

## **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](#)

