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 Emphasis:**

**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**

(MC students cannot count this class here)

## COM EMPHASIS (Choose five courses from one of the following areas: Communication Studies, Advertising, or Public Relations)

**Courses displayed in bold are required.**

### COMMUNICATION STUDIES

- **CM 311 Professional Presentations**
- **CM 481 Law of Communication**
- **CM 301 Principles & Practices of PR**
- **CM 303 Organizational Structure & Behavior**
- **CM 317 Introduction to Advertising**
- **CM 405 New & Trad Media Strategies**
- **CM 410 NSAC (4 cr. total required)**
- **CM 411 Art Direction**
- **CM 412 Cons. Insight & Acct Planning**
- **CM 420 AdLab (4 cr. total required)**
- **CM 421 British & European Marketing Strategy**
- **CM 423 Portfolio Development for Ad**
- **CM 425 Advanced Copywriting**
- **CM 427 Strategic Creative Development**
- **CM 437 Portfolio Development II**
- **CM 443 New Media & PR**
- **CM 471 COM Internship** [Prereq: CM 301 & CM 331]
- **CM 473 PR Lab (4 cr total required)**
- **CM 508 Video Prod for Mktg Comm**
- **CM 518 Creating Video Campaigns**
- **CM 519 Interactive Mktg Comm**
- **CM 521 British & European Marketing Strategy**
- **CM 527 Strategic Creative Development**
- **CM 529 Design & New Media II**
- **CM 547 Portfolio Development III**
- **CM 558 Writing for Multimedia**
- **SMG SM131/FE101 Mgmt as a System (6 cr)**

### ADVERTISING

- **CM 417 Fund. Of Creative Development** [Prereq: CM 317 & CM 331]
- **CM 419 Fund. of Strategic Brand Solutions**
- **CM 420 AdLab**
- **CM 421 Advanced Copywriting**
- **CM 423 Portfolio Development for Ad**
- **CM 425 Advanced Copywriting**
- **CM 427 Strategic Creative Development**
- **CM 437 Portfolio Development II**
- **CM 443 New Media & PR**
- **CM 508 Video Prod for Mktg Comm**
- **CM 518 Creating Video Campaigns**
- **CM 519 Interactive Mktg Comm**
- **CM 521 British & European Marketing Strategy** (semester in London)
- **CM 525 PR Ethics**

### PUBLIC RELATIONS

- **CM 301 Principles & Practices of PR**
- **CM 411 Art Direction**
- **CM 412 Cons. Insight & Acct Planning**
- **CM 420 AdLab (4 cr. total required)**
- **CM 421 British & European Marketing Strategy**
- **CM 423 Portfolio Development for Ad**
- **CM 425 Advanced Copywriting**
- **CM 427 Strategic Creative Development**
- **CM 437 Portfolio Development II**
- **CM 443 New Media & PR**
- **CM 471 COM Internship** [Prereq: CM 301 & CM 331]
- **CM 473 PR Lab (4 cr total required)**
- **CM 508 Video Prod for Mktg Comm**
- **CM 518 Creating Video Campaigns**
- **CM 519 Interactive Mktg Comm**
- **CM 521 British & European Marketing Strategy** (semester in London)
- **CM 525 PR Ethics**
- **CM 527 Strategic Creative Development**
- **CM 529 Design & New Media II**
- **SMG SM131/FE101 Mgmt as a System (6 cr)**

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*Only four credits of internship can be used to satisfy an emphasis requirement.*
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 major department.
- A CAS minor will automatically fulfill the CAS focus requirement as long as three of the minor courses are not also counted as COM foundation requirements.
- The courses counting toward the focus cannot also count for the foundation requirements.
- Students wanting several Questrom 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 focus.

*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 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

Course no. and name

DEGREE REQUIREMENTS

- A total of 128 credits 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:

Updated for Fall 2016