

Senior Abstract

Describe, in a paragraph, your BDIC concentration:

Marketing Design and Public Relations for the Green Industry

A concentration in Marketing Design and Public Relations for the Green Industry focuses on the marketing communications and digital media design studies of advertising for brands within the green industry. Courses are drawn from the Art, Communication, Marketing, Computer Science, and Plant, Soil, and Insect Sciences departments at UMass. The green industry incorporates, but is not limited to organic, sustainable, local, natural, and Fair Trade products or services produced by companies that also embody significant corporate social responsibility practices. Advertising for the green industry with this specific concentration qualifies me for a career in marketing firms or within a green company in job positions such as, a graphic design coordinator, sales representative, human resource coordinator, or an accounts manager.

List your 12 APPROVED BDIC courses

Dept.	#	Title	Credits	Semester
ART	397CC	ST-Information Design	3	Fall 2005
COMM	287	Advertising as Social Communication	3	Fall 2005
ART	271	Intro to Computing In Fine Art	3	Spring 2006
ART	397GG	ST-Information Design 2	3	Spring 2006
COMM	387	Advertising & Public Relations as a Social Communication	3	Spring 2006
MARKETING	301	Fundamentals of Marketing	3	Spring 2006
COMPSCI	391F	Fundamentals of Graphic Communication	3	Fall 2006
COMPSCI	591U	Interactive Web Animation	3	Fall 2006
MARKETING	421	Product Strategy	3	Fall 2006
MARKETING	422	Promotional Strategy	3	Fall 2006
PLSOILIN	397A	Ethnobotany 1: Shaman's Pharmacy	1	Fall 2007
PLSOILIN	397M	Applied Marketing: Green Industry	3	Fall 2007
MARKETING	410	Consumer Behavior	3	Fall 2007
ART	397I	Digital Media: Printmaking	3	Spring 2008

List any courses relevant to your concentration but not counted toward your BDIC major

Dept.	#	Title	Credits	Semester
UMASS		Internship at Arnold Worldwide	6	Summer 2006
PSYCH	380	Abnormal Psychology	3	Fall 2006
PSYCH	370	Personality Psychology	3	Fall 2007
PSYCH	360H	Social Psychology	4	Fall 2007
PSYCH	365	Psychology of Aging	3	Spring 2008
PLSOILIN	297K	Clinical Herbalism	1	Spring 2008
RES-ECON	241	Introduction to Food Marketing	3	Spring 2008
MARKETING	499Y/P	Independent Honors Capstone	6	Fall 2007/ Spring 2008