

IMC 357: Global Brands School of Journalism and 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
- <u>Mass Communication/ Media Studies</u>
- Speech Communication and Rhetoric

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