COM/Advertising Minor
Minor available to students Fall 2018 and after.

Pre-Requisite:

Students must complete COM CO 201 with the appropriate grade (C or better) BEFORE declaring a minor. Students must have the Department of Mass Communication, Advertising, and Public Relations sign-off on the COM Minor Form after the pre-requisite course is completed.

24 required credits in total (not including COM CM 201) (All courses have a COM prefix unless otherwise noted):

- CM 217 Intro to Advertising (required)
- CM 331 Writing for Communication (required, pre-req CO 201)

16 additional credits chosen from the following list:

- CM 323 Design Strategy & Software
- CM 405 Media Strategies (pre-req CM 217)
- CM 411 Art Direction (pre-req CM 217 & CM 417)
- CM 412 Consumer Insight & Acct Planning (pre-req CM 217)
- CM 417 Fundamentals of Creative Development (pre-req CM 217)
- CM 419 Advertising Management (pre-req CM 217)
- CM 420 Ad Lab/421 Ad Lab E-Board (pre-req Junior standing, CM 217) (only 4 credits total can count here)
- CM 423 Portfolio Development (pre-req CM 217 & CM 417)
- CM 425 Copywriting (pre-req CM 217 & CM 417)
- CM 518 Creative Video Development (pre-req CM 217 & CM 417)
- CM 519 Interactive Marketing Strategies (pre-req CM 217)
- CM 527 Brand Experience Marketing (pre-req CM 217 & CM 417)
- CM 529 Advanced Design Strategy & Software (pre-req CM 323)

NOTES:

- All 24 required credits must be completed with a minimum grade of a C- or better.
- Students will need to be aware of and meet any course pre-requisites when registering for courses.
- Courses taken outside Boston University cannot count toward a COM minor.
- Students in the B.S. Advertising, B.S. Public Relations, or B.S. Media Science degree program are NOT eligible to declare this minor.
- The minor must be formally declared by completing the COM Declaration of Minor Fact Sheet.