

Notes:

- Simmons requires that all undergraduates complete a minimum of 128 credits of coursework, fulfill PLAN and major/program requirements, and submit a Senior Audit form to graduate.
- You may declare a major after you have earned 32 credits. You must declare a major prior to earning 80 credits.

Core Requirements

Majors will complete the core of the following courses.

Course #	Course Title	Credits	Completed
COMM 121	Visual Communication	4	
COMM 124	Media, Messages and Society	4	

Required Major Courses

Course #	Course Title	Credits	Completed
COMM 210	Introduction to Graphic Design: Principles and Practice (prereq: COMM 121)	4	
COMM 244	Web Design (prereq: COMM 210)	4	
COMM 281	Content Creation and Strategy	4	
COMM 286	Advertising Practice and Branding	4	
COMM 323	Digital Cultures: Communication and Social Media	4	

Electives

Students must take **TWO** electives to complete the Communications major courses. As a student in this program, you will choose from a selection of elective courses to earn eight credits.

Course Selected	Credits	Completed
	4	
	4	

Elective offerings will vary by semester and may include:

COMM 230	Design Thinking (prereq: COMM 210)
COMM 262	Media Convergence
COMM 263	Social Media Journalism
COMM 312	Health Communications
COMM 320	Media and First Amendment (prereq: COMM 124)

Capstone

The capstone is an experiential project-based learning opportunity for students to be introduced to--and immersed in--the world of digital communications. The course gives students a chance to apply what they've learned in the Digital Communications curriculum to a real-world client project and implement both strategic and tactical methods for problem solving. The students will leave the capstone experience with valuable material for their portfolios, which reflect their newly honed in-demand communications skills.

Course #	Course Title	Credits	Completed
COMM395		4	

PLAN Requirements

PLAN (Purpose Leadership Action) is the Simmons undergraduate general education program. Some PLAN requirements can be fulfilled with courses required for this major, as indicated below. Additional PLAN requirements may be fulfilled through electives. PLAN requirements, with the exception of the capstone, are waived for students who have an associate's degree from an accredited institution. We highly recommend that you work closely with your advisor(s) to choose all of your courses.

Course Title	Credits	Completed	
Math* : 1) Prior to first term, pass the mathematics competency requirement or 2) enroll in MATH 101 the first semester it is available	0/4		
CNCT 101: Simmons Connect**	3		
LDR 201: Gender and Leadership	4		
CDA 201: Cross-Disciplinary Approaches to Public Issues	6		
CNCT 201: Pathways to Career and Leadership (Recommended after CDA)	1		
3D Design Across Diverse Disciplines *** (Students work on this requirement while enrolled in SIM 301)	12		
Requirements	Course Selected		
Language & Culture**** : Two (additional) Global Cultural (GC) courses		4	
		4	
Quantitative Literacy (QL)		4	
Key Content Areas ***** (KCAs)	Aesthetic, Literary, and Artistic (ALA)	COMM 121	4
	Global Cultural (GC)		4
	Scientific Inquiry (SCI)		4
	Social and Historical (SH)	COMM124	4

**Students must satisfy the math competency requirement during their first semester at Simmons. Students who do not pass the mathematics competency exam by orientation or who do not meet the math competency requirement in one of the other ways described above must take MATH 101 in the first semester it is available.*

***We highly encourage all students to take Simmons Connect in their first semester, and we recommend this course for all students, even those who enter with an associate's degree.*

****The 3D (Design Across Diverse Disciplines) requirement may be met with one course in your major and two additional courses (which may also satisfy KCA requirements).*

*****Students admitted in the May 2021 cohort are required to take two sequential courses in the same language (for example, French 101 and 102).*

******KCA requirements may be satisfied by courses in your major, LC courses, and/or 3D courses.*

Program Contact

Kris Erickson, MFA, Ph.D.

Assistant Teaching Professor &

Online Program Director of Communications

Gwen Ifill College of Media, Arts, and Humanities

kris.erickson@simmons.edu