

B.S. Public Relations

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-requisite 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 is a co-req)

CO 575 COM Professional Experience (zero units, repeatable)

Department Requirements (16 total units required)

CO 201 Intro to Communication Writing (pre-req First-Year Writing Seminar, open to 2nd term first-year students)

CM 180 Understanding Media (open to 2nd term first-year students)

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

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

Public Relations Core (12 total units required)

CM 215 Principles and Practices of Public Relations (open to 2nd term first-year students)

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 units required)

CM 211 Professional Presentation

CM 313 Corporate Communication (pre-req CM 215)

CM 413 Planning and Strategy in British PR (London Abroad)

CM 431 Brand Communication and Consumer Analytics (pre-req CM 321 and either CM 215 or CM 217)

CM 443 Digital Media and Public Relations (pre-req CM 215)

CM 463 Public Relations Special Topics (pre-req CM 180)

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

CM 471 Internship (pre-req junior standing, CM 215 & CM 331) (only 4 units can count here)

CM 481 Media Law and Policy

CM 501 Design Strategy & Software

CM 506 Governmental Public Affairs (formerly CM 444)(pre-req CM 215)

CM 513 Investor Relations (pre-req CM 215)

CM 519 Interactive Marketing Strategy (pre-req CM 215 or CM 217)

CM 522 Crisis Management and 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 530 Public Relations in Non-Profit Settings (formerly CM 345) (pre-req CM 215)

CM 535 Political Campaigns

CM 539 Health Campaigns

CM 548 International Public Relations (formerly CM 448) (pre-req CM 215)

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

CM 561 Special Topics

CM 580 PR Lab / **CM 581** PR Lab E-Board (pre-req CM 215 & CM 331) (only 4 units can count here)

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.
- Public Relations 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 Public Relations 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 473/474/580/581, 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. Public Relations

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) _____