

<b>Concentration Title: Mass Communication and Strategic Planning</b>			
Proposed Departments: Theater, Journalism, Marketing, Communication,			
Exchange, Abroad			
	<b>Course #</b>	<b>Course Name</b>	<b>Credits</b>
<b>1</b>	THEATER 425	Playwriting	3
<b>2</b>	JOURNAL 392W	Seminar: Writing for the Web	4
<b>3</b>	THEATER 322	Modern Repertory	3
<b>4</b>	JOURNAL 335	Principles of Public Relations	3
<b>5</b>	JOURNAL 491A	Writing About Arts in Digital	4
<b>6</b>	MARKETING 301	Fundamentals of Marketing	3
<b>7</b>	COMM 331	Program Process in TV	3
<b>8</b>	EXCHANGE	Strategic Management of the Firm	3
<b>9</b>	EXCHANGE	Entrepreneurship and New Venture Creation	3
<b>10</b>	BDIC 396A	Independent Study	3
<b>11</b>	BDIC 394I	Integration & Innovation	3
<b>12</b>	BDIC 391C	Screenplay as Literature	3
<b>13</b>	COMM 441	Print & Technical Film Style Production	3
<b>14</b>	COMM 493E	Seminar: Screenwriting	3
<b>15</b>	COMM 397B	Seminar: Introduction to Studio Drawing	3
<b>16</b>	COMM 387	Media, Public Relations & Propoganda	3
<b>17</b>	THEATER 333	Contemporary Repertory	3
<b>18</b>	THEATER 493R	Performance in Shakespearean Plays	3
<b>19</b>	THEATER 493C	Seminar: Ensemble Acting	3
<b>20</b>	UMASS 298Y	Internship	3

