

B.S. Public Relations

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 or better 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 2nd semester first-year students)

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

CM 180 Understanding Media (open to 2nd semester first-year students)

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

Public Relations Core (12 total credits required)

CM 215 Principles and Practices of Public Relations (open to 2nd semester first-year students)

CM 441 Media Strategies and Management (pre-req CM 215 & CM 331)

CM 442 Business Fundamentals for Public Relations (pre-req CM 215)

Public Relations Program Requirements (16 total credits required)

CM 211 Professional Presentation

CM 522 Crisis Management and Communication (pre-req CM 215)

CM 313 Corporate Communication (pre-req CM 215)

CM 524 Public Relations Career Management (pre-req CM 215)

CM 413 Planning and Strategy in British PR (London Abroad)

CM 525 Public Relations Ethics (pre-req CM 215)

CM 443 Digital Media and Public Relations (pre-req CM 215)

CM 530 Public Relations in Non-Profit Settings (formerly CM 345) (pre-req CM 215)

CM 471 Internship (pre-req junior standing, CM 215 & CM 331) (only 4 credits can count here)

CM 535 Political Campaigns

CM 481 Media Law and Policy

CM 539 Health Campaigns

CM 501 Design Strategy & Software

CM 548 International Public Relations (formerly CM 448) (pre-req CM 215)

CM 506 Governmental Public Affairs (formerly CM 444)(pre-req CM 215)

CM 555 Advanced Media Writing (pre-req CM 331)

CM 513 Investor Relations (pre-req CM 215)

CM 580 PR Lab / **CM 581** PR Lab E-Board (pre-req junior standing, CM 215 & CM 331) (only 4 credits can count here)

CM 519 Interactive Marketing Strategy (pre-req CM 215 or CM 217)

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.
- Public Relations 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 Public Relations 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 471, CM 473/474/580/581, CM 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.

B.S. Public Relations

Department of Mass Communication, Advertising and Public Relations

Name: _____ BU ID: _____

BU Hub for students entering BU as first-year

(non-Transfers from outside of BU)

Academic Year	Fall Classes	Spring Classes
Academic Year	Fall Classes	Spring Classes
Academic Year	Fall Classes	Spring Classes
Academic Year	Fall Classes	Spring Classes

Notes:

Philosophical, Aesthetic, and Historical Interpretation

- Philosophical Inquiry and Life's Meanings _____
- Aesthetic Exploration _____
- Historical Consciousness _____

Scientific and Social Inquiry

- Scientific Inquiry I or II _____
- Social Inquiry I or II _____ COM CO 101 (Social I)
- Scientific Inquiry II or Social Inquiry II _____

Quantitative Reasoning

- Quantitative Reasoning I or II _____
- Quantitative Reasoning II _____

Diversity, Civic Engagement, and Global Citizenship

- The Individual in the Community _____
- Global Citizenship & Intercultural Literary (2 units required) _____
- _____
- Ethical Reasoning _____

Communication

- First Year Writing Seminar _____ CAS WR 120
- Writing, Research, and Inquiry _____ CAS WR 151/152/153
- Writing-Intensive (2 units required) _____ COM CO 201 _____ COM CM 331
- Oral and/or Signed Communication _____ COM CO 201
- Digital/Multimedia Expression _____ COM CO 101

Intellectual Toolkit

- Critical Thinking (2 units required) _____
- _____
- Research and Information Literacy (2 units required) _____ CAS WR 151/152/153
- _____ COM CO 201
- Teamwork/Collaboration (2 units required) _____
- _____
- Creativity/Innovation (2 units required) _____
- _____