

BUSI 403 : Globalization and International Communication

This course examines the principles, variables, and processes involved in globalization and the international media systems as well as varying practices of media production and consumption in other countries. Students will study sample countries and will research economic, political, media and cultural factors as transmitted through the media system of a foreign country. (The course may be taken for credit as COMM 403).

Credits 3.0

Prerequisites

Junior or senior status or permission of instructor.