

Concentration Title: Music Management and Marketing

Proposed Departments: Communication, Music, Psychology, Anthropology,
Management, Marketing, Public Health, School of Management

	Course #	Course Name	Credits
1	COMM 287	Advertising as Social Communication	3
2	MUSIC 104 (Amherst)	Writing through Popular Music	4
3	PSYCH 360	Social Psychology	3
4	ANTHRO 234	Art in Cross Cultural Perspective	3
5	MANAGEMNT 330	Organizational Behavior	3
6	MARKETING 441	Marketing Management	3
7	COMM 397R	Cases in Media Law	3
8	MANAGEMNT 361	Contracts in Business Relationships	3
9	MARKETING 410	Consumer Behavior	3
10	COMM 387	Media, Public Relations & Propoganda	3
11	PUBHEALTH 301	Principles of Community Health Education	3
12	MUSIC 352 (Amherst)	Performance in Space	4
13	HACU 289 (Hampshire)	Audience Research and Media Studies	4
14	COMM 497O	Music, Cultural Communication	3
15	BUILDCONSTECH 352	Building Materials and Fore Production Marketing	3
16	COMM 397E	Comparative Telecommunication and New Media	3
17	COMM 397X	Information Technology and Social/Historical Perspective	3
18	MARKETING 455	Marketing Communications	3
19	SCH-MGMT 315	Media History and Communciation Policy	3
20	COMM 344		

