

Concentration Title: Behavioral Advertising

Proposed Departments: Marketing, Journalism, Communication,
Psychology

	Course #	Course Name	Credits
1	MARKETING 301	Fundamentals of Marketing	3
2	JOURNAL 300	News Writing & Reporting	4
3	COMM 355	Behavioral Research in Communication	3
4	MARKETING 422	Promotional Strategy	3
5	COMM 336	Consumer Culture	3
6	COMM 352	Group Dynamics	3
7	MARKETING 412	Marketing Research	3
8	JOURNAL 335	Principles of Public Relations	3
9	COMM 436	Electronic Journalism	3
10	MARKETING 455	Internet Marketing	3
11	JOURNAL 398	Practicum	3
12	PSYCH 586	Psychology of Persuasion	3
13	PSYCH 763	Social Learning	3
14	MARKETING 437	International Marketing	3
15	JOURNAL 392L	S - Harnessing Public Opinion	3
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