



Marketing and Communications Focus List
Individualized Studies Program

Subject Code	Course Number	Title of Course
ART	1070	Foundations of Digital Media
ART	2010	Graphic Design I
ART	2020	Graphic Design II
ART	2030	Intro to Photography
ART	3900	Advanced Graphic Design – Speculative Studio
BUAD	2030	Executive Communication Essentials
BUAD	3010	Principles of Marketing
BUAD	3030	Managerial and Behavioral Processes in Organizations
CMPT	1100	Microsoft Office Applications
CMPT	1530	Beginning Adobe Photoshop
CMPT	1600	Internet Design and Publishing
CMPT	2410	Adobe InDesign Desktop Publishing
COMM	2130	Media Writing I
COMM	2150	Digital Design for Media Communication
COMM	2300	Photojournalism
COMM	2500	Intro to Social Media
COMM	3330	Consumer Culture & the Media
COMM	3340	Visual Communication
COMM	3500	Social Media II: Social Media Communication Strategies
COMM	3610	Speech Writing
COMM	3710	Podcasting
COMM	3720	Intro to Public Relations
COMM	3800	Social Media III: Social Media Campaigns
COMM	3820	Persuasion Theory
COMM	4330	Integrated Media
COMM	4340	Advanced Visual Communication
ENGL	3010	Creative Writing

ENGL	3050	Persuasive Writing
IBUS	3150	Understanding Cultural Differences for Business
MARS	1010	Marketing Principles
MKTG	3140	International Marketing
MKTG	3280	Digital Marketing
MKTG	3380	Digital Content Development
MKTG	3480	Digital Marketing Tools and Analytics
MKTG	3690	Marketing Communications
MKTG	3850	Buyer Behavior & Relationship Marketing
MKTG	3880	Marketing Research and Data Analytics
MKTG	3920	Sports Marketing
MKTG	4130	Marketing Analysis and Decision Making
MKTG	4540	Business Marketing
PSLS	3080	Purchasing & Business Relationship Management
PSLS	3440	Professional Sales
PSLS	3450	Sales Technology and Strategies
PSLS	4710	Salesforce Leadership