IMC 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

- 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

- Mass Communication/ Media Studies
- Communication, General

Related Areas

- Speech Communication and Rhetoric

The University of Mississippi is accredited by the Southern Association of Colleges and Schools Commission on Colleges to award certificates and baccalaureate, master's, specialist, and doctoral degrees. Contact the Commission on Colleges at 1866 Southern Lane, Decatur, Georgia 30033-4097, call 404-679-4500, or visit online at www.sacscoc.org for questions about the accreditation.