

Communication

Concentration Title: Marketing & Intercultural Education

Proposed Departments: Communication, Anthropology, Marketing, Exchange,
Journalism, School of Management

	Course #	Course Name	Credits
1	COMM 387	Media, Public Relations & Propoganda	3
2	COMM 375	Writing as Communication	3
3	ANTHRO 397VE	Visual Ethnography	3
4	MARKETING 301	Fundamentals of Marketing	3
5	EXCHANGE	Study Abroad - London	9
6	EXCHANGE	Internship in London	6
7	COMM 287	Advertising as Social Communication	3
8	JOURNAL 335	Principles of Public Relations	3
9	SCH-MGMT	Marketing Communication	3
10	MARKETING 412	Marketing Research	3
11	COMM 320	Culture, Communication, and Social Identity	3
12	MARKETING 410	Consumer Behavior	3
13	MARKETING 422	Promotional Strategy	3
14	SCH-MGMT 313	Organizational Communication	3
15	COMM 355	Behavioral Research in Communication	3
16	JOURNAL 310	Going Global: Changes in International Journalism	3
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