

Curriculum Notes

- Students are required to complete 68 credit hours for the major (includes pre-requisite, required, elective, capstone and internship courses).
- “Simmons PLAN Requirements” worksheet for all-college requirements are shown on page 2. PLAN requirements add between 32-52 credits to your schedule, so plan carefully!
- GPA Calculation
 - Many potential employers will calculate your Overall GPA as well as your Business GPA (ACCT and BUS courses) for internships and full-time employment.
 - AP credits and “W” grades are NOT computed into your GPA.

Prerequisites for Marketing

Complete the following prerequisite courses.

Course #	Course Title	Credits	Completed
ECON 100	Principles of Microeconomics	4	
MATH 118	Introductory Statistics	4	

Core Requirements

Complete the following core courses. Take note of which are offered in Fall or Spring semesters.

Course #	Course Title	Credits	Completed
BUS 100	Foundations of Business & Management	4	
ACCT 110	Principles of Financial Accounting	4	
*ACCT 120	Managerial Accounting (Fall)	4	
*BUS 234	Organizational Communication and Behavior	4	
BUS 250	Principles of Marketing	4	
BUS 260	Principles of Finance	4	
BUS 325	Operations Management and Decision Making (prereqs: MATH 118, ACCT 110, BUS 234)	4	
BUS 340	Strategy (Fall, prereqs: BUS 100, BUS 234, BUS 250, BUS 260)	4	
BUS 370	Internship (requires 234, declared major and consent)	8	

*ACCT 120 and BUS 234 may be offered as Learning Community courses.

Marketing Required Major Courses

Complete the following major courses.

Course #	Course Title	Credits	Completed
BUS 230	Why We Buy	4	
BUS 335	Marketing Research (Fall)	4	

TWO Electives

Students must take TWO electives from the following list.

Course #	Course Title	Credits	Completed
BUS 221	Project Management	4	
BUS 225	Manager and the Legal Environment (Fall)	4	
BUS 231	Creating Brand Value (Spring)	4	
BUS 232A	Introduction to Advertising (Fall)	4	
BUS 236	Retail Management (Fall)	4	
BUS 251	Digital Marketing (Spring)	4	
BUS 314	International Business (Fall)	4	

BUS 329	People, Planet and Profits (Spring)-May be part of a LC	4	
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Capstone

Students must fulfill 4 semester hours in BUS 392. Senior standing is required.

Course #	Course Title	Credits	Completed
BUS 392	Marketing Decision Making (Spring)	4	

PLAN Requirements

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)		MATH 118 or higher	4
	***Key Content Areas (KCAs)	Aesthetic, Literary and Artistic (ALA)		4
		Global Cultural (GC)		4
		Scientific Inquiry (SCI)		4
		Social and Historical (SH)	ECON 100	4

***The Learning Community** - requirement may be met by taking the ACCT 120/MGMT 234 LC, when/if it is offered, in either fall or spring, Sophomore Year.

****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

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

Department Contact:

Cynthia Ingols

Professor of Practice

Director of the Undergraduate Program

School of Business

cynthia.ingols@simmons.edu

617-521-3837

Office: M347