

Notes

- The department of Art & Music offers this interdisciplinary major in conjunction with the Department of Communications and the Program of Management.
- Students must complete 52 credit hours, including 32 in Art or Music, and 20 in one of the three professional tracks (Management, Communications or Digital Communications).
- See "Simmons PLAN & Graduation Requirements" worksheet for all-college requirements.

Major Core

Majors will complete a core of FIVE required courses.

Course #	Course Title	Credits	Completed
ART 141	Introduction to Art History: Egypt to Mannerism	4	
ART 142	Introduction to Art History: Baroque to the 20 th Century	4	
AADM 143	Boston Arts in Action	4	
AADM 390	Arts in the Community: Internship & Seminar	8	
	One elective in Art History Course Selected:	4	

Art Studio Courses

Choose TWO Studio Art courses. Students may not choose both ART/COMM 138 and 139.

Course Selected	Credits	Completed
	4	
	4	

- ART 111 Draw What You See
- ART 112 Color Studio
- ART/COMM 138 The Poetry of Photography
- ART/COMM 139 Color Photography CSI

**Complete One Professional Track:
Management Track****

Complete THREE required courses for the Management track.

Course #	Course Title	Credits	Completed
MGMT 100	Foundations of Business and Management	4	
MGMT 238	Managing Your Venture's Financial Bottom Line	4	
MGMT 250	Principles of Marketing	4	

Choose TWO of the following courses.

Course Selected	Credits	Completed
	4	
	4	

- MGMT 221 Project Management
- MGMT 223 Learning by Giving
- MGMT 224 Socially Minded Leadership
- MGMT 234 Organizational Communication and Behavior

Communications Track in Public Relations and Marketing**

Complete THREE required courses for the PR & Marketing track.

Course #	Course Title	Credits	Completed
COMM 186	Introduction to PR and MarComm	4	
MGMT 250	Principles of Marketing	4	
COMM 281	Writing For PR and MarComm	4	

Choose TWO of the following courses.

Course Selected	Credits	Completed
	4	
	4	

- COMM 265 Editing Copy and Proof
- COMM 286/MGMT 232A Introduction to Advertising
- COMM 322 Digital Cultures: Communication and Social Media
- MGMT 230 Why We Buy (Consumer Behavior)
- MGMT 231 Creating Brand Value
- MGMT 234 Organizational Communications and Consumer Behavior
- MGMT 335 Marketing Research
- MGMT 238 Financial Aspects of Business

Digital Communications Track

Complete THREE required courses for the Digital Communication track.

Course #	Course Title	Credits	Completed
CS 112	Introduction to Computer Science	4	
COMM 210	Introduction to Graphic Design	4	
COMM 244	Web Design	4	

Choose TWO of the following courses.

Course Selected	Credits	Completed
	4	
	4	

- ART/COMM 139 Color Photography CSI †
- ART/COMM 232 Advanced Digital Sandbox
- COMM 333 Web 2
- COMM 323 Digital Cultures: Communications and Social Media
- CS 113 GUI and Event Driven Programming
- CS 333 Database Design & Implementation
- IT 320/CS 321 Web Services and Web-Centric Computing
- LIS 432 Concepts in Cultural Heritage Informatics (consent of instructor)
- LIS 446 Art Documentation (consent of instructor)
- LIS 435 Music Librarianship (consent of instructor)

Capstone

Complete 4-8 credit hours to fulfill the Capstone Requirement in Art or in another field.

Course(s) Selected	Credits	Completed

** Recommended courses for Management and PR & Marketing tracks: ECON 100 Introduction to Microeconomics, ECON 101 Introduction to Macroeconomics, MATH 118 Introductory Statistics.

†This cannot be double-counted as a studio class for the major.