IMC 357: Global Brands

MEEK 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

- Communication and Media Studies, Other
- Mass Communication/ Media Studies
- 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.