

Notes

- Students are required to complete 64 credit hours for the major.
- The major in Public Relations and Marketing Communications is jointly administered by the departments of Communications and the School of Management.
- It is strongly recommended that PR/Marketing Communications majors take ECON 100 and PSYC 101.
- See "Simmons PLAN & Graduation Requirements" worksheet for all-college requirements.

Required Core Courses

Majors will complete a core of the following courses.

Course #	Course Title	Credits	Completed
COMM 121	Visual Communication	4	
COMM 122	Media Writing Bootcamp	4	
COMM 186	Introduction to Public Relations & Marketing Communications	4	
COMM 210	Introduction to Graphic Design	4	
COMM 281	Writing for PR & Integrated Marketing Communications	4	
COMM 325	Public Relations Seminar	4	
MGMT 230	Why We Buy	4	
MGMT 234	Organizational Communication and Behavior	4	
MGMT 238	Financial Aspects of Business	4	
MGMT 250	Principles of Marketing	4	
COMM 370 OR MGMT 370	Internship	4	

Electives

Student must take THREE electives - at least one at the 300-level. These courses may be taken concurrently with Core courses.

Courses Selected	Credits	Completed
	4	
	4	
	4	

COMM 124	Media, Messages and Society
COMM 163	Radio Operations and Performance
COMM 181	Public Speaking
COMM 240	Intermediate Graphic Design I: Typography
COMM 244	Web Design
COMM 260	Journalism
COMM 262	Media Convergence
COMM 286/ MGMT 232	Introduction to Advertising
COMM 310	Feature Writing
COMM 315	Op/Ed
COMM 323	Digital Cultures: Communication & Social Media
COMM 326/ MGMT 323B	Student Advertising Competition
COMM 333	Web II
COMM 344	Senior Seminar/Storytelling
COMM 350	Independent Study
COMM 390	Studio 5: A Communications Workplace
MGMT 100	Foundations of Business and Management
MGMT 221	Project Management
MGMT 224	Socially Minded Leadership
MGMT 229	Corporate Social Responsibility
MGMT 231	Creating Brand Value
MGMT 320	Negotiations and Change Management
MGMT 335	Marketing Research
MGMT 350	Independent Study

Capstone

Students must fulfill 8 credit hours either through COMM 350 (4 or 8 credits), MGMT 350 (4 or 8 credits), COMM 370 (4 or 8 credits), MGMT 370 (4 or 8 credits), and/or COMM 390 Studio 5; COMM 390 Studio 5 cannot be double-counted as an elective course and for their capstone requirement.

Course(s) Selected	Credits	Completed