

Huron Brief Course Outlines

Fall/Winter 2023-2024

Course Title: Integrated Marketing Communications

Course Number and Section

MOS

2181A - 551

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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:

This course introduces the student to multidisciplinary approaches to human behaviour in organizational settings. Attention will be paid to both public and private sector organizations. This course uses a variety of teaching methods. Lecture sessions are coupled with experiential learning techniques (e.g., cases, role plays, simulations and discussion groups) and audio-visual materials (films and videos) to facilitate understanding of the concepts of the course and to demonstrate their application to management situations typically encountered in organizations.

The course has four topic areas:

- 1) Understanding Individuals in the Workplace. To function in today's changing workplace, you need to understand individual differences, motivation and rewards, and working in groups. You will begin working in groups during this part of the term.
- 2) Communicating Decisions. One important aspect of working with others is knowing how to communicate effectively, how to give feedback, how to make decisions, and how to handle conflict. It is also useful to know how to negotiate effectively.
- 3) Designing and Changing Organizations. Organizations are not fixed entities carved in stone. Rather, effective organizations adjust their design to accommodate the goals of the organization. You will learn about organizational structure, job design, culture and change during this part of the term.
- 4) Leading Others. One important aspect of being a manager is understanding how to lead others.

Learning Outcomes:

1. Investigate theoretically, through research, and experientially conceptual frameworks, methodological approaches, and analytical skills which are useful in increasing our understanding of organizational behaviour;
2. Practice individually in groups working through workplace challenges;
3. Use analytical thinking and creativity to consider significant issues facing organizational stakeholders now and in the future.

Textbooks and Course Materials:

ISBN-13: 9780137844494

Methods of Evaluation:

Assignment	Due Date mm/dd/yy	Weight - %
Mini-simulations	throughout course	14%
Contribution	ongoing	10%
MidTERM	Mid course	38%
Final Exam	Exam Period	38%

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