IMC 556: Multicultural Marketing Communication

School of Journalism and New Media

Investigation and analysis of cultural diversity in integrated marketing communications and their effects on values, lifestyles and consumer behavior in international markets and within the United States 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