

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. COM CO 201 has a pre-requisite of First-Year Writing Seminar. Students will declare the minor through their home school AFTER receiving the minimum grade in COM CO 201.

All courses have a pre-requisite of sophomore standing unless otherwise noted.

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

CM 217 Intro to Advertising (required, open to 2nd semester first-years)

CM 331 Writing for Communication (required, pre-req CO 201)

16 additional credits chosen from the following list:

CM 405 Media Strategies (pre-req CM 217)

CM 501 Design Strategy & Software

CM 412 Advertising Strategy & Consumer Insights (pre-req CM 217)

CM 511 Art Direction (formerly CM 411) (pre-req CM 217 & CM 417)

CM 417 Fundamentals of Creative Development (pre-req CM 217)

CM 518 Creative Video Development (pre-req CM 217 & CM 417)

CM 419 Advertising Management (pre-req CM 217)

CM 519 Interactive Marketing Strategy (pre-req CM 217)

CM 423 Portfolio Development I (pre-req CM 217 & CM 417) (no longer repeatable as of fall 2021, prior to fall 2021 a max of 8 credits can count here, but cannot be taken more than twice)

CM 527 Brand Experience Marketing (pre-req CM 217 & CM 417)

CM 528 Advertising Copywriting (formerly CM 425) (pre-req CM 217 & CM 417)

CM 424 Portfolio Development II (pre-reqs CM 217, CM 417 & CM 423) (no more than 8 combined credits of CM 423 and CM 424 can count toward graduation)

CM 529 Design Strategy & Software II (pre-req CM 501)

CM 585 Ad Lab/586 Ad Lab E-Board (pre-req Junior Standing, CM 217) (only 4 credits can count here) (formerly CM 420/421)

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.
- If you have taken a course under the previous number/title, it counts for the same requirement here.
- Students cannot take a course under the previous number/title and under the new number/title. This is a duplication of work.