

Communication

**Concentration Title: International Marketing, Advertising & Photography**

**Proposed Departments: Communication, Marketing, Spanish, Art**

	<b>Course #</b>	<b>Course Name</b>	<b>Credits</b>
<b>1</b>	COMM 397P	Seminar: TV & The Public	3
<b>2</b>	COMM 387	Advertising & Public Relations as Social Control	3
<b>3</b>	MARKETING 301	Fundamentals of Marketing	3
<b>4</b>	MARKETING 437	International Marketing	3
<b>5</b>	UMASS 298Y	Internship (Night Agency)	6
<b>6</b>	MARKETING 410	Consumer Behavior	3
<b>7</b>	SPANISH 465	Business Spanish	4
<b>8</b>	ART 397N	Seminar: Digital Media - Still Image	3
<b>9</b>	ARAH 25 (Amherst)	Color Photography	4
<b>10</b>	COMM 287	Advertising as Social Communication	3
<b>11</b>	COMM 385	Popular Culture and Cultural Studies	3
<b>12</b>	ART 597N	SPTPC Photography I	3
<b>13</b>	SPANISH 322	Spanish American Literature	3
<b>14</b>	ART-HIST 335	History of Photography	3
<b>15</b>	ART 536	Graphic Design I	3
<b>16</b>	ART 538	Graphic Design II	3
<b>17</b>			
<b>18</b>			
<b>19</b>			
<b>20</b>			

