

Marketing and Retail Minors

Academic Planning Worksheet

Simmons University

Office of Undergraduate Advising

Notes

- School of Business Minors include: Accounting, Business, Finance, Health Care Management, Leadership for Social Impact, Marketing and Retail Management. PR & Marketing Communication is an interdisciplinary minor with the Department of Communications.
- Business minors provide depth in a specific functional discipline when taken with a major, or they serve as a complement to majors outside of Business. All minors consist of five courses.
- With the exception of the minor in Business, students majoring in one of the five BSBA majors may take any minor. Any major and minor combination may double-count two core courses, but must have three unique electives.

Minor in Marketing

Complete all of the following courses.

Course #	Course Title	Credits	Complete
BUS 100	Introduction to Business & Management	4	
BUS 250	Principles of Marketing	4	

Choose three of the following courses.

Courses Selected	Credits	Complete
	4	
	4	
	4	

BUS 221	Project Management	4
BUS 222	Human Resources Management	4
BUS 230	Why We Buy	4
BUS 231	Brand Management (alternating years)	4
BUS 251	Digital Marketing	4
BUS 286/ COMM 286	Introduction to Advertising Practice and Branding	4
BUS 270	Business Analytics (prereq: STAT 118)	4
BUS 335	Marketing Research	4

Interdisciplinary Minor in PR & Marketing Communications

Required Courses

Complete all of the following courses.

Course #	Course Title	Credits	Complete
BUS 250	Principles of Marketing	4	
COMM 186	Introduction to PR	4	
COMM 281	Writing for PR and Integrated Marketing Communications	4	

Electives

Choose two of the following courses.

Courses Selected	Credits	Complete
	4	
	4	

BUS 100	Introduction to Business & Management
BUS 221	Project Management
BUS 224	Social Action Leaders
BUS 229	People, Planet, and Profits - May be part of Integrated Learning
BUS 230	Why We Buy
BUS 231	Brand Management (alternating years)
BUS 270	Business Analytics (prereq: STAT 118)
BUS 320	Negotiations
BUS 335	Marketing Research
BUS/COMM 286	Introduction to Advertising Practice and Branding
COMM 124	Media, Message and Society
COMM 181	Public Speaking
COMM 262	Media Convergence
COMM 323	Digital Cultures: Communication and Social Media

Minor in Retail Management

Required Courses

Complete all of the following courses.

Course #	Course Title	Credits	Complete
BUS 100	Introduction to Business & Management	4	
BUS 236	Retail Management	4	

Electives

Choose three of the following courses.

Courses Selected	Credits	Complete
	4	
	4	
	4	

BUS 222	Human Resources Management	4
BUS 221	Project Management	4
BUS 230	Why We Buy	4
BUS 231	Brand Management	4
BUS/COMM 286	Introduction to Advertising Practice and Branding	4
BUS 251	Digital Marketing	4
BUS 270	Business Analytics (prereq: STAT 118)	4
BUS 335	Marketing Research	4