**B.S. Public Relations**
Department of Mass Communication, Advertising and Public Relations

This guide is meant for 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)

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

**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. 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.
- 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.
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<th>Academic Year</th>
<th>Fall Classes</th>
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**Notes:**

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<th>BU Hub for transfer students from outside of BU entering Fall 2020 or after</th>
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**Philosophical, Aesthetic, and Historical Interpretation (1 unit required)**

Choose one of the following:
- Philosophical Inquiry and Life’s Meanings
- Aesthetic Exploration
  - Historical Consciousness

**Scientific Inquiry (1 unit required)**

- Scientific Inquiry I or II

**Social Inquiry (1 unit required)**

- Social Inquiry I or II
  - COM CO 101

**Quantitative Reasoning (1 unit required)**

- Quantitative Reasoning II

**Diversity, Civic Engagement, and Global Citizenship (1 unit required)**

Choose one of the following:
- The Individual in the Community
- Global Citizenship and Intercultural Literary
  - Ethical Reasoning

**Communication (1 unit required)**

Choose one of the following:
- Writing, Research, and Inquiry
  - Writing-Intensive
  - COM CO 201

**Intellectual Toolkit (4 units required)**

- Critical Thinking (1 unit required)
- Research and Information Literacy (1 unit required)
- Teamwork/Collaboration (1 unit required)
- Creativity/Innovation (1 unit required)
  - COM CO 201