

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 2000-level and higher (formerly 200-level); at least 18 credits must be offered by the College granting your degree.

Core

The Consumer Behavior individualized major includes three required core courses:

COMM 3100 (210) Persuasion (COMM 1000 (100) is a prerequisite)

COMM 3300 (230) Effects of Mass Media (COMM 1000 (100) is a prerequisite)

COMM 3600 (262) New Communication Technologies (COMM 1300 (130) is a prerequisite)

Research Methods

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

COMM 3000Q (200Q) Research Methods in Communication

POLS 2072QC (291QC) Quantitative Analysis in Political Science

PSYC 2100Q (202Q) Principles of Research in Psychology [Note: Only a few seats in each class open to non-PSYC majors]

SOCI 3201 (205) Methods of Social Research; 3211QC (207QC) Quantitative Methods in Social Research

Capstone

All individualized majors must satisfy a capstone requirement. Therefore your plan of study must include INTD 4600W (295W) Capstone course, or INTD 4697W (296W) 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 1000 (100) and/or 2000 (200)-level. Take care to plan accordingly)

COMM 4991 (291) Internship in Communication

JOUR 4091 (297) Supervised Field Internship

POLS 3991 (297) Supervised Field Work

PSYC 3880 (294) Field Experience

SOCI 3990/3991 (296) Internship: Field Experience/Internship: Research Paper

WS 3894 (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

3710 (210) Principles of Managerial Accounting
3720 (220) Business Law
3730 (230) Financial Management
3740 (240) Managerial and Interpersonal Behavior
3750 (250) Introduction to Marketing Management
3760 (260) Business Information Systems
4895 (298) Special Topics (1-6 credits)

COMM

3000Q (200Q) Research Methods in Communication
3100 (210) Persuasion
3170 (224) Introduction to Semantics
3200 (220) Interpersonal Communication
3300 (230) Effects of Mass Media
3321 (233) Latinas and Media
3400 (241) Mass Media and Political Process
3600 (262) New Communication Technologies
4089 (205) Introduction to Research Literature in Communication
4100 (211) Advanced Persuasion and Communication
4120 (215) Communication Campaigns and Applied Research
4220W (225W) Small Group Communication
4230 (226) Organizational Communication
4320 (232) Media and Special Audiences
4330 (234) Children and Mass Media
4340 (212) Visual Communications
4410W (242W) Government Communication
4450W (270W) Global Communication
4451W (273W) Media, State, and Society
4460 (272) Cross-Cultural Communication
4500 (250) Nonverbal Communication
4551W (251W) Advanced Nonverbal Communication
4800 (280) Communication Processes in Advertising
4820 (282) Public Relations
4991 (291) Internship in Communication
4992 (290) Research Practicum in Communication
4995 (298) Special Topics
4998 (297) Variable Topics

ENGL

3003W(C) (249W(C)) Advanced Expository Writing
3011C (294C) Publishing
3698 (295) Variable Topics
3701 (246) Creative Writing II
3703 (247) Writing Workshop

JOUR

2000W (200W) Newswriting I
2001W (201W) Newswriting II

POLS

2072QC (291QC) Quantitative Analysis in Political Science
2607 (241) American Political Parties
3418 (225) International Organizations and Law

3426 (208) Politics, Propaganda, and Cinema
3612 (242) Political Opinion and Electoral Behavior
3817 (251) Law and Society
3842 (260) Public Administration
3991 (297) Supervised Field Work
3995 (298) Special Topics
3999 (299) Independent Study

PSYC

2100Q (202Q) Principles of Research in Psychology
2301 (243) The Study of Personality
2600 (268) Industrial/Organizational Psychology
2700 (240) Social Psychology
3600(W) (282(W)) Social-Organizational Psychology
3770(W) (241(W)) Current Topics in Social Psychology
3880 (294) Field Experience

SOCI

3201 (205) Methods of Social Research
3211QC (207QC) Quantitative Methods in Social Research
3401(W) (260(W)) Social Organization
3403 (265) Complex Organizations
3421(W) (268(W)) Class, Power, and Inequality
3425 (285) Social Welfare and Social Work
3841(W) (267(W)) Public Opinion and Mass Communication
3901(W) (280(W)) Urban Sociology
3903 (281) Urban Problems
3905(W) (282(W)) Urbanization
3907(W) (283(W)) City Life
3911 (284) Communities
3990/3991 (296) Internship: Field Experience/Internship: Research Paper

WS

3268 (268) Gender and Communication
3894 (262) Women's Studies Internship Seminar
3995 (298) Special Topics
3998 (295) Variable Topics
3999 (299) Independent Study