

**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	Completed
AADM 143	Boston Arts in Action (Fall)	4	
AADM 390	Internship & Seminar: Arts in the Community (Spring)	8	

**-Visual Art Course**

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

Course #	Course Title	Credits	Completed
ART 141	Introduction to Art History: Egypt to the Renaissance	4	
ART 142	Introduction to Art History: Baroque to the 20 <sup>th</sup> Century	4	
ONE elective course in <b>Art History</b> Course Selected:		4	

**-Studio Art Course**

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

Course Selected	Credits	Completed
	4	
	4	

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

**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	Completed
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	Completed
	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	Completed
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	Completed
	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	Completed
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	Completed
	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	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.

**PLAN Requirements**

Year	Semester	Course Title	Credits	Complete	
One	Fall	<b>BOS 101:</b> The Boston Course	4		
	Spring	<b>SIM 101:</b> The Simmons Course: Explore	2		
		<b>LDR 101:</b> The Leadership Course	4		
Two	Fall or Spring	<b>The Learning Community:</b> Two discipline courses & one integrative seminar	8		
		<b>SIM 201:</b> The Simmons Course: Experience	1		
Three	Fall or Spring	<b>SIM 301:</b> The Simmons Course: Excel	1		
Three & Four	Fall or Spring	<b>3D–</b> Design Across Diverse Disciplines	12		
Any	<b>Requirements</b>		<b>Course Selected</b>		
	<b>Language:</b> Two semesters in the same language, taken sequentially and strongly encouraged to complete within their first two years.			4	
				4	
	<b>Quantitative Literacy (QL)</b>			4	
	<b>Key Content Areas (KCAs)</b>	Aesthetic, Literary and Artistic (ALA)	ART 141	4	
		Global Cultural (GC)	AADM 143	4	
		Scientific Inquiry (SCI)		4	
Social and Historical (SH)			4		

**Department Contact**

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