

Jour 556: Multicultural Marketing Communication

SCHOOL OF JOURNALISM & 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

- [Jour 404: Integrated Marketing Communications Rese](#) (Minimum grade: C)

Instruction Type(s)

- Lecture/Lab: Lecture/Lab for Jour 556

Subject Areas

- [Journalism](#)

Related Areas

- [Broadcast Journalism](#)
- [Journalism, Other](#)
- [Photojournalism](#)

