

MKTG 385: Multi-Cultural Marketing

Examines the impact of cultural and ethnic factors on consumer behavior and marketing strategies. Special emphasis is given to major ethnic groups, including their culture, demographics, psychographics, media usage, and decision making. Develop practical implications for marketing in a multi-cultural environment.

Credits: 3

Prerequisites/Permissions:

MKTG 301 (c), B-School Major/Minor

Program:

Marketing

COURSE DESCRIPTIONS