

## **Jour 556: Multicultural Marketing Communication**

### **SCHOOL OF JOURNALISM & 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**

- [Jour 404: Integrated Marketing Communications Rese](#) (Minimum grade: C)

#### **Instruction Type(s)**

- Lecture/Lab: Lecture/Lab for Jour 556

#### **Subject Areas**

- [Journalism](#)

#### **Related Areas**

- [Broadcast Journalism](#)
- [Journalism, Other](#)
- [Photojournalism](#)

