B.S. Advertising  
Department of Mass Communication, Advertising and Public Relations

This guide is meant for freshmen entering Boston University (BU) in Fall 2018 and forward, and transfer students entering BU Fall 2020 and forward.

Name: ___________________________ BU ID: ___________________________ Date: ___________________________

All courses listed below have a COM prefix unless otherwise noted. All courses require a minimum pre-req of sophomore standing unless otherwise noted.

### College Requirements (4 total credits required plus CO 575)

- [ ] CO 101 The Human Storyteller (open to freshmen, a minimum grade of a C or higher is required, CAS WR 120 co-req)
- [ ] CO 575 COM Professional Experience (zero credits, repeatable)

### Department Requirements (16 total credits required)

- [ ] CO 201 Intro to Communication Writing (pre-req CAS WR 120, open to 2nd semester freshmen)
- [ ] CM 321 Communication Research Methods (pre-req CM 180)
- [ ] CM 180 Understanding Media (open to 2nd semester freshmen)
- [ ] CM 331 Writing for Communication (pre-req CO 201)

### Advertising Core (12 total credits required)

- [ ] CM 217 Intro to Advertising (open to 2nd semester freshmen)

Choose two from:

- [ ] 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)

### Advertising Program Requirements (16 total credits required)

- [ ] CM 211 Professional Presentations
- [ ] 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) (Repeatable, max of 8 credits can count here, but cannot be taken more than twice)
- [ ] CM 425 Copywriting (pre-req CM 217 & CM 417)
- [ ] CM 471 Internship (pre-req Junior standing, CM 217 & CM 331, good academic standing) (only 4 credits total can count here)
- [ ] 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)
- [ ] CM 535 Political Campaigns
- [ ] CM 539 Health Campaigns
- [ ] CM 334E Advertising in the UK (London Abroad)
- [ ] CM 335E Seminar in Advertising Strategy (London Abroad)
- [ ] CM 447E International Brand Management (London Abroad)
- [ ] CM 521E British and European Marketing Strategy (London Abroad)
- [ ] CM 563E Entertainment Marketing (LA Abroad)
- [ ] CM 564E Entertainment Promotion Speakers Series (LA Abroad)

**NOTE:** A maximum of 12 credits of the six courses listed with an E designation may count as Advertising Program courses. These E courses are taught through BU Study Abroad programs.

### DEGREE REQUIREMENT NOTES:

- A minimum of 128 credits is required for graduation.
- Students must also complete all BU Hub general education requirements.
- No one-credit courses, PDP courses, or ROTC courses can count towards graduation.
- Advertising students are limited to four total credits of internship domestically through a departmental internship coordinator and an additional four credits through a Boston University Study Abroad Program. No more than 8 credits of Advertising internship can count toward the degree. Only four credits of internship can count toward the Advertising Program Requirements, the other four credits will count as general electives.
- Only eight credits of each of the following courses can count toward the 128 required for a degree: COM CM 420/421, COM CM 423, COM CM 471, COM CM 474.
- Please note that students cannot double major or minor between Advertising, Media Science, and Public Relations, due to shared department requirements.
- A maximum of 52 credits (typically equivalent to 13 BU courses) from the Department of Mass Communication, Advertising, and Public Relations (including CO 201, but excluding CO 101 and CO 575) can be taken on the Charles River Campus.
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**BU Hub Requirements**

- **Intellectual Toolkit**
  - Critical Thinking
  - Research & Info Literacy
  - Creativity/Innovation
  - Teamwork
  - Life Skills

**Philosophical, Aesthetic, Historical Interpretation**
- Philosophical Inquiry
- Aesthetic Exploration
- Historical Consciousness

**Scientific & Social Inquiry**
- Scientific Inquiry I
- Social Inquiry I
- Scientific/Social Inquiry II

**Quantitative Reasoning**
- Quantitative Reasoning I
- Quantitative Reasoning II
- Diversity, Civic Engagement, & Global Citizenship
  - Individual in Community
  - Global Cit./Intercultural Literacy
  - Ethical Reasoning

**Communication**
- First Year Writing Seminar
- Writing, Research, & Inquiry
- Writing Intensive Course
- Oral/Signed Communication
- Digital/Multimedia Expression