

Communication

Concentration Title: Advertising as a Means of Social Communication

Proposed Departments: Communication, Psychology, English, Marketing

	Course #	Course Name	Credits
1	COMM 287	Advertising as a Social Communication	3
2	PSYCH 320	Psychology of Learning & Thinking	3
3	ENGLISH 354	Creative Writing	3
4	COMM 387	Media, Public Relations, & Propoganda	3
5	ENGLISH 297TV	Going Viral	3
6	COMM 493E	Seminar: Screenwriting	3
7	MARKETING 410	Consumer Behavior	3
8	MARKETING 412	Market Research	3
9	MARKETING 422	Promotional Strategy	3
10	MARKETING 491S	Small Business Marketing	3
11	ENGLISH 356	Poetry Writing	3
12	COMM 397B	Introduction to Studio Directing	3
13	HACU 210 (Hampshire)	Film Workshop I	3
14	COMM 331	Program Process in TV	3
15	ENGLISH 355	Fiction Writing	3
16	MARKETING 455	Internet Marketing	3
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