

Notes

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.
- Advertising Practice and Branding is cross listed so students can register either as COMM 286 or BUS 286.
- Students are required to complete 48 credits in this joint major with the School of Business, including three core courses, six required courses/capstone, and three electives, at least one of which must be at the 300- level.

Core Courses

Majors will complete a core of the following courses.

Course #	Course Title	Credits	Complete
COMM 121	Visual Communication	4	
COMM 186	Intro to PR & Integrated Marketing Communication (IMC)	4	
COMM 281	Content Strategy and Creation (prereq: COMM186)	4	

Required Courses

Majors will complete a core of the following courses.

Course #	Course Title	Credits	Complete
BUS 250	Principles of Marketing	4	
BUS 270	Business Analytics	4	
COMM 210	Introduction to Graphic Design (prereq: COMM121)	4	
COMM 286/ BUS 286	Advertising Practice and Branding (prereq: COMM186)	4	
COMM 324	Social Media: Social Listening and Analytics (prereq: COMM 186)	4	

Capstone

Complete the following course to complete the capstone requirement.

Course #	Course Title	Credits	Complete
COMM 395	Communications Capstone	4	

Electives

Students must take THREE major electives, from the list below- at least one at the 300-level. These courses may be taken concurrently with Core courses.

Course(s) Selected	Credits	Complete
	4	
	4	
	4	

- BUS 221 Project Management
- BUS 224 Social Action Leaders (KCA, SH)
- BUS 230 Why We Buy
- BUS 251 Digital Marketing
- COMM 122 Media Writing & Editing
- COMM 312 Health Communications (prereq: COMM 124) (KCA, GC)
- COMM 320 Media and the First Amendment (prereq: COMM122 & COMM124) (KCA, SH)
- COMM 323 Digital Cultures: Communication & Social Media

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)		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 Contacts

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