

Communication

Concentration Title: Communicative Marketing and Advertising

Proposed Departments: Communication, Art, Marketing, English, Journalism,
Hotel Management

	Course #	Course Name	Credits
1	COMM 287	Advertising as Social Communications	3
2	MARKETING 301	Fundamentals of Marketing	3
3	COMM 387	Media, Public Relations & Propoganda	3
4	JOURNAL 335	Principles of Public Relations	3
5	ENGLISH 327	Modern Business Writing	3
6	MARKETING 422	Promotional Strategy	3
7	ART 345	Digital Media - Print Making	3
8	UMASS 298Y	Internship - Daily Collegian	3
9	MARKETING 450	Direct Marketing	3
10	UMASS 298Y	Internship - Daily Collegian	3
11	HOTEL-MAN 385	Hospitality Service Marketing	3
12	ART 346	Digital Media Printmaking - Offset Lithography	3
13	COMM 397F	Media Ethics	3
14	SOCIOL 393M	Media, Technology & Sociology	3
15	MARKETING 410	Consumer Behavior	3
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