

# B.S. Advertising

Department of Mass Communication, Advertising and Public Relations

This guide is meant for first-year students entering BU in the fall 2018 and forward.

Name: \_\_\_\_\_ BU ID: \_\_\_\_\_ Date: \_\_\_\_\_

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

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

**CO 101** The Human storyteller (open to first-year students, a minimum grade of a C is required, First-Year Writing Seminar is a co-req)

**CO 575** COM Professional Experience (zero credits, repeatable)

## Department Requirements (16 total credits required)

**CO 201** Intro to Communication Writing (pre-req First-Year Writing Seminar, open to 2<sup>nd</sup> semester first-year students)

**CM 321** Communication Research Methods (pre-req CM 180)

**CM 180** Understanding Media (open to 2<sup>nd</sup> semester first-year students)

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

## Advertising Core (12 total credits required)

**CM 217** Intro to Advertising (open to 2<sup>nd</sup> semester first-year students)

Choose **TWO** from:

**CM 412** Advertising Strategy & Consumer Insights (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 Presentation

**CM 405** Media Strategies (pre-req CM 217)

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

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

**CM 419** Advertising Management (pre-req CM 217)

**CM 423** Portfolio Development I (pre-req 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 424** Portfolio Development II (pre-req CM 423) (no more than 8 combined credits of CM 423 and CM 424 can count toward graduation)

**CM 471** Internship (pre-req junior standing, CM 217 & CM 331) (only 4 credits can count here)

**CM 501** Design Strategy & Software (formerly CM 323)

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

**CM 518** Creative Video Development (pre-req CM 417)

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

**CM 527** Brand Experience Marketing (pre-req CM 417)

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

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

**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** Strategic Brand Management in the UK Context (London Abroad)

**CM 521E** British and European Marketing Strategy (London Abroad)

**CM 563E** Entertainment Marketing (LA Abroad)

**CM 564E** Entertainment Promotion Speaker Series (LA Abroad)

**CM 585 Ad Lab/586 Ad Lab E-Board** (formerly CM 420/421) (pre-req junior standing & CM 217) (only 4 credits can count here)

**Note:** A maximum of 12 credits of the six courses listed with an E designation may count as Advertising Program Requirements. These E courses are only 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.
- A maximum of 4 credits of 1 credit or .5 credit Boston University courses can count toward graduation.
- Advertising students are limited to a total of four CM 471 internship credits through the departmental internship coordinator and another four credits of CM 471 internship through a BU Study Abroad Program. No more than eight credits of CM 471 internship can count toward the degree. In instances where students complete eight CM 471 internship credits as described here, only four of those credits can count toward the Advertising Program Requirements and the other four credits of CM 471 internship will only count as general electives toward the total credit number required for graduation.
- Only eight credits of each of the following courses can count toward the 128 credits required for a degree: CM 420/421/585/586, CM 423, 471, 474.
- Please note that students cannot double major between any combination of Advertising, Media Science and Public Relations.
- If you have taken a course under the previous course number/title, it counts for the same requirement here.
- Students cannot take a course under the previous course number/title and under the new number/title. This is a duplication of work.

