line of emails must contain the name or number of the course, and the section number in which the student is enrolled. The instructor teaches different courses and sections and cannot properly respond to questions if they do not know which course or section you are enrolled in.

9.3 Acceptable Emails

- questions about the course content or materials
- asking to set up an appointment to ask questions or review an exam
- notification of illness or other special circumstances
- providing constructive comments or feedback about the course

9.4 Unacceptable Emails

- questions that may be answered on OWL or on this course outline
- asking when grades will be posted
- asking what grade a student received
- asking where or when an exam is scheduled or the material covered on an exam
- requests for grade increases, extra assignments, or reweighting of course components

10. Attendance (Adjust for Distance Studies, Blended or In-Person)

It is expected that students will attend all classes. The instructor does not provide access to lecture notes. Students are encouraged to obtain missed lecture notes from a fellow student.

10.1 Short Absences.

If you miss a class due to minor illness or other problems, check your course outline for information regarding attendance requirements and make sure you are not missing a test or exam. Cover any readings and arrange to borrow the missed lectures notes from a classmate.

10.2 Extended Absences.

If you are absent more than approximately two weeks or if you get too far behind to catch up, you should consider reducing your workload by dropping one or more courses. The Academic Counsellors can help you to consider the alternatives. At your request, they can also keep your instructors informed about your difficulties.

11. Grade Fairness

Fairness requires that all students be treated equally and be evaluated using the criteria set out in this course outline. The evaluation criteria are based on actual achievement and not on how hard a student has tried.

Claims by students of an excellent academic history, good attendance record, need to obtain or maintain a scholarship, desire to be admitted to Ivey or graduate school, or other personal issues, cannot be used to justify a higher grade in the course or a reweighting of course components. There is no extra work or assignments available for extra credit or to “make up” for a course component that was missed or performed poorly.

You, the student, are responsible for the grades earned.

12. Posting of Grades

Midterm exam grades will be posted on OWL Brightspace once the grades are available. Group Project grades will be posted to OWL Brightspace after all elements (video presentations, written reports, and peer evaluations) have been submitted and once grades are available. Final exam grades and final course grades are not posted on OWL and are available once they have been posted by the Registrar under “Academic Summary” at the Student Centre website.

13. University Policy Regarding Illness, Absence and Accommodation

13.1 Illness

Students will need to provide a Student Medical Certificate if the absence is medical or provide appropriate documentation if there are compassionate grounds for the absence in question. Students are encouraged to contact their Faculty Academic Counselling office to obtain more information about the relevant documentation.

For privacy reasons, students should also note that individual instructors should not receive documentation directly from a student, whether in support of an application for consideration on medical grounds, or for other reasons. All documentation required for absences must be submitted to the Academic Counselling office of a student's Home Faculty.

For details on the Policy on Accommodation for Medical Illness, go to:

https://uwo.ca/univsec/pdf/academic_policies/appeals/academic_consideration_Sep24.pdf

Students can download the Student Medical Certificate (SMC) here:

https://www.uwo.ca/univsec/pdf/academic_policies/appeals/medical_certificate.pdf

13.2 Religious Accommodation

When conflicts with a religious holiday that requires an absence from the University or prohibits certain activities, students should request accommodation for their absence in writing to the

Academic Advising office of their Faculty of Registration. This notice should be made as early as possible but not later than two weeks prior to the writing of the examination (or one week prior to the writing of the test).

Please visit the Diversity Calendars posted on our university's EDID website for the recognized religious holidays: <https://www.edi.uwo.ca>.

14. University Policy on Cheating and Academic Misconduct

Scholastic offences are taken seriously and students are directed to read the appropriate policy, specifically, the definition of what constitutes a Scholastic Offence, at the following Web site:

https://www.uwo.ca/univsec/pdf/academic_policies/appeals/scholastic_offences.pdf

Students are responsible for understanding the nature of and avoiding the occurrence of plagiarism and other academic offenses. Students are urged to read the section on Scholastic Offenses in the Academic Calendar.

