

Notes

- PR & Marketing Communications is administered by the Department of Communications, in cooperation with the School of Business.
- Students are required to complete 60-64 credit hours for the major (includes required, elective, independent learning and capstone courses).

Core Requirements

Majors will complete a core of the following courses.

Course #	Course Title	Credits	Complete
ACCT 110	Financial Accounting	4	
BUS 230	Why We Buy	4	
BUS 234	Organizational Communication and Behavior	4	
BUS 250	Principles of Marketing	4	
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	

Electives

Student must take THREE electives - 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 229	Corporate Social Responsibility
BUS 231	Creating Brand Value
BUS 251	Digital Marketing
BUS 335	Marketing Research
COMM 124	Media, Messages and Society
COMM 163	Radio Operations
COMM 181	Public Speaking & Group Discussion
COMM 240	Intermediate Graphic Design I: Typography
COMM 244	Web I: Design for the World Wide Web
COMM 260	Journalism
COMM 262	Media Convergence
COMM 286/ BUS 232A	Introduction to Advertising
COMM 310	In-Depth Storytelling for the Digital Age
COMM 315	Blogging/Op-ed Writing
COMM 323	Digital Cultures: Communication & Social Media
COMM 333	Web II
COMM 344	Storytelling
COMM 390	Studio 5: A Communications Workplace

Independent Learning

Fulfill 8 credit hours either through COMM 350: Independent Study (4 credits), COMM 370: Internship (4 or 8 credits), COMM 380: Field Experience Internship (4 or 8 credits) or COMM 390: Studio 5 (4 credits). Studio 5 may be counted as either a 300-level elective for the major or as independent learning, but not both.

Course(s) Selected	Credits	Completed

Capstone

Complete the following course to complete the capstone requirement.

Course #	Course Title	Credits	Complete
COMM 325	Public Relations Seminar	4	

PLAN Requirements

The Simmons PLAN is the undergraduate core curriculum. Some PLAN courses will be fulfilled with courses required for this major, as indicated below. Additional PLAN requirements may be fulfilled through electives, courses in minors or other course offerings. Work closely with your advisor(s) to choose courses.

Year	Semester	Course Title	Credits	Completed	
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)		ACCT 110	4	
	Key Content Areas** (KCAs)	Aesthetic, Literary and Artistic (ALA)	COMM 121	4	
Global Cultural (GC)			4		
Scientific Inquiry (SCI)			4		
	Social and Historical (SH)	BUS 234	4		

***3D**– Design Across Diverse Disciplines – requirement may be met with one course in your major, and two additional courses that may also count as KCAs

****KCAs** – May be covered by Major, Learning Community and/or 3D courses. A maximum of 2 KCA's can be covered by your Major.

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