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
• Prerequisite: IMC 205 or Jour 102

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

Subject Areas
• Communication, General

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