

Boston University College of Communication
Department of Mass Communication, Advertising and Public Relations

Master of Science Degree in Advertising
Curriculum Guide

Requirements:

- 13 courses/52 credits
- You must also pass a Master's Comprehensive Exam (Please see COM Bulletin).
In some cases, students can prepare a thesis or a professional project in lieu of the exam.

Summary of Course Requirements:

- 4 (four) core courses including a two-semester capstone experience involving hands-on work on ad campaigns for actual clients
- 6 (six) concentration courses (see reverse)
- 3 (three) electives

Required core courses, all tracks [pre-requisite course in brackets]:

- CM 702 Advertising and Society
- CM 707 Writing for Media Professionals (or CM 705 Writing for International Students)
- CM 708 Principles and Practices of Advertising (first semester)
- CM 732 Advertising Campaigns (taken twice for 2 credits per semester) [CM708]

Courses for concentration (see reverse):

Three Elective Courses:

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Major Areas of Concentration

Management Track

- CM 712 Cons. Insight & Acct Planning [CM 708] or • CM 519 Interactive Mktg Comm [CM 708]
- CM 716 New and Traditional Media Strategies [CM 708]
- CM 704 Contemporary Mass Communication or • CM 710 Communication Theory
- CM 721 Ad Management [CM 708]
- CM 722 Communication Research
- CM 726 Strategic Brand Solutions [CM 708]

Creative Track

- CM 518 Creating Video Campaigns [CM 708, 717]
- CM 704 Contemporary Mass Communication
- CM 717 Fundamentals of Creative Development (first semester)
- CM 751 Advanced Art Direction [CM 708, 717] or • CM 752 Advanced Copywriting [CM 708, 717]
- CM 753 Portfolio Development I (second semester) [CM 708, 717]
- CM 754 Portfolio Development II (third semester) [CM 708, 717, 753]

Thesis Track

- CM 704 Contemporary Mass Communication
- CM 710 Communication Theory
- CM 721 Advertising Management [CM 708]
- CM 722 Communication Research
- CM 723 Advanced Communication Research for Thesis Track [CM 722]
- CM 909 Thesis Research for Thesis Track

London Summer Intern Program: If you are interested, please discuss it with your advisor and Associate Dean Berkovitz as soon as possible since it requires very careful planning. Students who will be participating in the London Program may take CM 732 for 4 credits in the Spring semester.

It is strongly suggested that you consult with your advisor before each registration period. This will help you to follow the curriculum correctly. All curriculum questions should be addressed to your advisor. It is the student's responsibility to ensure that all graduation requirements are met.