

	Concentration Title: Marketing and Public Relations in Fashion
	Proposed Departments: Marketing, Communication, Art History, School of
	Management, Journalism, Theater

	Course #	Course Name	Credits
1	MARKETING 301	Principles of Marketing	3
2	COMM 387	Advertising as Social Communications	3
3	COMM 300	Mass Media and Fashion Industry	3
4	ART-HISTORY 300	Haute Couture in Paris	3
5	SCH-MGMT 410	Consumer Behavior	3
6	COMM 387	Advertising and Public Relations	3
7	JOURNAL 392M	Magazine Writing	3
8	COMM 335	Principles of Public Relations	3
9	SCH-MGMT 334	Event Management	3
10	THEATER 397D	Plays to Movies: Costumes	3
11	UMASS 298Y	Karma Loop Internship	3
12	COMM 397L	Consumer Culture	3
13	SCH-MGMT 491R	S - Retailing	3
14	COMM 491C	Writing about Popular Culture	3
15	SCH-MGMT	International Business	3
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