



**Selected Topics in Management and
Organizational Studies**

Course: MOS 3398B 550 - Integrated Marketing Communications

Instructor: Dr. Matthew Maxwell-Smith

[NEW in Winter 2022] MOS 3398B Section 550: Integrated Marketing Communications. Here is the formal description: "This course focuses on the theories, concepts, and applications of integrated marketing communications, covering the elements of advertising, sales promotion, public relations, publicity, personal selling, direct marketing, and interactive marketing. The goal is to understand how marketing communications reaches and serves customers, and how it helps to shape consumer behavior." The pre-requisite is MOS 3320A/B or MOS 2320A/B. Students cannot take this course if they are currently enrolled in or have already taken MOS 3322F/G.