

Communication

Concentration Title: Digital Advertising and Public Relations

Proposed Departments: Communication, Marketing, Humanities & Fine Arts,
Journalism

	Course #	Course Name	Credits
1	COMM 287	Advertising as Social Communication	3
2	MARKETING 301	Fundamentals of Marketing	3
3	COMM 497F	Spanish Language Media	3
4	BDIC 394I	Integrative Experience	3
5	COMM 334	Media History & Communications Policy	3
6	MARKETING 455	Internet Marketing	3
7	HUMAN&FINEART 500	Introduction to Arts Management	3
8	MARKETING 465	Retail Marketing	3
9	UMASS 298Y	Internship	3
10	COMM 387	Media, Public Relations & Propoganda	3
11	MANAGEMNT 314	Human Resource Management	3
12	COMM 320	Culture	3
13	COMM 331	Program Process in TV	3
14	JOURNAL 310	Press and the Third World	3
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