

Concentration Title: Business Marketing & Merchandising - East Asia			
Proposed Departments: Honors, Asian Studies, Management, Psychology,			
Communication, Marketing, History, Political Science			
	Course #	Course Name	Credits
1	HONORS 391A	Asian-Pacific American Studies: History & Themes	2
2	ASIANST 397B	Bridging Asia and Asian-Americans	1
3	MANAGEMNT 301	Principles of Management	3
4	ASIANST 491A	Senior Seminar	3
5	PSYCH 360	Social Psychology	3
6	PSYCH 307	Industrial Psychology	3
7	UMASS 298Y	Internship	6
8	COMM 336	Consumer Culture	3
9	MARKETING 301	Fundamentals of Marketing	3
10	MARKETING 465	Retailing Management Technology	3
11	HISTORY 346	Modern China: The 20th Century	3
12	MARKETING 437	International Marketing	3
13	POLISCI 292B	Asian Public Policy	3
14	MANAGEMNT 492E	Entrepreneurship & Sociology	3
15	MANAGEMNT 365	Business & It's Environment	3
16	BDIC 397A	Introduction to Entrepreneurship	1
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