IMS 6312 - International Advertising

This course will aim at preparing the students to understand theoretical and practical aspects of international advertising within the context of global marketing communications. The basic principles of the course will include global versus local creative strategies and executions, international media opportunities, and global research methods. It will aim to equip the students with an understanding of the basic principles of advertising, including the various and differing cultural, economic and political factors that impact international marketing communications with a view to get employment in international advertising. Prerequisite: MKT 6301. (3-0) T