

Communication

Concentration Title: International Public Relations

Proposed Departments: Communication, Marketing, Abroad, Economics,
Psychology

	Course #	Course Name	Credits
1	SCH-MGMT 397A	Introduction to Entrepreneurship	1
2	BDIC 397B	Leadership & Networking	2
3	COMM 212	Cultural Codes in Communication	4
4	UMASS 298Y	Practicum Internship	6
5	COMM 287	Advertising as Social Communication	3
6	COMM 334	Media History & Communication Policy	3
7	MARKETING 301	Fundamentals of Marketing	3
8	ABROAD	Semester Abroad	
9	ECON 322	International Trade	3
10	MARKETING 455	Internet Marketing	3
11	PSYCH 360	Social Psychology	3
12	COMM 387	Media and Public Relations	3
13	MARKETING 425	Sales & Distribution Strategy	3
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