

Concentration Title: Behavioral Marketing and Human Resource Management

Proposed Departments: Psychology, Communication, Management, Marketing,

School of Management, Education

	Course #	Course Name	Credits
1	SCH-MGMT 397A	Introduction to Entrepreneurship	1
2	BDIC 397B	Leadership & Networking	2
3	PSYCH 305	Educational Psychology	3
4	COMM 287	Advertising and Social Communication	3
5	MANAGEMNT 301	Principles of Management	3
6	MANAGEMNT 314	Human Resource Management	3
7	PSYCH 380	Abnormal Psychology	3
8	MARKETING 301	Fundamentals of Marketing	3
9	PSYCH 307	Industrial Psychology	3
10	COMM 387	Marketing Communication	3
11	PSYCH 360	Social Psychology	3
12	SCH-MGMT 315	Marketing Communication	3
13	EDUC 377	Introduction to Multicultural Education	4
14	EDUC 325	Introduction to Special Education	3
15	BDIC 394I	Integration & Innovation	3
16	PSYCH 370	Personality	3
17	MANAGEMNT 482	Current Issues in Human Resource Management	3
18	MANAGEMNT 365	Business & Its Environment	3
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