Degree Program Course List (DPCL) of major requirements for Honors students entering Loyola in 2020-21

NAME:

B.A. MASS COMMUNICATION - Advertising/PR

HONORS CURRICULUM - 43 Credits

Foundation Requirements — Crs/Grd

First-Year Seminar H121 3____

Ignatian Colloquium H193 or H194 1____

Social Justice Seminar H396 3____

Honors Ethics H215* (check off once completed) ☐

Disciplinary Requirements

Creative Arts & Culture (H-level or approved performance course(s))
_____ 3____

History I H-level _____ 3____

History II (H-level, HIST-A/Q/P200 course, or AP credit)
_____ 3____

Literature I H-level _____ 3____

Literature II (H-level, ENGL-N200+ course, or AP credit)
_____ 3____

Math and Computational Reasoning (H-level, A116+ math course, or AP credit) _____ 3____

Natural Science (H-level, A101+ science course, or AP credit)
_____ 3____

Philosophy I H-level _____ 3____

Philosophy II (H-level or PHIL-U/W200+ course)
_____ 3____

Religious Studies I H-level _____ 3____

Religious Studies II (H-level or a 200+ RELS course)
_____ 3____

Honors Thesis Sequence

Honors Thesis H491 3 _____

* May be satisfied with an ethics course in the major; if not, H215 must be used to satisfy at least one Honors Disciplinary Requirement

Thesis work is a dedicated process that spans multiple semesters, and you may be asked to take additional scaffolding courses. Please consult an honors advisor about what steps are right for you.

MASS COMM CORE (all students)

Intro Mass Communication — Crs/Grd

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

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 Campain or A419 Bateman Team/Adv PR Campaign 3 _____

Honors Core	43 cr.
Major	40 cr.
Electives	37 cr.
TOTAL	120 cr.

MINOR:

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GENERAL ELECTIVES

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RECOMMENDED ELECTIVES

Fundamentals of Speech

SPCH A100 (3)

_____

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

ACEJMC accreditation standards mandate that mass comm majors have at least 72 hours outside the major, allowing no more than 48 hours from the major courses.

Honors GPA: 3.3 required in major, minor and Loyola cumulative.