

INDIVIDUALIZED MAJOR

Consumer Behavior

Consumer Behavior allows students to concentrate on the consumer decision-making process. As with any Individualized Major, plans of study should reflect the student's specific interests by concentrating on certain areas of study and be structured accordingly. Students individualizing a major in Consumer Behavior are not required to appear before the Individualized Major Committee. The courses on the reverse side of this sheet are only suggestions of potential classes of interest for Consumer Behavior students. Students should use this sheet along with the course catalog and consultation with faculty/advisors to create the best plan of study for their individual academic goals.

REQUIRED COURSES

The individualized major consists of at least 36 credits at the 200-level (from 2008: 2000-level and higher); at least 18 credits must be offered by the College which will be granting your degree.

Core

The Consumer Behavior individualized major includes three required core courses:

COMM 210-Persuasion (COMM 100 is a prerequisite)

COMM 230- Effects of Mass Media (COMM 100 is a prerequisite)

COMM 262- New Communication Technologies (COMM 130 is a prerequisite)

Research Methods

All individualized majors must complete research or methods course to satisfy part of the information literacy competency requirement. Appropriate research methods courses for Consumer Behavior majors include:

COMM 200Q Research Methods in Communication

POLS 291V Quantitative Analysis in Political Science

SOCI 205 Methods of Social Research, 207V Quantitative Methods in Social Research

PSYC 202Q Principles of Research in Psychology [Note: Only a few seats in each class open to non-PSYC majors]

Capstone

All individualized majors must satisfy a capstone requirement. Therefore your plan of study must include INTD 295W (the Individualized Major Capstone course), INTD 296W (a senior thesis), or an acceptable alternative.

Experiential Learning

Study abroad, internships, and or research are strongly recommended. Possible internship courses include: (Note: All these internship courses have prerequisites at 100 and/or 200-level. Take care to plan accordingly)

COMM 291 Internship in Communication

JOUR 297 Supervised Field Internship

POLS 297 Supervised Field Work

PSYC 294 Field Experience

SOCI 296 Field Experience

WS 262 Women's Studies Internship Seminar

Variations:

Students interested in focusing on specific areas of promotion or consumer behavior related to certain fields or industries may want to consider creating their own individualized major using the suggested courses on the reverse as a starting point.

**COURSES THAT HAVE BEEN INCLUDED IN CONSUMER BEHAVIOR IMJRs IN THE PAST.
TAKE CARE TO ENSURE THAT THE PARTICULAR COURSES ARE AVAILABLE AND
THAT YOU HAVE THE RELEVANT PREREQUISITES.**

BADM

210 Principles of Managerial Accounting
220 Business Law
230 Financial Management
240 Managerial & Interpersonal Behavior
250 Intro to Marketing Management
260 Business Information Systems
298 Special Topics (1-6 credits)

COMM

200Q Research Methods in Communication
205 Intro to Research Literature in Communication
210 Persuasion
211 Advanced Persuasion and Communication
212 Visual Communications
215 Communication Campaign and Applied Research
220 Interpersonal Communications
224 Introduction to Semantics
225W Small Group Communication
226 Organizational Communication
230 Effects of Mass Media
232 Media and Special Audiences
233 Latinas and Media
234 Children and Mass Media
241 Mass Media and Political Process
242W Government Communications
250 Nonverbal Communication
251W Advanced Nonverbal Communication
262 New Communication Technologies
270W Global Communication
272 Cross-cultural Communication
273W Media, State and Society
280 Communication Processes in Advertising
282 Public Relations
290 Research Practicum in Communications
291 Internship in Communications
297 Variable Topics
298 Special Topics

ENGL

246 Creative Writing II
247 Writing Workshop
249 (W/C) Advanced Expository Writing
294C Publishing
295 Variable Topics

JOUR

200W Newswriting I
201W Newswriting II

POLS

208 Politics, Propaganda, and Cinema
225 International Organizations and Law
241 American Political Parties
242 Public Opinion and Electoral Behavior
251 Law and Society
260 Public Administration

291QC Quantitative Analysis in Political Science
297 Supervised Field Work
298 Special Topics
299 Independent Study

PSYC

202Q Principles of Research in Psychology
240 Social Psychology
241(W) Current Topics in Social Psychology
243 Study of Personality
268 Industrial/Organizational Psychology
282W Social-Organizational Psychology
294 Field Experience

SOCI

205 Methods of Social Research
207QC Quantitative Methods in Social Research
260(W) Social Organization
265 Complex Organizations
267(W) Public Opinion and Mass Communication
268(W) Class, Power, and inequality
280(W) Urban Sociology
281 Urban Problems
282(W) Urbanization
283(W) City Life
284 Communities
285 Social Welfare and Social Work
296 Field Experience

WS

262 Women's Studies Internship Seminar
268 Gender & Comm
295 Variable Topics
298 Special Topics
299 Independent Study