

Concentration Title: Entertainment Media & Management			
Proposed Departments: Humanities & Fine Arts, Resource Economics, Marketing,			
Journalism, Communication, Hospitality/Tourism MGMT, Sociology, Management			
	Course #	Course Name	Credits
1	HUMANFINART 500	Introduction to Arts Management	3
2	HUMANFINART 504	Financial Management in the Arts	3
3	SOCIOL 216 (Mt. Hlyoke)	Sociology of Media	4
4	RES-ECON 324	Small Business Finance	3
5	HUMANFINART 502	Arts Marketing	3
6	JOURNAL 397R	Business of Media/Radio Broadcasting	3
7	COMM 334	Media History & Communication Policy	3
8	MARKETING 422	Promotional Strategy	3
9	HOSPTOURMGMT 397J	Entertainment Management	3
10	COMM 387	Advertising, Public Relations, and Social Control	3
11	SOCIOL 394N	Social Networks	3
12	MARKETING 455	Internet Marketing	3
13	COMM 397	New Media Technologies and Social Change	3
14	MANAGEMENT 361	Contractual Business Relations	3
15	HUMANFINART 501	Arts Fundraising	3
16	PSYCH 366 (Amherst)	Music Cognition	3
17	HUMANFINART 505	Strategic Planning	3
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