

Notes

- The department of Art & Music offers this interdisciplinary major in conjunction with the Department of Communications and the School of Business.
- Students must complete 52 credit hours, including 32 in Art or Music, and 20 in one of the three professional tracks (Business, Public Relations and Marketing or Digital Communications).
- See Simmons PLAN Requirements on page 3 for all-college requirements.

Core Requirements

Majors will complete a core of FIVE required courses. See below for details.

-Arts Administration Core

Complete the following TWO core courses.

Course #	Course Title	Credits	Complete
AADM 143	Boston Arts in Action (Fall)	4	
AADM 390	Internship & Seminar: Arts in the Community (Spring)	8	

-Music Track Core

Complete the following TWO music core courses, if pursuing the Music Track.

Course #	Course Title	Credits	Complete
MUS 120	Intro to Music: The Middle Ages to Early Romanticism	4	
MUS 121	Introduction to Music: Early Romanticism to the Present	4	

-Music Track Electives

Choose THREE electives in music history, theory or performance.

Course Selected	Credits	Complete
	4	
	4	
	4	
MUS 110 The Language of Music		
MUS 111 How Music Works		
MUS 125 The Symphony		
MUS 130 Music in Austria: The Imperial Legacy (Travel Class)		
MUS 141 Mozart: The Man and his Music		
MUS 165 Music in Film		
MUS 222 Music in America		
MUS 232 Bach to Beethoven: Music in the 18 th Century		
MUS 234 The Romantic Century		
MUS 239 The Music that Changed the World		

Art Administration Electives (Not Required)

Students have the option to take these courses, if offered and fit into student's academic plan. Please consult with advisors.

Course #	Course Title	Credits	Complete
AADM 236	New York Arts Administration Institute Travel Course	4	
AADM 253	Special Topics in Arts Administration	4	

Complete One Professional Track

Students select and complete one of the following professional tracks from either Business, Public Relations and Marketing or Digital Communications.

-Business Track**

Complete THREE required courses for the Business track.

Course #	Course Title	Credits	Complete
BUS 100	Foundations of Business and Management	4	
ACCT 110	Financial Accounting	4	
BUS 250	Marketing	4	

Choose TWO of the following elective courses.

Course Selected	Credits	Complete
	4	
	4	

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

-Public Relations and Marketing Track**

Complete THREE required courses for the PR & Marketing track.

Course #	Course Title	Credits	Complete
COMM 186	Introduction to PR	4	
BUS 250	Marketing	4	
COMM 281	Writing for PR	4	

Choose TWO of the following elective courses.

Course Selected	Credits	Complete
	4	
	4	

- ACCT 110 Financial Accounting
- BUS 230 Why We Buy (Consumer Behavior)
- BUS 231 Creating Brand Value
- BUS 234 Organizational Communications and Consumer Behavior
- BUS 335 Marketing Research
- COMM 265 Editing Copy and Proof
- COMM 286/BUS 232A Introduction to Advertising
- COMM 322 Digital Cultures: Communication and Social Media

-Digital Communications Track

Complete THREE required courses for the Digital Communication track.

Course #	Course Title	Credits	Complete
CS 112	Introduction to Computer Science	4	
COMM 210	Introduction to Graphic Design	4	
COMM 244	Web I: Design for the World Wide Web	4	

Choose TWO of the following elective courses.

Course Selected	Credits	Complete
	4	
	4	

- ART/COMM 139 Color Photography CSI + CSI Digital Lab †
- ART/COMM 232 Advanced Digital Workshop
- COMM 333 Web II

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 Selected	Credits	Complete

** 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.

PLAN Requirements

Year	Semester	Course Title	Credits	Complete
One	Fall	BOS 101: The Boston Course	4	
	Spring	SIM 101: The Simmons Course: Explore	2	
		LDR 101: The Leadership Course	4	
Two	Fall or Spring	The Learning Community: Two discipline courses & one integrative seminar	8	
		SIM 201: The Simmons Course: Experience	1	
Three	Fall or Spring	SIM 301: The Simmons Course: Excel	1	
Three & Four	Fall or Spring	3D– Design Across Diverse Disciplines	12	
Any	Requirements		Course Selected	
	Language: Two semesters in the same language, taken sequentially and strongly encouraged to complete within their first two years.			4
				4
	Quantitative Literacy (QL)			4
	Key Content Areas (KCAs)	Aesthetic, Literary and Artistic (ALA)	MUS 120	4
		Global Cultural (GC)	AADM 143	4
		Scientific Inquiry (SCI)		4
		Social and Historical (SH)		4

Program Contact

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