This guide is meant for use by students entering Boston University prior to the fall 2018 semester or by Boston University students who transferred from outside (non-BU) colleges and universities.

Student Name: ____________________________ BU ID: ____________________________ Date: ____________________________

*Note: All courses in this Department have a pre-req of sophomore standing unless otherwise designated

**MASS COMMUNICATION FOUNDATION REQUIREMENTS**

- CM180 Understanding Media (open to freshmen) (formerly CM380)
- CM321 Communication Research Methods
- CM331 Writing for Communication [Pre-req: CO201]

**CHOOSE ONE OF THE FOLLOWING COURSES**

- CM211 Professional Presentations (formerly CM311) (cannot count here for Comm. Studies students) [Pre-req: CM321]
- CM280 Persuasion Theory (formerly CM409) [Pre-req: CM180]
- CM303 Organizational Structure & Behavior

**MASS COMMUNICATION EMPHASIS**

(Choose five courses from the following areas: Communication Studies, Advertising, or Public Relations) Courses displayed in bold are required.

**COMMUNICATION STUDIES**

- CM211 Professional Presentations (formerly CM311)
- CM481 Media Law and Policy
- CM215 Principles & Practices of Public Relations (formerly CM301)
- CM217 Intro to Advertising (formerly CM317)
- CM280 Persuasion Theory (formerly CM409)
- CM303 Organization Structure Behavior
- CM323 Design Strategies & Software
- CM471 Internship [Pre-req: Junior Standing, CM31 and either CM211 or CM321]
- CM510 Media Expression & Communication
- CM514 Communication Technologies
- CM523 Design and Interactive Experiences [Pre-req: CM323 or CM510]
- CM529 Advanced Design Strategy & Software [Pre-req: CM232]
- CM555 Advanced Media Writing [Pre-req: CM317]
- CM557 Media Effects [Pre-reqs: CM180 and CM321]
- CO350 Mass Media in Australia (offered in Sydney Internship Program)

**ADVERTISING**

- CM217 Intro to Advertising (can be taken by freshmen) (formerly CM317)
- CM417 Fundamentals of Creative Development [Pre-req: CM217/317]
- CM323 Design Strategies & Software
- CM334 Advertising in the UK (offered in London Internship Program)
- CM335 Seminar in Advertising in the UK (offered in London Internship Program)
- CM405 Media Strategies [Pre-req: CM217/317]
- CM405 Media Strategies [Pre-req: CM217/317]
- CM411 Art Direction [Pre-req: CM217/317 and CM417]
- CM412 Consumer Insight & Account Planning [Pre-req: CM217/317]
- CM416 Strategic Brand Solutions [Pre-req: CM217/317]
- CM419 Advertising Management [Pre-req: CM217/317]
- CM420/421 AdLab (4 credits must be taken to count) [Pre-req: CM217/317]
- CM423 Portfolio Development [Pre-reqs: CM217/317 and CM417]
- CM425 Copywriting [Pre-reqs: CM217/317 and CM417]
- CM437 Portfolio Development 2 [Pre-req: CM217/317 and CM417]
- CM471 Internship [Pre-reqs: Junior Standing, CM217/317 and CM331]
- CM508 Video Production for Marketing Communication
- CM518 Creative Video Development [Pre-req: CM217/317 and CM417]
- CM519 Interactive Marketing Comm [Pre-req: CM217/317]
- CM521 British Marketing Strategy (offered in London Internship Program)
- CM529 Advanced Media Strategy & Software [Pre-req: CM323]
- CM555 Advanced Media Writing [Pre-req: CM331]
- QST SM131/FE101 Management and Finance (6 total credits must be taken)

**PUBLIC RELATIONS**

- CM215 Principles and Practices of Public Relations (can be taken by freshmen) (formerly CM301)
- CM441 Media Strategies and Management [Pre-reqs: CM215/301 and CM331]

→ **CHOOSE ONE FROM:**
- CM313 Corporate Communications [Pre-req: CM215/301]

OR

- CM345 Non-Profit Public Relations [Pre-req: CM215/301]

OR

- CM444 Governmental Public Affairs [Pre-req: CM215/301]

→ **CHOOSE 4 CREDITS OF EITHER:**
- CM471 Internship [Pre-req: Junior Standing, CM215/301 and CM331]

OR

- CM473/475 PRLab [Pre-req: CM215/CM301 and CM331]

→ **CHOOSE ONE FROM:**
- CM443 Digital Media and Public Relations [Pre-req: CM215/301]

OR

- CM522 Crisis Communication [Pre-req: CM215/301]

OR

- CM525 PR Ethics [Pre-req: CM215/301]
CAS FOCUS

- Three (3) courses in the same CAS department.*
- Each course must be junior (300) level or higher, except: 200 level or higher foreign language courses (not 200-level literature and civilization courses) will count (e.g., LS211, 212, and 303 will fulfill a focus).** As of Fall 2011, HI courses numbered 200 or higher can now count toward a CAS focus.
- One (and only one) 100 or 200 level course will count as long as it is a prerequisite for one of the other two 300-level courses in the focus.
- Any other exceptions, such as having three thematically related courses in different departments count, must be petitioned through your faculty advisor.
- A CAS minor will automatically fulfill the CAS focus requirement as long as three of the minor courses are not also counted as COM freshmen/sophomore liberal arts requirements.
- The courses counting toward the focus cannot also count for the freshmen/sophomore liberal arts requirements.
- Students wanting several SMG or CFA courses should plan to use their electives to get desired courses in those areas rather than trying to substitute these for their CAS concentration.

*The course prefix must be the same for the courses within the department, e.g., third semester Spanish, third semester French, and third semester Italian will not fulfill a focus even though they are all offered through the Department of Romance Studies.

**For students who have placed out of the liberal arts foreign language requirement or have otherwise fulfilled it may start a new language track and have the first and second semesters (e.g., LS111 and LS112) count toward the focus in addition to what is stated above. This is only for students who have the language requirement fulfilled and are starting a new language.

CAS FOCUS COURSES

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Course no. and name       Course no. and name       Course no. and name

DEGREE REQUIREMENTS

- A minimum of 128 credits is required for graduation.
- Communication students are limited to four total credits of internship domestically through a departmental internship coordinator and an additional four credits through a Boston University Study Abroad program. No more than eight credits of Communication internship can count toward the degree. Only four credits of internship can count toward each Communication emphasis area.

NOTES:

Updated for Spring 2018