IMC 556: Multicultural Marketing Communication
School of Journalism and New Media
Investigation and analysis of cultural diversity in integrated marketing communications and its effect on values, lifestyles and consumer behavior in international markets and within the United States; students will learn to anticipate cultural problems and optimize communications for different societies.
3 Credits
Prerequisites
- IMC 404: Integrated Marketing Comm Research (Minimum grade: C)
- Course may be repeated only once.
Instruction Type(s)
- Lecture/Lab: Lecture/Lab for IMC 556
- Lecture/Lab: Compressed Video for IMC 556
- Lecture/Lab: Study Abroad for IMC 556
Subject Areas
- Mass Communication/ Media Studies
- Communication, General
Related Areas
- Communication, General
- Mass Communication/ Media Studies
- Speech Communication and Rhetoric