

# 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

