

Advertising Minor

Pre-Requisite:

Students must complete **COM CO 201** with the appropriate grade (**C or better**) **BEFORE** being eligible to declare an Advertising minor. COM CO 201 has a pre-requisite of First-Year Writing Seminar. COM CO 201 is open to second term first-year students who meet the course pre-requisite. Students will declare the Advertising minor through their home school/college **AFTER** receiving the minimum grade in COM CO 201.

All courses listed below have a pre-requisite of sophomore standing unless otherwise noted.

24 required units in total (not including COM CO 201) (All courses have a COM prefix unless otherwise noted):

CM 217 Intro to Advertising (required, open to 2nd term first-year students)

CM 331 Writing for Communication (required, pre-req COM CO 201)

16 additional units chosen from the following list:

CM 405 Media Strategies (pre-req CM 217)

CM 412 Advertising Strategy & Consumer Insights (pre-req CM 217)

CM 414 Advertising Strategy & Consumer Insights 2 (pre-req CM 412)

CM 417 Fundamentals of Creative Development (pre-req CM 217)

CM 419 Advertising Management (pre-req CM 217)

CM 423 Portfolio Development I (pre-req CM 417) (No longer repeatable as of fall 2021, prior to fall 2021 a max of 8 units can count here, but cannot be taken more than twice)

CM 424 Portfolio Development II (pre-req CM 423) (no more than 8 combined units of CM 423 and CM 424 can count toward graduation)

CM 501 Design Strategy & Software (formerly CM 323)

CM 511 Art Direction (formerly CM 411) (pre-req CM 417 & CM 501)

CM 518 Creative Video Development (pre-req CM 417)

CM 519 Interactive Marketing Strategy (pre-req CM 217)

CM 527 Brand Experience Marketing (pre-req CM 417)

CM 528 Advertising Copywriting (formerly CM 425) (pre-req CM 417)

CM 529 Design Strategy & Software II (pre-req CM 501)

CM 585 Ad Lab/**586** Ad Lab E-Board (formerly CM 420/421) (pre-req CM 217) (only 4 units can count here)

Notes:

- All 24 required units must be completed with a minimum grade of a C- or better.
- Students must meet any course pre-requisites to be eligible to take a course
- We do our best to keep course pre-requisites noted on this sheet current, but the most up to date pre-requisite listings are on MyBU Student.
- Courses taken outside Boston University cannot count toward a COM minor.
- Students in the B.S. Advertising, B.S. Public Relations, or B.S. Media Science degree program are NOT eligible to declare this minor.
- If you have taken a course under the previous course number/title, it counts toward the new number/title and cannot be taken again, as this would be a duplication of work.
- COM does not allow for any substitutions or exceptions to the minor requirements.

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