

Communication

Concentration Title: Graphic Design and Marketing

Proposed Departments: Art, Management, Marketing, Communication,
Journalism, Computer Science

	Course #	Course Name	Credits
1	ART 210	Computer Imaging Techniques	3
2	ART 215	Intro to Web Design	3
3	BDIC 397A	Introduction to Entrepreneurship	1
4	BDIC 397B	Leadership & Networking	2
5	BDIC 394I	Integration & Innovation	3
6	MANAGMNT 301	Principles of Management	3
7	MARKETING 301	Fundamentals of Marketing	3
8	COMM 397	Introduction to Video Art Production	3
9	JOURNAL 333	Intro to Digital Photojournalism	3
10	MARKETING 421	Product Strategy	3
11	COMP-SCI 325	Usability	3
12	UMASS 298Y	Spring Internship	6
13	MARKETING 422	Promotional Strategy	3
14	JOURNAL 394	Web Design	3
15	MANAGMNT 315	Marketing Communications	3
16	ART 345	Digital Printmaking	3
17	MARKETING 455	Internet Marketing	3
18	ART 397	Media & Motion Graphics	3
19			
20			

