

B.S. Media Science

Department of Mass Communication, Advertising and Public Relations

This guide is meant for those who enter BU as external transfer students.

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 504 Data Visualization (pre-req CM 321)

CM 507 Media and Well-Being

CM 509 Digital Deception: AI, Deepfakes, and Deceiving by Design

CM 510 Media Expression and Communication

CM 514 Communication Technologies

CM 517 Entertainment Media and Society

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

CM 521E British and European Marketing Strategy (London Abroad)

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.

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BU Hub general education requirements for transfer students from outside of Boston University

Name: _____ BU ID: _____

Philosophical, Aesthetic, and Historical Interpretation (1 required)

Choose one of the following:

Philosophical Inquiry and Life's Meanings (PLM)

Aesthetic Exploration (AEX)

Historical Consciousness (HCO)

Scientific Inquiry (1 required)

Scientific Inquiry I or II (SI1 or SI2)

Social Inquiry (1 required)

Social Inquiry I or II (SO1 or SO2)

COM CO 101

Quantitative Reasoning (1 required)

Quantitative Reasoning II (QR2)

Diversity, Civic Engagement, and Global Citizenship (1 required)

Choose one of the following:

The Individual in Community (IIC)

Global Citizenship & Intercultural Literacy (GCI)

Ethical Reasoning (ETR)

Communication (1 required)

Choose one of the following:

Writing, Research, and Inquiry (WRI)

Writing-Intensive Course (WIN)

COM CO 201

Intellectual Toolkit (4 required)

Critical Thinking (CRT) (1 required)

Research and Information Literacy (RIL) (1 required)

Teamwork/Collaboration (TWC) (1 required)

Creativity/Innovation (CRI) (1 required)

COM CO 201
