

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 331 Writing for Mass Communication _____ CM 380 Theory and Process of Communication

Choose two of the following classes

_____ CM 303 Organizational Structure and Behavior _____ CM 481 Law of Communication
MC students cannot count this class here
 _____ CM 311 Oral Presentation _____ CM 509 Principles of Persuasion
 _____ CM 321 Mass Communication Research _____ CM 510 Computers in Communication
MC & PR students cannot count this class here
 _____ CM 409 Persuasion and Public Opinion

COM Specialization

Select five courses from your COM specialization below. A course taken as one of the above elements may not be counted again as one of these five courses. Special courses (numbered 561 or 562) may be substituted in a major area, with the advisor's approval and endorsement by the Department Chairman. Courses displayed in boldface are required.

Communication Studies

_____ CM 321 Mass Comm Research
 _____ CM 481 Law of Communication
 _____ CM 301 Principles and Practices of PR
 _____ CM 303 Org Structure and Behavior
 _____ CM 317 Introduction to Advertising
 _____ CM 471 COM Internship
Prereq: CM 331, senior status, and COM GPA of 3.0 or higher
 _____ CM 509 Principles of Persuasion
 _____ CM 510 Computers in Communication
 _____ CM 511 Persuasive Speaking
Prereq: CM 331
 _____ CM 514 New Comm Technologies
 _____ CM 523 Designing Interactive Comm
Prereq: CM 510 or JO 540
 _____ CM 534 Negotiation & Conflict Res
 _____ CM 555 Advanced Promo Writing
Prereq: CM 331

Advertising

_____ CM 317 Introduction to Advertising
 _____ CM 417 Fund. of Creative Development
Prereq: CM 317 & CM 331
 _____ CM 323 Design in Communication
 _____ 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, 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 Advanced Promo Writing
Prereq: CM 331
 _____ SMG 299 Mgmt as a System (6 cr.)

Public Relations

_____ CM 301 Principles and Practices of PR
 _____ CM 321 Mass Comm Research
 _____ **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 456 Gov't & Political Comm
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, senior status, & COM GPA of 3.0 or higher
 --OR--
 _____ CM 473 PR Lab (4 cr. total required)
Prereq: CM 301 & CM 331
 RECOMMENDED ELECTIVES
 _____ CM 508 Video Production
 _____ CM 513 Investor Relations
Prereq: CM 301
 _____ CM 515 Community Relations
Prereq: CM 301
 _____ CM 535 Political Campaigning
 _____ CM 555 Advanced Promo Writing
Prereq: CM 301

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 and 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: