

# Mass Communication, Advertising and Public Relations

Student Name: \_\_\_\_\_ BU ID: \_\_\_\_\_

MC/ADV/PR Specialization: \_\_\_\_\_ Faculty Advisor Name: \_\_\_\_\_ Date: \_\_\_\_\_

*Use this sheet to keep track of when you completed each class and to make sure you satisfied all the requirements for graduation.*

## Mass Communication Foundation Requirements

- \_\_\_\_\_ CM 321 Mass Communication Research  
 \_\_\_\_\_ CM 380 Theory and Process of Communication  
 \_\_\_\_\_ CM 331 Writing for Mass Communication

## Choose one of the following classes

- \_\_\_\_\_ CM 303 Organizational Structure and Behavior  
 \_\_\_\_\_ CM 409 Persuasion and Public Opinion  
 \_\_\_\_\_ CM 311 Oral Presentation  
 \_\_\_\_\_ CM 481 Law of Communication  
*MC students cannot count this class here*  
 \_\_\_\_\_ CM 323 Design and New Media  
*MC students cannot count this class here*

*COM Specialization: Select five courses. Courses displayed in bold face are required.*

### Communication Studies

- \_\_\_\_\_ CM 311 Oral Presentation  
 \_\_\_\_\_ **CM 481 Law of Communication**  
 \_\_\_\_\_ CM 301 Principles and Practices of PR  
 \_\_\_\_\_ CM 303 Org Structure and Behavior  
 \_\_\_\_\_ CM 317 Introduction to Advertising  
 \_\_\_\_\_ CM 323 Design and New Media  
 \_\_\_\_\_ CM 409 Persuasion and Public Opinion  
 \_\_\_\_\_ CM 471 COM Internship\*  
*Prereq: CM 331, junior or senior status, and COM GPA of 3.0 or higher*  
 \_\_\_\_\_ CM 510 Computers in Communication  
 \_\_\_\_\_ CM 514 New Comm Technologies  
 \_\_\_\_\_ CM 523 Design & Interactive Experiences  
*Prereq: CM 323 or CM 510*  
 \_\_\_\_\_ CM 534 Negotiation & Conflict Res  
 \_\_\_\_\_ CM 535 Political Campaigning  
 \_\_\_\_\_ CM 555 Writing for Multimedia  
*Prereq: CM 331*

### Advertising

- \_\_\_\_\_ CM 317 Introduction to Advertising  
 \_\_\_\_\_ **CM 417 Fund. of Creative Development**  
*Prereq: CM 317 & CM 331*  
 \_\_\_\_\_ CM 323 Design and New Media  
 \_\_\_\_\_ CM 405 New & Trad. Media Strategies  
*Prereq: CM 317*  
 \_\_\_\_\_ CM 411 Art Direction  
*Prereq: CM 317, CM 331 & CM 417*  
 \_\_\_\_\_ CM 412 Cons. Insight & Acct Planning  
*Prereq: CM 317*  
 \_\_\_\_\_ CM 416 Strategic Brand Solutions  
*Prereq: CM 317*  
 \_\_\_\_\_ CM 419 Advertising Management  
*Prereq: CM 317*  
 \_\_\_\_\_ CM 420 AdLab (4 cr. total required)  
*Prereq: CM 317*  
 \_\_\_\_\_ CM 423 Portfolio Development for Ad  
*Prereq: CM 317 & CM 331 & CM 417*  
 \_\_\_\_\_ CM 471 COM Internship\*  
*Prereq: CM 317 & CM 331, junior or senior status, and COM GPA of 3.0 or higher*  
 \_\_\_\_\_ CM 508 Video Prod. for Mktg Comm  
 \_\_\_\_\_ CM 518 Creating Video Campaigns  
*Prereq: CM 317 & CM 331 & CM 417*  
 \_\_\_\_\_ CM 519 Interactive Mktg Comm  
*Prereq: CM 317*  
 \_\_\_\_\_ CM 527 Strategic Creative Development  
*Prereq: CM 317 & CM 331 & CM 417*  
 \_\_\_\_\_ CM 555 Writing for Multimedia  
*Prereq: CM 331*  
 \_\_\_\_\_ SMG 299 Mgmt as a System (6 cr.)

### Public Relations

- \_\_\_\_\_ **CM 301 Principles and Practices of PR**  
 \_\_\_\_\_ **CM 441 Media Relations**  
*Prereq: CM 301 & CM 331*  
 \_\_\_\_\_ CM 313 Corporate Communication  
*Prereq: CM 301*  
 --OR--  
 CM 345 PR in Non-Profit Settings  
*Prereq: CM 301*  
 --OR--  
 CM 734 Gov't Public Relations  
*Prereq: CM 301 and with permission of advisor and instructor*  
 --AND EITHER--  
 \_\_\_\_\_ CM 471 COM Internship\*  
*Prereq: CM 301 & CM 331, junior or senior status, & COM GPA of 3.0 or higher*  
 --OR--  
 CM 473 PR Lab (4 cr. total required)  
*Prereq: CM 301 & CM 331*  
 --AND EITHER--  
 \_\_\_\_\_ CM 443 New Media & PR  
*Prereq: CM 301*  
 --OR--  
 CM 525 PR Ethics  
*Prereq: CM 301*  
 --OR--  
 CM 522 Managing Corporate Crises & Issues  
*Prereq: CM 301*

\*Only four credits of internship can be used to satisfy a specialization requirement.

## Study Abroad

COM students may participate in Study Abroad programs if they meet certain requirements. Please see the *Study Abroad Fact Sheet* on the COM Student Services website - [www.bu.edu/com/undergrad](http://www.bu.edu/com/undergrad)

\_\_\_\_\_ CO 350 Mass Media in Australia (*semester in Australia*) will count as a Communication Studies specialization requirement  
\_\_\_\_\_ CM 521 British & European Marketing Strategy (*semester in London*) will count as an Advertising specialization requirement

## CAS Concentration

The three related CAS courses must be in one department in CAS or have a thematic relationship. Except for a foreign language concentration, these courses must be at least 300 level. The concentration can include one 100 or 200 level course if it is a prerequisite for one of the other two courses in the CAS concentration. (Also, as a good general rule, students wanting several SMG or CFA courses should plan to use their electives to get desired courses in those areas rather than trying to substitute these for their CAS concentration.) The appropriate level and grouping is determined with the assistance of your Faculty Advisor.

## CAS Concentration Courses (*Three Courses*)

CAS Concentration: \_\_\_\_\_

\_\_\_\_\_ • \_\_\_\_\_ • \_\_\_\_\_

## Degree Requirements

- A total of 128 credits (32 four-credit courses) is required for graduation.
- Transfer students who have taken at least four, three-credit courses at other accredited universities need a minimum of 124 credits and 32 three- or four-credit courses.
- 14 courses in the arts and sciences (as part of the freshman/sophomore requirements).
- Three additional "CAS Concentration" courses (300-level or higher).
- 11 required courses in COM.
- Sufficient electives to complete 32 courses/128 credits.

## Electives

Mass Communication, Advertising and Public Relations majors also must take elective courses to accumulate sufficient credits to graduate. The number of electives varies by specialization. See a Student Services Academic Advisor to determine how many elective courses you must complete.

**PETITIONS/NOTES:**