

B.S. Public Relations

Department of Mass Communication, Advertising and Public Relations

This guide is meant for freshmen entering Boston University (BU) in 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-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 321 Communication Research Methods** (pre-req CM 180)
 CM 180 Understanding Media (open to 2nd semester freshmen) **CM 331 Writing for Communication** (pre-req CO 201)

Public Relations Core (12 total credits required)

- CM 215 Principles and Practice of Public Relations** (open to 2nd semester freshmen) **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 Presentations** **CM 513 Investor Relations** (pre-req CM 215)
 CM 313 Corporate Communications (pre-req 215) **CM 519 Interactive Marketing Strategies** (pre-req CM 215 or CM 217)
 CM 323 Design Strategy & Software **CM 522 Crisis Communication** (pre-req CM 215)
 CM 345 Non-Profit Public Relations (pre-req CM 215) **CM 524 Public Relations Career Management** (pre-req CM 215)
 CM 412 Consumer Insight & Acct Planning (pre-req CM 217) **CM 525 Public Relations Ethics** (pre-req CM 215)
 CM 443 Digital Media and Public Relations (pre-req CM 215) **CM 526 Integrated Marketing Communication** (pre-req CM 215)
 CM 444 Governmental Public Affairs (pre-req CM 215) **CM 535 Political Campaigns**
 CM 448 International Public Relations (pre-req CM 215) **CM 539 Health Campaigns**
 CM 471 Internship (pre-req CM 215 & CM 331, junior standing, good academic standing) (only 4 credits can count here) **CM 555 Advanced Media Writing** (pre-req CO 201 & CM 331)
 CM 473 PR Lab / CM 475 PR Lab E-Board (pre-req CM 215 & CM 331, junior standing) (only 4 credits can count here) **SHA HF 375 Special Event Planning & Operations**
 CM 481 Media Law and Policy

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 toward graduation.
- Public Relations 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 eight credits of Public Relations internship can count toward the degree. Only four credits of internship can count toward the Public Relations 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 471, COM CM 473/COM CM 475, 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.

B.S. Public Relations

Department of Mass Communication, Advertising and Public Relations

BU Hub for students entering BU as first-year

(non-Transfers from outside of BU)

Name: _____ BU ID: _____

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 Literacy (2 units required) _____
- _____
- Ethical Reasoning _____

Communication

- First Year Writing Seminar CAS WR 120
- Writing, Research, and Inquiry CAS WR 150/151/152
- 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 150/151/152
- _____ COM CO 201
- Teamwork/Collaboration (2 units required) _____
- _____
- Creativity/Innovation (2 units required) _____
- _____