

# IMC 556: Multicultural Marketing Communication

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

#### **Subject Areas**

Journalism

## **Related Areas**

- Broadcast Journalism
- Journalism, Other
- <u>Photojournalism</u>

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