

Communication

Concentration Title: Fashion Merchandising

Proposed Departments: Marketing, Communication, Journalism, Theater,

Resource Economics,

	Course #	Course Name	Credits
1	MARKETING 301	Fundamentals of Marketing	3
2	COMM 334	Media History and Communicative Policy	3
3	JOURNAL 300	News Writing and Reporting	4
4	MARKETING 422	Promotional Strategy	3
5	COMM 336	Consumer Culture	3
6	THEATER 357	20th Century Fashion	3
7	COMM 287	Advertising as a Social Communication	3
8	MARKETING 425	Sales of Distribution	3
9	COMM 338	Children, Teens & Media	3
10	THEATER 397D	Plays to Movies: Costume Intepretation	3
11	RES-ECON 324	Small Business Finance	3
12	MARKETING 455	Internet Marketing	3
13	COMM 387	Media, Public Relations and Propoganda	3
14	JOURNAL 392M	Magazine Writing	3
15	MANAGEMNT 314	Human Resource Management	3
16	MARKETING 412	Marketing Research	3
17	MARKETING 421	Product Strategy	3
18	THEATER 462	Costume Design Studio	3
19	COMM 320	Culture, Communication & Social Identities	3
20	COMM 497AK	Ecology, Sustainability	3

