



**Marketing and Communications Focus List**  
University Studies Program

Subject Code	Course Number	Title of Course	Online	Spring	Summer	Fall
BUAD	2030	Leadership and Organizational Survival Skills	Y			Y
*BUAD	3010	Principles of Marketing	Y	Y	Y	Y
BUAD	3030	Managerial and Behavioral Processes	Y	Y	Y	Y
*BUAD	3050	Information Technology Management	Y	Y	Y	Y
CMPT	1100	Microsoft Office Applications (same class as BUAD 1020)	Y	Y	Y	Y
CMPT	1400	Dreamweaver Web Page Development	Y			Y
CMPT	1500	Flash Web Animation	Y	Y		
CMPT	1520	Beginning Adobe Illustrator	Y			Y
CMPT	1530	Beginning Adobe Photoshop	Y	Y		Y
CMPT	1600	Internet Design and Publishing	Y	Y		Y
COMM	2130	Media Writing I	Y	Y	Y	Y
COMM	2500	Social Media I	Y	Y	Y	Y
COMM	3340	Visual Communication I	Y	Y		Y
COMM	3610	Speech Writing	Y	Y		Y
*COMM	3720	Public Relations Theory	Y	Y		Y
COMM	3820	Persuasion Theory	N			
COMM	3880	Professional Business Communication	Y		Y	
COMM	4900	Special Topics Communication Seminars	Y	Y	Y	Y
EBUS	3090	E-Commerce & the Networked Economy	Y	Y	Y	
EBUS	3180	Web Design for Business Communication	N			
*ENGL	3010	Creative Writing	Y		Y	
*ENGL	3050	Persuasive Writing	N			
IBUS	3150	Understanding Cultural Differences for Business	Y	Y	Y	Y
*INFS	3250	Software Applications in Business	Y		Y	
*INFS	3370	Business Data Communications	Y			Y
MARS	1010	Marketing Principles	Y	Y		Y
MKTG	3170	Marketing for Non-Profit Organizations	Y	Y		

*MKTG	3280	Internet Marketing	Y	Y	Y	Y
*MKTG	3690	Principles of Marketing Communication	Y		Y	Y
*MKTG	3850	Buyer Behavior & Relationship Marketing	Y	Y	Y	Y
*MKTG	4980	Special Topics as relevant	Y	Y		Y
PHIL	3120	Business Ethics	Y	Y		
*PSLS	3080	Purchasing & Business Relationship Mgmt.	Y	Y		
*PSLS	3440	Professional Sales	N			
*PSLS	4710	Salesforce Leadership	Y	Y		
RCRT	4000	Community Event Planning (FORMERLY 4990)	Y	Y		Y
RCRT	4990*	Planning & Promotion of Sport Tourism (ONLINE AS 5200*)	Y*			Y*