

# B.S. Media Science

## Department of Mass Communication, Advertising and Public Relations

This guide is meant for first-year students entering BU in the 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 units required plus CO 575)

**CO 101** The Human Storyteller (open to first-year students, a minimum grade of a C or better is required, First-Year Writing Seminar co-req)

**CO 575** COM Professional Experience (zero units, repeatable)

### Department Requirements (16 total units required)

**CO 201** Introduction to Communication Writing (pre-req First-Year Writing Seminar, open to second term first-year students)

**CM 180** Understanding Media (open to second term first-year students)

**CM 321** Communication Research Methods (pre-req CM 180)

**CM 331** Writing for Communication (pre-req CO 201)

### Media Science Core (16 total units required) – Students must successfully complete four of the five courses listed below.

**CM 280** Persuasion Theory (pre-req CM 180)

**CM 434** Media Analytics (pre-req CM 321)

**CM 481** Media Law and Policy

**CM 535** Political Campaigns

**CM 539** Health Campaigns

### Media Science Program Requirements (12 total units required)

**CM 211** Professional Presentation

**CM 280** Persuasion Theory (pre-req CM 180)

**CM 422** Advanced Communication Research Methods (pre-req CM 321)

**CM 434** Media Analytics (pre-req CM 321)

**CM 462** Media Science Special Topics (pre-req CM 180)

**CM 464** CM Cross Department Special Topics (pre-req CM 180)

**CM 471** Internship (2 or 4 units) (pre-req CM 280 & CM 331, junior standing) (only 4 units can count here)

**CM 481** Media Law and Policy

**CM 501** Design Strategy & Software

**CM 510** Media Expression and Communication

**CM 514** Communication Technologies

**CM 520** The COMMunicator (2 unit course, a maximum of 4 units can count here and toward graduation) (pre-req CM 331)

**CM 523** Design & Interactive Experiences (pre-req CM 501 or CM 510)

**CM 526** Integrated Marketing Communication (pre-req CM 280)

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

**CM 531** International Communication

**CM 535** Political Campaigns

**CM 539** Health Campaigns

**CM 551** Children and Media

**CM 555** Advanced Media Writing (pre-req CM 331)

**CM 557** Media Effects (pre-req CM 321)

**CM 561** Special Topics

### Degree Requirement Notes:

- A minimum of 128 units is required for graduation.
- Students must also complete all BU Hub general education requirements.
- A maximum of 4 units of 1 unit or .5 unit Boston University courses can count toward graduation.
- If students complete all five courses of the Media Science Core, the first four courses completed will count as the Core and the fifth course will count as 4 units of the required 12 units of Media Science Program Requirements.
- Media Science students are limited to a total of four CM 471 internship units through the departmental internship coordinator and another four units of CM 471 internship through a BU Study Abroad Program. No more than eight units of CM 471 internship can count toward the degree. In instances where students complete eight CM 471 internship units as described here, four of those units can count toward the Media Science Program Requirements and the other four units of CM 471 internship will count as general electives toward the total unit number required for graduation.
- Only eight units of each of the following courses can count toward the 128 units required for a degree: CM 471, CM 474.
- Please note that students cannot double major, nor major and minor, between any combination of Advertising, Media Science and Public Relations.
- 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.
- We do our best to keep course pre-requisites noted on this guide current, but the most up to date pre-requisite listings are on MyBU Student.

## B.S. Media Science

BU Hub general education requirements for students entering Boston University as first-years

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

### Philosophical, Aesthetic, and Historical Interpretation

Philosophical Inquiry and Life's Meanings (PLM) \_\_\_\_\_

Aesthetic Exploration (AEX) \_\_\_\_\_

Historical Consciousness (HCO) \_\_\_\_\_

### Scientific and Social Inquiry

Scientific Inquiry I or II (SI1 or SI2) \_\_\_\_\_

Social Inquiry I or II (SO1 or SO2) COM CO 101 (SO1)

Scientific Inquiry II (SI2) or Social Inquiry II (SO2) \_\_\_\_\_

### Quantitative Reasoning

Quantitative Reasoning I or II (QR1 or QR2) \_\_\_\_\_

Quantitative Reasoning II (QR2) \_\_\_\_\_

### Diversity, Civic Engagement, and Global Citizenship

The Individual in Community (IIC) \_\_\_\_\_

Global Citizenship & Intercultural Literacy (GCI) (2 required) \_\_\_\_\_

Ethical Reasoning (ETR) \_\_\_\_\_

### Communication

First-Year Writing Seminar (FYW) CAS WR 120

Writing, Research, and Inquiry (WRI) CAS WR 151/152/153

Writing-Intensive Course (WIN) (2 required) COM CO 201

COM CM 331

Oral and/or Signed Communication (OSC) COM CO 201

Digital/Multimedia Expression (DME) COM CO 101

### Intellectual Toolkit

Critical Thinking (CRT) (2 required) \_\_\_\_\_

Research and Information Literacy (RIL) (2 required) CAS WR 151/152/153

COM CO 201

Teamwork/Collaboration (TWC) (2 required) \_\_\_\_\_

Creativity/Innovation (CRI) (2 required) \_\_\_\_\_