

# Welcome to Intercultural Communication

COM325L741 | Fall 2026 | Asynchronous, Online | Aug 31 - Oct 23

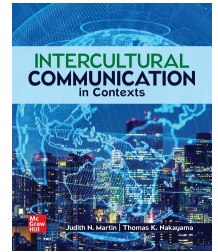


During this course, we'll examine how culture shapes the ways we communicate, understand others, and build relationships. You'll explore topics such as identity, perception, language, nonverbal communication, stereotypes, and intercultural relationships while applying what you learn to situations beyond the classroom.

The course is delivered asynchronously through Marist's learning management system, Brightspace. This platform grants you 24/7 access to all course materials and your individual grades. This asynchronous format gives you flexibility, but the course is not self-paced. You'll need to complete each module's work by the posted deadlines. Since this course is entirely online, you will need a computer and reliable access to WiFi. If you anticipate being away during the course, ensure you have WiFi access. Lack of internet access due to vacations or other reasons will not be accepted as an excuse for missing deadlines.

The following textbook will be used for the course. **The 2025 Release is required.** Do not order an older edition! [Click here to order the text from the publisher.](#) You can choose from the ebook or print edition. Feel free to go with any format of the 2025 Release that works for you (rental, used hard copy, ebook, etc.). Be mindful of delivery dates when ordering. **It is mandatory to purchase the necessary textbook by Sunday, September 6th.**

📖 *Intercultural Communication in Contexts* by Judith N. Martin and Thomas K. Nakayama  
ISBN10: 1266597093 | ISBN13: 9781266597091



**Important Note About This Course** This is an accelerated course. Typically, a semester long course is 15 weeks; this course is shortened to 8 weeks yet still covers the same amount of material. This course will run at a MUCH faster pace than a traditional semester course. As such, it is important that you plan plenty of time to work on the course materials during each weekly module, starting with Module 1.

In the first week, I will provide a course overview video. If you have any questions throughout the 8 weeks, feel free to reach out to me at [joanna.davanzo@marist.edu](mailto:joanna.davanzo@marist.edu) My goal is for you to leave the course with greater cultural awareness and practical strategies for communicating across differences with curiosity, empathy, and respect. I'm looking forward to working with you in this course! - **Prof. D'Avanzo**



Joanna D'Avanzo is a Senior Professional Lecturer of Advertising at Marist University in Poughkeepsie, NY, where she teaches the creative side of advertising amongst other communication courses. She previously served as Chair of the Communication Department and is currently Coordinator of the Global Marketing Communication Program in Florence. At Marist, she has led the development of the advertising program, organized the annual Marist Portfolio Review in New York City, and mentored students to national recognition, including awards in The One Club for Creativity's Young Ones Competition and top placements in the American Advertising Federation's National Student Advertising Competition.

Before entering academia, Joanna spent more than 20 years in the advertising industry, working her way up from assistant art director to Creative Director at leading New York agencies including McCann, DMB&B, JWT, and Grey. She created campaigns for clients such as Burger King, Hasbro Games, Panasonic, Gatorade, and Smucker's. This extensive industry experience gives her a depth of knowledge to draw from, allowing her to provide students with practical, hands-on insight into the careers they are pursuing. She encourages her students to "know a little about a lot" - a philosophy she lives by herself, which fuels her curiosity and ensures she never stops learning.

A multiple-time juror for The One Club for Creativity's Young Ones Awards, Joanna takes pride in seeing her students compete and win in both the Young Ones and the AAF's National Student Advertising Competition. She also created a global attachment program that united students from Marist's Florence and Poughkeepsie campuses, bringing them to the Cannes Lions International Festival of Creativity. The program immersed students in the world's premier advertising event while also encouraging them to explore the South of France, expanding their curiosity, cultural awareness, and creative perspective.

Outside of the classroom, D'Avanzo can be found exploring street art in cities around the world, listening to an ever-growing list of podcasts, experimenting with AI, searching for the perfect typeface, or learning from her three Gen Z sons, who help her stay culturally current and humble. True to her own advice to "know a little about a lot," she embraces every opportunity to keep learning and expanding her creative perspective.