

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 Strategy (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)
CM 424 Portfolio Development II (pre-req CM 423)
CM 431 Brand Communication and Consumer Analytics (pre-req CM 321 and either CM 215 or CM 217)
CM 434 Media Analytic (pre-req CM 321)

CM 461 Advertising Special Topics (pre-req CM 180)
CM 501 Design Strategy & Software (formerly CM 323)
CM 511 Design & Art Direction (pre-req CM 417 & CM 501)
CM 512 Design & Art Direction II (pre-req CM 511)
CM 516 Advertising Strategy 3 Portfolio (pre-req CM 414)
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 (pre-req CM 417)
CM 529 Design Strategy & Software II (pre-req CM 501)
CM 533 Advertising for Good (pre-req CM 417)
CM 534 Advanced Advertising Management (pre-req CM 419)
CM 585 Ad Lab/**586** Ad Lab E-Board (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.
- SHA Hospitality & Communication majors are not eligible for the Dual Degree or minors in Advertising, Public Relations, or Media Science.
- COM does not allow for any substitutions or exceptions to the minor requirements.