

WHARTON UG MARKETING & COMM CONCENTRATION ELEC (WUMC)

Code	Title	Course Units
COMM 1230	Critical Approaches to Popular Culture	1
COMM 1250	Introduction to Communication Behavior	1
COMM 1300	Media Industries and Society	1
COMM 2300	Advertising and Society	1
COMM 2750	Communication and Persuasion	1
COMM 3300	The Hidden World of Privacy Policies	1
COMM 3390	Critical Perspectives in Journalism	1
MKTG 2470	Marketing Strategy for Technology Platforms	0.5
MKTG 2680	Contagious: How Things Catch On	0.5
MKTG 2790	AI in Our Lives: The Behavioral Science of Autonomous Technology	1