

Use this guide to track when you complete each class and to make sure you satisfy graduation requirements.

Student Name: _____ BU ID: _____

MC/ADV/PR Specialization: _____ Faculty Advisor Name: _____ Date: _____

MASS COMMUNICATION FOUNDATION REQUIREMENTS

_____ CM 321 Mass Communication Research _____ CM 331 Writing for Mass Communication [Prereq: CO 201] _____ CM 380 Theory & Process of Communication

CHOOSE ONE OF THE FOLLOWING COURSES

_____ CM 303 Organizational Structure & Behavior _____ CM 323 Design and New Media _____ CM 481 Law of Communication
 _____ CM 311 Professional Presentations _____ CM 409 Persuasion and Public Opinion (MC students cannot count this class here)
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**COM SPECIALIZATION (Choose five courses from one of the following areas: Communication Studies, Advertising, or Public Relations)
Courses displayed in bold are required.**

COMMUNICATION STUDIES

ADVERTISING

PUBLIC RELATIONS

_____ **CM 311 Professional Presentations**
 _____ **CM 481 Law of Communication**
 _____ CM 301 Principles & Practices of PR
 _____ CM 303 Org Structure & Behavior
 _____ CM 317 Introduction to Advertising
 _____ CM 323 Design & New Media
 _____ CM 409 Persuasion & Public Opinion
 _____ CM 471 COM Internship* [Prereq: CM 331 & either CM 481 or Cm 321, junior or senior status, and COM GPA of 3.0 or higher]
 _____ CM 510 Computers in Communication
 _____ CM 514 New Comm Technologies
 _____ CM 523 Design & Interactive Experiences [Prereq: CM 323 or CM 510]
 _____ CM 529 Design & New Media II [Prereq: CM 323]
 _____ CM 534 Negotiation & Conflict Res
 _____ CM 535 Political Campaigning
 _____ CM 555 Writing for Multimedia [Prereq: CM 331]
 _____ CM 557 Media Effects
 _____ CO 350 Mass Media in Australia (semester in Australia)

_____ **CM 317 Introduction to Advertising**
 _____ **CM 417 Fund. Of Creative Development [Prereq: CM 317 & CM 331]**
 _____ CM 323 Design & New Media
 _____ CM 334 Advertising in the UK (in London)
 _____ CM 335 Seminar in Advertising, UK (in London)
 _____ CM 405 New & Trad Media Strategies [Prereq: CM 317]
 _____ CM 410 NSAC (4 cr. total required) [Prereq: CM317]
 _____ CM 411 Art Direction [Prereq: CM 317, CM 331, & CM 417]
 _____ CM 412 Cons. Insight & Acct Planning [Prereq: CM 317]
 _____ CM 416 Strategic Brand Solutions [Prereq: CM 317]
 _____ CM 419 Advertising Management [Prereq: CM 317]
 _____ CM 420 AdLab (4 cr. total required) [Prereq: CM 317]
 _____ CM 423 Portfolio Development for Ad [Prereq: CM 317, CM 331, & CM 417]
 _____ CM 425 Advanced Copywriting [Prereq: CM 317, CM 331, & CM 417]
 _____ CM 437 Portfolio Development II [Prereq: CM 317, CM 331, & CM 417]
 _____ CM 471 COM Internship* [Prereq: CM 317 & CM 331, junior or senior status, and COM GPA of 3.0 or higher]
 _____ CM 508 Video Prod for Mktg Comm
 _____ CM 518 Creating Video Campaigns [Prereq: CM 317, CM 331, & CM 417]
 _____ CM 519 Interactive Mktg Comm [Prereq CM 317]
 _____ CM 521 British & European Marketing Strategy (semester in London)
 _____ CM 527 Strategic Creative Development [Prereq: CM 317, CM 331, & CM 417]
 _____ CM 529 Design & New Media II [Prereq: CM 323]
 _____ CM 555 Writing for Multimedia [Prereq: CM 331]
 _____ SMG SM131/FE101 Mgmt as a System (6 cr) (formerly SMG SM299)

_____ **CM 301 Principles & Practices of PR**
 _____ **CM 441 Media Relations (Prereq: CM301 & CM331)**
 _____ CM 313 Corporate Communication (Prereq: CM301) **OR**
 CM 345 PR in Non-Profit Settings (Prereq: CM301) **OR**
 CM 734 Governmental PR (Prereq: CM301) (offered only rarely)
 - **AND EITHER** -
 _____ CM 471 COM Internship* [Prereq: CM 301 & CM 331, junior or senior status, And COM GPA of 3.0 or higher] **OR**
 CM 473 PR Lab (4 cr total required) [Prereq: CM 301 & CM 331]
 - **AND EITHER** -
 _____ CM 443 New Media & PR [Prereq: CM 301] **OR**
 CM 525 PR Ethics [Prereq: CM 301] **OR**
 CM 522 Managing Corporate Crises & Issues [Prereq: CM 301]

*Only four credits of internship can be used to satisfy a specialization requirement.

CAS CONCENTRATION

- 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 concentration).** As of Fall 2011, HI courses numbered 200 or higher can now count toward a CAS concentration.
- 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 concentration.
- 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 concentration 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 concentration 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 concentration 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 concentration 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 CONCENTRATION COURSES

Concentration

Course no. and name

Course no. and name

Course no. and name

DEGREE REQUIREMENTS

- A total of 128 credits and 32 four-credit courses is required for graduation.
- A maximum of four internship credits can count as one Mass Communication program elective. Students are limited to four total credits of internship domestically though a departmental internship coordinator and an additional four credits through a Boston University Study Abroad program. No more than eight Mass Communication internship credits can ever count towards a student's degree.

NOTES:

