

# IMC 357: Global Brands MEEK SCHOOL OF JOURNALISM & 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
- Mass Communication/ Media Studies
- Speech Communication and Rhetoric

