IMC 357: Global Brands  
School of Journalism and New Media  
What makes a global brand successful? How do some brands revolutionize a category and stay on top while others fail? This course will examine the classic and enduring formulas for brand success. Although consumer needs/tastes/desires change over time, the fundamental tools for creating enduring brands have remained the same for decades.

3 Credits  

Prerequisites  
- Integrated Marketing Communication or Journalism Majors Only

Instruction Type(s)  
- Lecture: Lecture for IMC 357

Subject Areas  
- Communication, General

Related Areas  
- Mass Communication/ Media Studies  
- Speech Communication and Rhetoric