

Communication

Concentration Title: Music Marketing & Management

Proposed Departments: Communication, Marketing, Management, Music

	Course #	Course Name	Credits
1	COMM 287	Advertising as Social Communication	3
2	COMM 397N	Seminar: Cases in Media Law	3
3	MARKETING 301	Fundamentals of Marketing	3
4	MANAGEMNT 301	Principles of Management	3
5	MARKETING 410	Consumer Behavior	3
6	MARKETING 422	Promotional Strategy	3
7	COMM 387	Media, Public Relations & Propoganda	3
8	SCH-MGMT 397A	Introduction to Entrepreneurship	1
9	BDIC 397B	Leadership & Networking	2
10	MUSIC 586	MIDI Studio Technology	3
11	UMASS 298Y	Internship: Northfire Recording Studio	6
12	COMM 494P	Advanced Popular Culture	3
13	COMM 397F	Media Ethics	3
14	COMM 338	Children, Teens & Media	3
15	MARKETING 465	Retailing Management & Technology	3
16	COMM 310	Persuasion Theory	3
17	MARKETING 441	Marketing Management	3
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