

Mass Communication, Advertising, and Public Relations:

Students in the Department of Mass Communication, Advertising, and Public Relations will receive the degree of a Bachelor of Science in Communication. Students must also pick a specialization either in Communication Studies, Advertising, or Public Relations.

*All students in this department need to complete four requirements (three specific, one choice). Those requirements are:

CM321, Mass Communication Research

CM331, Writing for Mass Communication (students must finish CO201 first)

CM380, Theory and Process of Communication

and

1 course chosen from the following:

CM303, Organization Structure and Behavior

CM311, Professional Presentation

CM323, Design and New Media

CM409, Persuasion and Public Opinion

CM481, Law of Communication

*Students must also then take 5 courses to complete their specialization. For each specialization, there are two required courses and then three additional courses.

Communication Studies:

CM311, Professional Presentation (required for all Comm. Studies students)

CM481, Law of Communication (required for all Comm. Studies students; typically only offered in Spring semester)

3 additional Communication Studies courses

*Please note that students in this specialization cannot use CM311 or CM481 toward the “1 course chosen from the following” list above. Any course counted for the “1 course chosen” requirement cannot also count toward the Communication Studies-specific coursework. Communication Studies encompasses aspects of both Advertising and PR, and therefore both introductory courses for those specializations (CM317 and CM301 respectively) can count toward the Communication Studies specialization.

Advertising:

CM317, Introduction to Advertising (required for all Advertising students)

CM417, Fundamentals of Creative Development (required for all Advertising students)

3 additional Advertising courses

*Advertising courses are generally split up into either more accounts-based courses or more creative-based courses. Please note that CM417 is a pre-requisite for most creative-based courses. Also, courses taken abroad in the London Internship Program, specifically CM334, CM335, and CM521, can also count toward the Advertising specialization requirements.

Public Relations:

CM301, Principles and Practices of PR (required for all PR students)

CM441, Media Relations (required for all PR students)

3 additional PR courses

*PR students tend to have a more fixed curriculum. One requirement is to either take CM471 (the COM internship) or CM473 (PR Lab). Students can take either, or both, but please note that only one requirement can count toward the PR specialization requirement, and that a student must take a total of four credits of either CM471 or CM473 in order to complete the requirement.

****Registration for Spring 2016 begins on Sunday, November 8, 2015****

***The CAS Concentration:** All students in this Department must also complete a three-course sequence known as the CAS concentration. This liberal arts requirement is in addition to the freshman/sophomore foundation requirements, and courses taken toward the CAS concentration cannot also count toward freshman/sophomore foundation requirements. The courses for the CAS concentration typically must be at the 300-level, or higher, in one department at CAS. There are some exceptions to this, which are explained on the department-specific curriculum guide. The prime exception is that any Mass Comm. student who has officially declared a minor in CAS can use lower-level (100 or 200 level) courses toward the CAS concentration, provided they will not count toward freshman/sophomore foundation requirements. For students concentrating in History, 200-level courses can also count; for students concentrating in Philosophy or Sociology, one 100-or-200-level course can automatically count; for students concentrating in Computer Science, any three CS courses, regardless of level, can count.

***Electives:** Please note that students need 128 total credits to finish a Bachelor of Science degree. Completion of the freshman/sophomore requirements, as well as these 12 major-specific requirements, will usually not amount to 128 total credits. Students will therefore have electives to take to reach the minimum credit requirement. Electives can be fulfilled using any academic coursework, including other courses in COM. Students often choose to complete electives by declaring minors (mostly in CAS, but also in COM, SHA, CFA, Questrom, and any other college at BU), by going to abroad programs, etc.

***Internships:** Students majoring in Communication Studies, Advertising, or Public Relations are allowed to receive internships for credit once they have junior standing, have completed both the introductory course in their specialization (CM311, CM317, or CM301 respectively) and CM331, and have a 3.0 in COM. Students should speak with their specific internship coordinator in order to learn more about registering for internships. For Communication Studies and Advertising, the internship coordinator is Chris Cakebread (ccakebre@bu.edu). For Public Relations, the internship coordinator is Steve Quigley (squigley@bu.edu).

***Studying Abroad:** Students are allowed to apply to an abroad program once they have achieved junior status. Specific GPA and pre-requisite course requirements are also needed. Those can be reviewed on our Study Abroad Fact Sheet, located at <http://www.bu.edu/com/resources/current-students/undergraduate/forms/>. Students are encouraged to speak with COM Students Services to discuss academic implications of studying abroad, and also to inquire about specific abroad programs with their faculty advisor. However, please note that all study abroad approval paperwork must be signed at COM Undergraduate Affairs.

***Overloading:** COM juniors can overload up to 20 credits if they have a 3.0 overall GPA or higher, and can do so without extra charge if they have a 3.3 or higher. COM seniors, however, can overload up to 20 credits at no extra charge regardless of GPA.

Courses marked as “permission required” just mean that you need to be a COM student to register for them at your assigned time, so unless there are flags or you do not meet the pre-requisites, you do not need permission to plan and register for any COM classes at your assigned time.

*Please be aware that COM students are allowed to double major, or declare a minor, within COM. Communication students can declare a double major or a minor with either Film & Television or Journalism. However, Communication students cannot declare a minor within Communication. For more information, please contact Undergraduate Affairs at comugrad@bu.edu.

WEB-REGISTRATION INSTRUCTIONS AND ONLINE SERVICES:

*All COM students register for courses via WebRegistration on the StudentLink. You will need your BU email address and Kerberos password to utilize this. Full instructions on how to register on the Link are available at <http://www.bu.edu/reg/registration/academic-student-link/>. Remember that all BU students must be **compliant** to register. Compliance rules are explained at <http://www.bu.edu/reg/general-information/compliance/>.

Start-Times for Spring 2016 Registration:

***Registration for juniors and seniors is on November 8, 2015.** Registration start times for that day are available at <http://www.bu.edu/reg/calendars/registration/>. COM students no longer need an Academic Advising Code to register. COM students can only register for up to 14.0 COM credits on WebReg. Seniors and juniors who wish to register for more COM credits can come to the offering COM Department beginning on November 23. If there are open seats and students meet pre-requisites, students can register for up to 20 COM credits at that time.

COM Undergraduate Affairs is located at room 123 in the College of Communication. Contact us at 617-353-3471 or at comugrad@bu.edu.

The Department of Mass Communication, Advertising, and Public Relations is located at room 126 in COM. Contact them at 617-353-3482 or at meober@bu.edu.