

# B.S. Advertising

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)

## 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 405** Media Strategies (pre-req CM 217)
- 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) (No longer repeatable as of fall 2021, prior to fall 2021 a max of 8 credits can count here, but cannot be taken more than twice)
- CM 424** Portfolio Development II (pre-reqs CM 217, CM 417 & CM 423) (no more than 8 combined credits of CM 423 and CM 424 can count toward graduation)
- CM 471** Internship (pre-req Junior standing, CM 217 & CM 331, good academic standing) (only 4 credits total can count here)
- CM 501** Design Strategy & Software (formerly CM 323)
- CM 511** Art Direction (formerly CM 411) (pre-reqs CM 217 & CM 417)
- 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 528** Advertising Copywriting (formerly CM 425) (pre-reqs CM 217 & CM 417)
- CM 529** Advanced Design Strategy & Software (pre-req CM 323 or CM 501)
- 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.
- If you have taken a course under the previous number/title, it counts for the same requirement here.
- Students cannot take a course under the previous number/title and under the new number/title. This is a duplication of work.

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

<b>Academic Year</b>	<b>Fall Classes</b>	<b>Spring Classes</b>
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**Notes:**

## BU Hub for transfer students from outside of BU entering Fall 2020 or after

### 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 Literacy

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)

COM CO 201 \_\_\_\_\_

Teamwork/Collaboration (1 unit required) \_\_\_\_\_

Creativity/Innovation (1 unit required) \_\_\_\_\_