

	Concentration Title: Media Promotion in Sports Industry
	Proposed Departments: Journalism, Marketing, Management,
	Psychology, & Communication

	Course #	Course Name	Credits
1	JOURNAL 300	News Writing & Reporting	3
2	JOURNAL 345	Media Criticism	3
3	JOURNAL 397R	Business of Media	3
4	JOURNAL 460	Journalism Ethics	3
5	COMM 287	Advertising in Social Communication	3
6	PSYCH 360	Social Psychology	3
7	COMM 387	Media, Public Relations, and Propoganda	3
8	PSYCH 307	Industrial Psychology	3
9	JOURNAL 397P	The Politics of Sport	3
10	MARKETNG 422	Promotional Strategy	3
11	MARKETNG 450	Direct Marketing	3
12	MANAGMNT 314	Human Resource Management	3
13	MARKETNG 421	Product Strategy	3
14	BDIC 396A	Independent Study	3
15	MARKETNG 491S	Small Business Marketing	3
16	MANAGMNT 301	Fundamentals of Marketing	3
17	COMM 397AB	Convergent Media for Social & Political Mobilization	3
18	COMM 397AT	Studying Social Interaction	3
19			
20			

