

Communication

**Concentration Title: Fashion Advertising and Marketing Communications**

Proposed Departments: Marketing, Psychology, English, Journalism,

Communication, Art, Resource Economics, Comparative Literature

	<b>Course #</b>	<b>Course Name</b>	<b>Credits</b>
<b>1</b>	MARKETING 301	Fundamentals of Marketing	3
<b>2</b>	PSYCH 307	Industrial Psychology	3
<b>3</b>	ENGLISH 297AA	Writing, Audience, and Rhetoric in Popular Culture	3
<b>4</b>	JOURNAL 345	Media Criticism	3
<b>5</b>	MARKETING 410	Consumer Behavior	3
<b>6</b>	MARKETING 465	Retailing Management and Technology	3
<b>7</b>	COMM 336	Consumer Culture	3
<b>8</b>	ART 336	Graphic Design	3
<b>9</b>	ART 338	Graphic Design II	3
<b>10</b>	MARKETING 421	Product Strategy	3
<b>11</b>	COMM 320	Culture, Communication & Social Identity	3
<b>12</b>	JOURNAL 335	Principles of Public Relations	3
<b>13</b>	COMM 339	Media and Public Policy	3
<b>14</b>	ENGLISH 302	Studies in Textuality and New Media	3
<b>15</b>	RES-ECON 340	Ethics and the Consumer	3
<b>16</b>	MANAGEMNT 301	Principles of Management	3
<b>17</b>	MANAGEMNT 314	Human Resource Management	3
<b>18</b>	COMP-LIT 236	Digital Culture	3
<b>19</b>	COMM 337	Media Audiences	3
<b>20</b>	COMM 287	Media, Public Relations, & Propoganda	3

