

B.S. Advertising

Department of Mass Communication, Advertising and Public Relations

This guide is for those who enter BU as first-year students.

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 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 321 Communication Research Methods (pre-req CM 180)

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

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

Advertising Core (12 total units required)

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

Choose **TWO** from:

CM 405 Media Strategy (pre-req CM 217)

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

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

CM 419 Advertising Management (pre-req CM 217)

Advertising Program Requirements (16 total unique units required)

CM 211 Professional Presentation

CM 516 Advertising Strategy 3 Portfolio (pre-req CM 414)

CM 405 Media Strategy (pre-req CM 217)

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

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

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

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

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

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

CM 528 Advertising Copywriting (pre-req CM 417)

CM 419 Advertising Management (pre-req CM 217)

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

CM 423 Portfolio Development I (pre-req CM 417)

CM 533 Advertising for Good (pre-req CM 417)

CM 424 Portfolio Development II (pre-req CM 423)

CM 534 Advanced Advertising Management (pre-req CM 419)

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

CM 535 Political Campaigns

CM 434 Media Analytics (pre-req CM 321)

CM 539 Health Campaigns

CM 461 Advertising Special Topics (pre-req CM 180)

CM 561 Special Topics

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

CM 334E Advertising in the UK (London Abroad)

CM 471 Internship (pre-req CM 217 & CM 331) (only 4 units can count here)

CM 335E Seminar in Advertising Strategy (London Abroad)

CM 501 Design Strategy & Software (formerly CM 323)

CM 406E Brand Advertising and Promotion (Sydney Abroad)

CM 504 Data Visualization (pre-req CM 321)

CM 447E Strategic Brand Management in the UK Context (London Abroad)

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

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

CM 512 Design & Art Direction II (pre-req CM 511)

CM 563E Entertainment Marketing (LA Abroad)

CM 564E Entertainment Promotion Speaker Series (LA Abroad)

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

Note: A maximum of 12 units of the six courses listed with an E designation may count as Advertising Program Requirements. These E courses are only taught through BU Study Abroad programs.

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.
- Advertising students are limited to a total of eight CM 471 internship units. The first four units count toward the Advertising Program Requirements, and the next four units count as general electives toward the total units required for graduation.
- Only eight units of each of the following courses can count toward the 128 units required for a degree: CM 585/586, 471, 474.
- SHA Hospitality & Communication majors are not eligible for the Dual Degree or minors in Advertising, Public Relations, or Media Science.
- Please note that students cannot double major, nor major and minor, between any combination of Advertising, Media Science and Public Relations.
- 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 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)
Scientific Inquiry II (SI2) or Social Inquiry II (SO2)

COM CO 101 (SO1)

Quantitative Reasoning

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

COM CM 321 (if taken F26 and after)

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)
Writing, Research, and Inquiry (WRI)
Writing-Intensive Course (WIN) (2 required)

Oral and/or Signed Communication (OSC)
Digital/Multimedia Expression (DME)

CAS WR 120
CAS WR 151/152/153
COM CO 201
COM CM 331
COM CO 201
COM CO 101

Intellectual Toolkit

Critical Thinking (CRT) (2 required)

Research and Information Literacy (RIL) (2 required)

Teamwork/Collaboration (TWC) (2 required)

Creativity/Innovation (CRI) (2 required)

CAS WR 151/152/153
COM CO 201
COM CM 217 (if taken F26 and after)

