

Concentration Title: Public Relations in Fashion

Proposed Departments: Marketing, Art History, Humanities & Fine Arts,
Communication, Women's Studies, Journalism

	Course #	Course Name	Credits
1	MARKETING 410	Consumer Behavior	3
2	MARKETING 412	Marketing Research	3
3	UMASS 298Y	Internship: Sisters on the Runway	2
4	BDIC 397B	Leadership & Networking	2
5	HUMANFINART 500	Introduction to Arts Management	3
6	HUMANFINART 501	Arts Fundraising	3
7	HT-MGMT 334	Event Management	3
8	COMM 334	Media History and Communication Policy	3
9	WOMENSST 292A	Feminism and Fashion in African Diaspora	3
10	JOURNAL 391PR	S - Social Media and Public Relations	3
11	JOURNAL 491	Writing in Popular Culture	4
12	COMM 397F	Media Ethics	3
13	MANAGEMNT 448	International Business	3
14	JOURNAL 492	Magazine Writing	3
15	HUMANFINART 390	Arts Marketing	3
16	COMM 397M	New Media Technologies and Social Change	3
17	BDIC 391A	Digital Photography for Non-Art Majors	3
18	WAGS 13 (Amherst)	Fashion Matters	3
19	BDIC 394I	Integration & Innovation	3
20	ART-HIST 497C	Culture Arts	3

