

	Concentration Title: Advertising and Media Studies
	Proposed Departments: Communications, Marketing, Psychology, Economics,
	French Studies

	Course #	Course Name	Credits
1	COMM 334	Media History and Communication Policy	3
2	COMM 287	Advertising as Social Communication	3
3	COMM 394RI	Race, Gender, and the Sitcom	3
4	COMM 491GI	Media and Construction of Gender	3
5	MARKETING 301	Fundamentals of Marketing	3
6	PSYCH 391AC	Seminar: The Science of Happiness	3
7	MARKETING 410	Consumer Behavior	3
8	PSYCH 360	Social Psychology	3
9	COMM 338	Children, Teens & Media	3
10	PSYCH 330	Behavioral Neuroscience	3
11	MARKETING 455	Internet Marketing	3
12	COMM 497AB	Hollywood Film, Diversity, and Adaptation	3
13	FRENCH 350	French Film	4
14	COMM 320	Culture, Communication & Social Identities	3
15	COMM 444	Film Styles and Genres	3
16	ECON 305	Marxian Economics	3
17	MARKETING 421	Product Strategy	3
18	PSYCH 391SS	Prejudice & Intergroup Relations	3
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