

Concentration Title: Marketing For Sustainability

Proposed Departments: Communication, Management, Marketing, Plant/Soil/

Insects, Building & Construction Technology, Resource Economics

	Course #	Course Name	Credits
1	COMM 297SS	Communication for Sustainable Social Change	3
2	MANAGEMNT 491E	Sustainable Enterprise	3
3	UMASS 298Y	Internship	6
4	MARKETING 301	Fundamentals of Marketing	3
5	BDIC 394I	Integration & Innovation	3
6	PLSOILIN 391T	Teaching Sustainable Living	3
7	BCT 353	Business of Building	3
8	MARKETING 591C	Marketing/Sustainable Business	3
9	COMM 387	Media, Public Relations & Propoganda	3
10	MARKETING 455	Internet Marketing	3
11	RES-ECON 472	Advanced Topics in Environment & Resource Economics	3
12	HUMAN&FINART 500	Introduction to Arts Management	3
13	COMM 336	Consumer Culture	3
14	BCT 352	Building Manufacturing for Production Marketing	3
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