IMS 4325 - International Advertising and Promotion

IMS 4325 International Advertising and Promotion (3 semester credit hours) This course will look at the major trends and strategies associated with global promotions and advertising. In today's world, the major global brands keep growing larger in value and influence and the smaller brands just entering global markets are growing in numbers. Students will analyze these brands and businesses as they make the needed adjustments or adaptations in advertising and promotions to be culturally relevant and sensitive. Prerequisites: IMS 3310 and MKT 3300, (3-0) Y