B.S. Media Science
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 180 Understanding Media (open to 2nd semester freshmen)
- CM 321 Communication Research Methods (pre-req CM 180)
- CM 331 Writing for Communication (pre-req CO 201)

Media Science Core (16 total credits required)

- CM 280 Persuasion Theory (pre-req CM 180)
- CM 481 Media Law and Policy
- CM 535 Political Campaigns
- CM 539 Health Campaigns

Media Science Program Requirements (12 total credits required)

- CM 211 Professional Presentations
- CM 323 Design Strategy & Software
- CM 422 Advanced Communication Research Methods (pre-req CM 321)
- CM 471 Internship (variable credit)(pre-req CM 280 & CM 331, junior standing, good academic standing)(only 4 credits can count here)
- CM 500 Media Expression and Communication
- CM 514 Communication Technologies
- CM 520 The COMmunicator (2 credit course, a maximum of 4 credits can count here and toward graduation, pre-req CM 331)
- CM 523 Design & Interactive Experiences (pre-req CM 323 or CM 510)
- CM 526 Integrated Marketing Communication (pre-req CM 280)
- CM 529 Advanced Design Strategy & Software (pre-req CM 323)
- CM 555 Advanced Media Writing (pre-req CM 331)
- CM 557 Media Effects (pre-req CM 180 & CM 321)

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 toward graduation.
- Media Science 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 eight credits of Media Science internship can count toward the degree. Only four credits of internship can count toward the Media Science 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 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.
# Plan of Study

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| Second Year | Fall Classes | Spring Classes | |
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| Third Year | Fall Classes | Spring Classes | |
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| Fourth Year | Fall Classes | Spring Classes | |
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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