

	Concentration Title: International Marketing and Public Relations
	Proposed Departments: Psychology, Communication, Marketing, Spanish,
	Chinese, Hospitality/Tourism Management

	Course #	Course Name	Credits
1	PSYCH 360H	Social Psychology	4
2	COMM 287	Advertising as Social Communication	4
3	COMM 250	Interpersonal Communication	3
4	PSYCH 307	Industrial Psychology	3
5	MARKETING 301	Fundamentals of Marketing	3
6	SPANISH 301	Conversational Spanish	3
7	SPANISH 311	Advanced Grammar	3
8	MARKETING 422	Promotional Strategy	3
9	PSYCH 315	Cognitive Psychology	3
10	MARKETING 410	Consumer Behavior	3
11	MARKETING 437	International Marketing	3
12	SPANISH 312	Written & Oral Expression	3
13	CHINESE 432	Media Chineses	3
14	SPANISH 465	Business Spanish	3
15	CHINESE 433	Business Chinese	3
16	COMM 336	Consumer Culture	3
17	HOSPTOURMGMT 334	Special Events Management	3
18	MARKETING 425	Sales and Distribution Strategy	3
19	MARKETING 491S	Small Business Marketing	3
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