

Communication

Concentration Title: Consumer Psychology Marketing & Communication

Proposed Departments: Communication, Women's Studies, Sociology, Marketing, Journalism

	Course #	Course Name	Credits
1	COMM 287	Advertising as Social Communication	3
2	WOMENSST 392B	Gender & Technology	3
3	SOCIOL 383	Gender & Society	3
4	COMM 337	Media Audiences	3
5	MARKETING 422	Promotional Strategy	3
6	JOURNAL 391PR	Social Media and Public Relations	3
7	MARKETING 421	Product Strategy	3
8	COMM 338	Children, Teens & Media	3
9	COMM 336	Consumer Culture	3
10	MARKETING 455	Internet Marketing	3
11	SCH-MGMT 397A	Introduction to Entrepreneurship	1
12	BDIC 397B	Leadership & Networking	2
13	MARKETING 450	Direct Marketing	3
14	MARKETING 465	Retailing Management & Technology	3
15	JOURNAL 392P	Writing for the Public	3
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