Note that such offenses include plagiarism, cheating on an examination, submitting false or fraudulent assignments or credentials, impersonating a candidate, or submitting for credit in any course without the knowledge and approval of the instructor to whom it is submitted, any academic work for which credit has previously been obtained or is being sought in another course in the University or elsewhere. If you are in doubt about whether what you are doing is inappropriate, consult your instructor. A claim that "you didn't know it was wrong" will not be accepted as an excuse.

The use of AI and translation tools in written work beyond a dictionary is not permitted unless permission is granted by the instructor for specific circumstances. Any work submitted must be the work of the student in its entirety unless otherwise disclosed. When used, any such AI or translation tool should be used ethically and responsibly, and students must cite or credit the tools used in line with the expectation to use AI as a tool to learn, not only to produce content.

A copy of guidelines about how to avoid cheating can be obtained from the Office of the Ombudsperson, Room 3135 WSSB, (519) 661-3573, ombuds@uwo.ca.

If written work will be assigned in the course and plagiarism-checking software might be used, the following statement to this effect must be included in the course outline: All required papers may be subject to submission for textual similarity review to the commercial plagiarism detection software under license to the University for the detection of plagiarism. All papers submitted for such checking will be included as source documents in the reference database for the purpose of detecting plagiarism of papers subsequently submitted to the system. Use of the service is subject to the licensing agreement, currently between Western University and Turnitin.com (<http://www.turnitin.com>).

Cheating on exams will not be tolerated; students are referred to the university policy on scholastic offenses. Looking at the test of another student, allowing another student to view your exam, or obtaining information about a test in advance are all examples of cheating. A number of safeguards will be employed to discourage cheating. For example, examination supervisors (proctors) of the tests may ask students to move to another seat during the exam, cover their paper, avert their eyes from other students' papers, remove baseball caps, etc. This is not meant as a personal affront nor as an accusation of cheating, rather as vigilant attempts at proctoring.

The penalties for a student guilty of a scholastic offense may include a zero grade on the assessment, refusal of a passing grade in the assignment, refusal of a passing grade in the course, suspension from the University, and expulsion from the University.

15. Procedures For Appealing Academic Evaluations

1. In the first instance, all appeals of a grade must be made to the course instructor (informal consultation).
2. If the student is not satisfied with the decision of the course instructor, a written appeal must be sent to the Undergraduate Chair of the Department of Management and Organizational Studies via the DAN Help Portal. <https://help.sci.uwo.ca/servicedesk/customer/portal/10>
3. If the response of the Undergraduate Chair is considered unsatisfactory to the student, they may then appeal to the Associate Dean, Undergraduate of the Faculty in which the course of program was taken.
4. Only after receiving a final decision from the Dean may a student appeal to the Senate Review Board Academic. A Guide to Appeals is available from the [Office of the Ombudsperson](#).

16. Support Services

16.1 Support Services

The Registrar's office provides you with information on services, courses, student finances, resources, latest news, as well as Student Central's hours of operation at <http://www.registrar.uwo.ca>

Student Support Services (***including the services provided by the USC listed here***) can be reached at: <http://westernusc.ca/services/>

Academic Support & Engagement can be reached at: <http://academicsupport.uwo.ca>

Western is committed to reducing incidents of gender-based and sexual violence (GBSV) and providing compassionate support to anyone who is going through or has gone through these traumatic events. If you are experiencing or have experienced GBSV (either recently or in the past), you will find information about support services for survivors, including emergency contacts at the following website: https://www.uwo.ca/health/student_support/survivor_support/get-help.html
To connect with a case manager or set up an appointment, please contact support@uwo.ca.

Students who are in emotional/mental distress should refer to Health and Wellness: <https://www.uwo.ca/health/> for a complete list of options about how to obtain help.

16.2 Academic Concerns.

If you are in academic difficulty, it is strongly recommended that you see your [academic counsellor](#).