

Nat, Health, Comp

Concentration Title: Internet Marketing and Digital Media

Proposed Departments: Communication, School of Management, English,
Journalism, Marketing

	Course #	Course Name	Credits
1	SCH-MGMT 397A	Introduction to Entrepreneurship	1
2	BDIC 397B	Leadership & Networking	2
3	SCH-MGMT 597G	Seminar: Internet Business	3
4	ENGLISH 297TV	Seminar: Going Viral - Infectious Web Videos	3
5	JOURNAL 397P	Seminar: Introduction to Digital Journalism	3
6	MARKETING 455	Internet Marketing	3
7	MARKETING 465	Retail Management & Technology	3
8	MANAGEMNT 492E	Entrepreneurship & Society	3
9	JOURNAL 397W	Introduction to Online Journalism	3
10	JOURNAL 397DJ	Infographics & Data Journalism	3
11	COMM 334	Media History & Communication Policy	3
12	JOURNAL 397EJ	Entrepreneurial Journalism	3
13	MARKETING 422	Promotional Strategy	3
14	BDIC 396A	Independent Study	3
15	COMM 287	Advertising as Social Communication	3
16			
17			
18			
19			
20			

