

**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.

**Prerequisites for Marketing**

Complete the following prerequisite courses.

| Course # | Course Title                 | Credits | Completed |
|----------|------------------------------|---------|-----------|
| ECON 100 | Principles of Microeconomics | 4       |           |
| STAT 118 | Introductory Statistics      | 4       |           |

**Core Requirements**

Complete the following core courses. Take note of which are offered in Fall and Spring semesters.

| Course #  | Course Title  | Credits | Complete |
|-----------|---|---------|----------|
| BUS 100   | Introduction to Business and Management               | 4       |          |
| ACCT 110  | Financial Accounting                                  | 4       |          |
| *ACCT 120 | Managerial Accounting                                 | 4       |          |
| *BUS 234  | Organizational Communication and Behavior             | 4       |          |
| BUS 250   | Principles of Marketing                               | 4       |          |
| BUS 260   | Financial Management (prereq: ACCT 110)               | 4       |          |
| BUS 325   | Operations Management (prereqs: STAT 118 and BUS 234) | 4       |          |
| BUS 370A  | Internship and Career Strategies                      | 2       |          |
| BUS 370B  | Learning from Internship Experience                   | 2       |          |

\*ACCT 120 and BUS 234 may be offered as Learning Community courses.

**Marketing Required Major Courses**

Complete the following major courses.

| Course # | Course Title                                    | Credits | Completed |
|----------|---|---------|-----------|
| BUS 230  | Why We Buy                                      | 4       |           |
| BUS 335  | Marketing Research (prereq: STAT 118 & BUS 250) | 4       |           |

**Electives**

Students must take THREE electives from the following list.

| Course # | Course Title | Credits | Completed |
|----------|--------------|---------|-----------|
|          |              | 4       |           |
|          |              | 4       |           |
|          |              | 4       |           |

- BUS 214 International Business
- BUS 221 Project Management
- BUS 224 Social Action Leaders
- BUS 251 Digital Marketing

- BUS 270 Business Analytics

**Capstone**

Students must fulfill 4 semester hours in BUS 340. Intended for B-School majors in their senior year with the following prereqs: BUS 100, BUS 234, BUS 250, BUS 260, and BUS 325. Senior standing is required.

| Course # | Course Title         | Credits | Complete |
|----------|----------------------|---------|----------|
| BUS 340  | Strategic Management | 4       |          |

**PLAN Requirements**

*PLAN (Purpose Leadership ActionN) 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 |
|---|---|---------|-----------|
| <b>Math*:</b> 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 ( <b>Recommended after CDA</b> )  |   | 1       |           |
| 3D Design Across Diverse Disciplines *** ( <b>Students work on this requirement while enrolled in SIM 301</b> )                               |   | 12      |           |
| Requirements  | Course Selected                         |         |           |
| <b>Language &amp; Culture****:</b> Two (additional) Global Cultural (GC) courses  |   | 4       |           |
|   |   | 4       |           |
| <b>Quantitative Literacy (QL)</b>   |   | 4       |           |
| <b>Key Content Areas ***** (KCA's)</b>  | Aesthetic, Literary, and Artistic (ALA) | 4       |           |
|   | Global Cultural (GC)                    | 4       |           |
|   | Scientific Inquiry (SCI)                | 4       |           |
|   | Social and Historical (SH)              | 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**

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