

## **IMC 357: Global Brands**

### **SCHOOL OF JOURNALISM & 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

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

- Lecture: Lecture for IMC 357

#### **Subject Areas**

- [Communication, General](#)

#### **Related Areas**

- [Mass Communication/ Media Studies](#)
- [Speech Communication and Rhetoric](#)

