

# IMC 556: Multicultural Marketing Communication

## School of Journalism and 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
- Lecture/Lab: Study Abroad for IMC 556

### Subject Areas

- [Mass Communication/ Media Studies](#)
- [Communication, General](#)

### Related Areas

- [Communication and Media Studies, Other](#)
- [Speech Communication and Rhetoric](#)

