

Concentration Title: Advertising & Consumer Behavior

Proposed Departments: Marketing, Communications,
Journalism, & Psychology

	Course #	Course Name	Credits
1	PSYCH 360	Social Psychology	
2	JOURNAL 300	Newsriting & Reporting	
3	JOURNAL 335	Principles of Public Relations	3
4	COMM 336	Consumer Culture	4
5	MARKETNG 301	Fundamentals of Marketing	3
6	COMM 310	Persuasion Theory	3
7	COMM 355	Behavioral Research in Communication	3
8	COMM 387	Media, Public Relations, & Propoganda	3
9	MARKETNG 410	Consumer Behavior	3
10	MARKETNG 421	Product Strategy	3
11	MARKETNG 422	Promotional Strategy	3
12	PSYCH 310	Sensation & Perception	3
13	PSYCH 318	Cognitive Psychology	3
14	PSYCH 350	Developmental Psychology	3
15	PSYCH 370	Personality	3
16	PSYCH 380	Abnormal Psychology	3
17	PSYCH 304	Brain, Mind, & Behavior	3
18	JOURNAL 301	Introduction to Multimedia Reporting	3
19	PSYCH 320	Learning & Thinking	3
20	MARKETNG 455	Internet Marketing	3

