



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

- <u>Mass Communication/ Media Studies</u>
- Communication, General

Related Areas

- Communication and Media Studies, Other
- 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.

