

Jour 556: Multicultural Marketing Communication

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

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