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 are then allowed to pick an emphasis either in Communication Studies, Advertising, or Public Relations. You can review the curriculum guide for the department on the website here.

As you are registering for courses, please be mindful of all pre-requisites.

*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 emphasis. For each emphasis, 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; only offered in Spring semester)
3 additional Communication Studies courses (see curriculum guide for choices)

*Please note that students in this emphasis 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 emphases (CM317 and CM301 respectively) can count toward the Communication Studies emphasis.

Advertising:
CM317, Introduction to Advertising (required for all Advertising students)
CM417, Fundamentals of Creative Development (required for all Advertising students)
3 additional Advertising courses (see curriculum guide for choices)

*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 emphasis 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 (see curriculum guide for choices)

*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 emphasis 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 Fall 2017 begins on Sunday, April 9, 2017*
The College of Communication (COM) offers seats for students to register for more COM credits beginning on April 24. If there are open seats, COM students can only register for up to 14.0 COM credits on WebReg. Seniors and juniors who wish to overload must have a 3.0 overall GPA or higher, in one department at CAS. There are some exceptions to this, which are explained on the [CAS Focus Information sheet](http://www.bu.edu/com/resources/current-students/undergraduate/forms/). Please note that COM students who have officially declared a minor in CAS can use lower-level (100 or 200 level) courses toward the CAS focus, provided they will not count toward COM foundation requirements. (This requirement does not apply to students in the BA program in Cinema & Media Studies.)

**Electives:** Please note that students need 128 total credits to finish a Bachelor of Science degree. Completion of the foundation requirements, as well as the 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 emphasis (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](mailto:ccakebre@bu.edu)). For Public Relations, the internship coordinator is Steve Quigley ([squigley@bu.edu](mailto: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/](http://www.bu.edu/com/resources/current-students/undergraduate/forms/). Students are encouraged to speak with COM Undergraduate Affairs 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](mailto: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/](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/](http://www.bu.edu/reg/general-information/compliance/).

**Registration for juniors and seniors is on April 9, 2017.** Registration start times for that day are available at [http://www.bu.edu/reg/calendars/registration/](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 April 24. 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 mcomber@bu.edu.*