

Concentration Title: Marketing, Media, and the Political Process

Proposed Departments: Communication, Political Science, Management,
Marketing

	Course #	Course Name	Credits
1	SCH-MGMT 397A	Introduction to Entrepreneurship	1
2	BDIC 397B	Leadership & Networking	2
3	COMM 297A	Introduction to Global Communication	3
4	POLISCI 308	Public Opinions in Politics	3
5	COMM 260	Public Speaking	3
6	MANAGEMNT 301	Principles of Management	3
7	MARKETING 301	Fundamentals of Marketing	3
8	UMASS 298Y	Internship	3
9	BDIC 394I	Integration & Innovation	3
10	POLISCI 356	International Law	3
11	POLISCI 362	Political Law & Judicial Behavior	3
12	MARKETING 421	Product Strategy	3
13	POLISCI 361	Civil Liberties	3
14	POLISCI 394DI	Protest & Dissent	3
15	COMM 412	Political Communication	3
16	COMM 375	Writing as Communication	3
17	POLISCI 391K	Seminar: Family and the State	3
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