Degree Program Course List (DPCL) of major requirements for students entering Loyola in 2020-2021

NAME:

B.A. MASS COMMUNICATION- Advertising / PR

English Composition Placement is:	ALEKS MATH COURSE PLACEMENT
ACT ENGL score 21 or above	76-100, Exemption from MathT122/A115
SAT Verbal score 501 or above	_____
Register for ENGL-T122 _____	46-75, MathT122 or A115
ACT ENGL score 20 or below _____	_____
SAT Verbal score 500 or below _____	0-45, MathA092, Fund. of Algebra
Register for ENGL-A100 _____	_____ (not counted in final degree credits)

LOYOLA CORE - 39 Credits

FOUNDATION COURSES

First-Year Seminar T121	3
Engl T122: Critical Reading and Writing	3
Math A115: Finite Math *or* Math T122 : Math Models	3
Sci I: T129: Investigating Nature	3
	12

KNOWLEDGE/VALUES COURSES

Creative Arts and Cultures	3
History I: (T200-399)	3
History II (Q200-399):	3
Phil I: Reasoning	3
Phil II: Knowledge and Morality	3
Rels I: Christian Theology	3
Rels II: World Religions	3
Social Science (fulfilled in major)	0
Sci II: Natural Science in Context	3
Writing About Literature	3
	27

Loyola Core	39 cr.
Major	40 cr.
Electives (and minor)	41 cr.
TOTAL	120 cr.

MASS COMM CORE (all students)

Intro Mass Communication
CMMNA100 _____ 3

Communication Writing
CMMNAA101 _____ 3

Digital Communication
CMMNA201 _____ 3

Internship I
CMMNA291 _____ 1

Law of Mass Communication
CMMNA401 _____ 3

Seminar in Mass Communication Ethics & Diversity
CMMNA484 (fall) _____ 1

Senior Seminar in Mass Communication
CMMNA492 (Spring) _____ 1

Total: 15

No more than 48 hours in the major.

SEQUENCE: Advertising or Public Relations

	grade
A260 Layout and Design	3
A310 Advertising *or* A316 Public Relations	3
A313 Media Planning	3
A336 Strategic Content Creation	3
A326 Research in Ad and PR	3

Major Electives or Emphasis area 7 hours

Choose any communication courses or emphasis area

_____	3
_____	3
_____	1
A486 Brand Lab or A415 Ad Team/Advanced Advertising Campaign or A419 Bateman Team/ Advanced PR Campaign	3

Minor- _____

General Electives

_____

_____

RECOMMENDED ELECTIVE
Fundamentals of Speech
SPCH A100 (3)

_____

The B.A. in Mass Communication requires a minimum of 120 credit hours.

GPA: 2.0 required in major, minor and overall.