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|  | <b>Concentration Title: Marketing and Corporate Psychology</b> |
|  | Proposed Departments: Psychology, Marketing, Communication     |
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|           | Course #      | Course Name                                | Credits |
|-----------|---------------|--|---------|
| <b>1</b>  | PSYCH 360     | Social Psychology                          | 3       |
| <b>2</b>  | MARKETING 301 | Fundamentals of Marketing                  | 3       |
| <b>3</b>  | PSYCH 380     | Abnormal Psychology                        | 3       |
| <b>4</b>  | MARKETING 422 | Promotional Strategy                       | 3       |
| <b>5</b>  | COMM 397A     | Studying Social Interaction                | 3       |
| <b>6</b>  | COMM 334      | Media History & Communication Policy       | 3       |
| <b>7</b>  | SCH-MGMT 397A | Introduction to Entrepreneurship           | 1       |
| <b>8</b>  | BDIC 397B     | Leadership + Networking                    | 2       |
| <b>9</b>  | MARKETING 421 | Product Strategy                           | 3       |
| <b>10</b> | PSYCH 370     | Personality                                | 3       |
| <b>11</b> | COMM 336      | Consumer Culture                           | 3       |
| <b>12</b> | COMM 320      | Culture, Communication & Social Identities | 3       |
| <b>13</b> | UMASS 298Y    | Internship                                 | 6       |
| <b>14</b> | BDIC 396A     | Independent Study                          | 3       |
| <b>15</b> | PSYCH 307     | Industrial Psychology                      | 3       |
| <b>16</b> | PSYCH 586     | Psychology of Persuasion                   | 3       |
| <b>17</b> |               |  |         |
| <b>18</b> |               |  |         |
| <b>19</b> |               |  |         |
| <b>20</b> |               |  |         |

