

B.S. Advertising

Department of Mass Communication, Advertising and Public Relations

This guide is meant for freshmen entering Boston University (BU) in Fall 2018 and forward, and transfer students entering BU Fall 2020 and forward.

Name: _____ BU ID: _____ Date: _____

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

College Requirements (4 total credits required plus CO 575)

- CO 101** The Human Storyteller (open to freshmen, a minimum grade of a C or higher is required, CAS WR 120 co-req)
- CO 575** COM Professional Experience (zero credits, repeatable)

Department Requirements (16 total credits required)

- CO 201** Intro to Communication Writing (pre-req CAS WR 120, open to 2nd semester freshmen)
- CM 180** Understanding Media (open to 2nd semester freshmen)
- CM 321** Communication Research Methods (pre-req CM 180)
- CM 331** Writing for Communication (pre-req CO 201)

Advertising Core (12 total credits required)

- CM 217** Intro to Advertising (open to 2nd semester freshmen)

Choose **two** from:

- CM 412** Consumer Insight & Acct Planning (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 Presentations
- CM 323** Design Strategy & Software
- CM 405** Media Strategies (pre-req CM 217)
- CM 411** Art Direction (pre-req CM 217 & CM 417)
- CM 412** Consumer Insight & Acct Planning (pre-req CM 217)
- CM 417** Fundamentals of Creative Development (pre-req CM 217)
- CM 419** Advertising Management (pre-req CM 217)
- CM 420** Ad Lab / **421** Ad Lab E-Board (pre-req Junior standing, CM 217) (only 4 credits total can count here)
- CM 423** Portfolio Development (pre-req CM 217 & CM 417) (Repeatable, max of 8 credits can count here, but cannot be taken more than twice)
- CM 425** Copywriting (pre-req CM 217 & CM 417)
- CM 471** Internship (pre-req Junior standing, CM 217 & CM 331, good academic standing) (only 4 credits total can count here)
- CM 518** Creative Video Development (pre-req CM 217 & CM 417)
- CM 519** Interactive Marketing Strategies (pre-req CM 217)
- CM 527** Brand Experience Marketing (pre-req CM 217 & CM 417)
- CM 529** Advanced Design Strategy & Software (pre-req CM 323)
- 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** International Brand Management (London Abroad)
- CM 521E** British and European Marketing Strategy (London Abroad)
- CM 563E** Entertainment Marketing (LA Abroad)
- CM 564E** Entertainment Promotion Speakers Series (LA Abroad)

NOTE: A maximum of 12 credits of the six courses listed with an E designation may count as Advertising Program courses. These E courses are 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.
- No one-credit courses, PDP courses, or ROTC courses can count towards graduation.
- Advertising students are limited to four total credits of internship domestically through a departmental internship coordinator and an additional four credits through a Boston University Study Abroad Program. No more than 8 credits of Advertising internship can count toward the degree. Only four credits of internship can count toward the Advertising Program Requirements, the other four credits will count as general electives.
- Only eight credits of each of the following courses can count toward the 128 required for a degree: COM CM 420/421, COM CM 423, COM CM 471, COM CM 474.
- Please note that students cannot double major or minor between Advertising, Media Science, and Public Relations, due to shared department requirements.
- A maximum of 52 credits (typically equivalent to 13 BU courses) from the Department of Mass Communication, Advertising, and Public Relations (including CO 201, but excluding CO 101 and CO 575) can be taken on the Charles River Campus.



Plan of Study

Name: _____ College: _____ Major: _____

| | | | |
|-------------|--------------|----------------|--|
| First Year | Fall Classes | Spring Classes | Major, Minor, and College Requirements |
| | Fall Classes | Spring Classes | |
| | Fall Classes | Spring Classes | |
| | Fall Classes | Spring Classes | |
| Second Year | Fall Classes | Spring Classes | Major, Minor, and College Requirements |
| | Fall Classes | Spring Classes | |
| | Fall Classes | Spring Classes | |
| | Fall Classes | Spring Classes | |
| Third Year | Fall Classes | Spring Classes | Major, Minor, and College Requirements |
| | Fall Classes | Spring Classes | |
| | Fall Classes | Spring Classes | |
| | Fall Classes | Spring Classes | |
| Fourth Year | Fall Classes | Spring Classes | Major, Minor, and College Requirements |
| | Fall Classes | Spring Classes | |
| | Fall Classes | Spring Classes | |
| | Fall Classes | Spring Classes | |

BU Hub Requirements

Intellectual Toolkit:

- Critical Thinking _____
- Research & Info Literacy _____
- Creativity/Innovation _____
- Teamwork _____
- Life Skills _____

Philosophical, Aesthetic, Historical Interpretation

- Philosophical Inquiry _____
- Aesthetic Exploration _____
- Historical Consciousness _____
- Scientific & Social Inquiry**
- Scientific Inquiry I _____
- Social Inquiry I _____
- Scientific/Social Inquiry II _____

Quantitative Reasoning

- Quantitative Reasoning I _____
- Quantitative Reasoning II _____
- Diversity, Civic Engagement, & Global Citizenship**
- Individual in Community _____
- Global Cit./Intercultural Literacy _____
- Ethical Reasoning _____

Communication

- First Year Writing Seminar _____
- Writing, Research, & Inquiry _____
- Writing Intensive Course _____
- Oral/Signed Communication _____
- Digital/Multimedia Expression _____