

	Concentration Title: Arts Administration and Marketing
	Proposed Departments: Art History, Communication, Marketing, Humanities & Fine Arts, Exchange, Art

	Course #	Course Name	Credits
1	ART-HIST 381	Great Themes in Art	3
2	COMM 287	Advertising as Social Communication	3
3	ART-HIST 324	Modern Art, 1880 - Present	3
4	MARKETING 455	Internet Marketing	3
5	HUMANFINART 390P	Arts and Culture Preparation Internship	3
6	EXCHANGE	Visual Communication	3
7	MARKETING 301	Fundamentals of Marketing	3
8	ART-HIST 303	Roman Art: Power, Politics, & Society	3
9	HUMANFINART 390A	Introduction to Arts Management	3
10	HUMANFINART 509	Greening for Non-Profit Organizations	3
11	HUMANFINART 501	Arts Fundraising	3
12	HUMANFINART 502	Arts Marketing	3
13	ART 396M	Independent Study: Photography	3
14	MARKETING 410	Consumer Behavior	3
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