

## **IMC 546: International and Multicultural IMC**

### **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 501: Principles of Integrated Marketing Comm](#)
- Prerequisite requirements for this course may also be satisfied by consent of instructor.

#### **Instruction Type(s)**

- Lecture/Lab: Lecture/Lab for IMC 546
- Lecture/Lab: Compressed Video for IMC 546
- Lecture/Lab: Study Abroad for IMC 546
- Lecture/Lab: Online Program for IMC 546
- Lecture/Lab: Web-based Lecture/Lab for IMC 546

#### **Subject Areas**

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

#### **Related Areas**

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

