

COMM 334: MULTICULTURAL MARKETING IN AMERICA

The United States is a mosaic of cultures and backgrounds, and this course will look at the impact these growing subcultures have on a diverse market environment. In addition to learning strategic applications of consumer/segment insights, students will be encouraged to reflect on current biases in advertising and other messaging, and through their analysis understand the ethics and social responsibility involved with marketing to the multicultural consumer. Cross listed as BUAD 334.

Credits: 3

Prerequisites:

BUAD 230

Department: [Communication](#)