

NAME: B.A. MASS COMMUNICATION- Advertising / PR

English Composition Placement is:	ALEKS MATH COURSE PLACEMENT	MASS COMM CORE (all students)	Minor- _____
ACT ENGL score 21 or above	76-100, Exemption from MathT122/A115	Intro Mass Communication	
SAT Verbal score 501 or above	_____	CMMNA100 _____ 3_____	
Register for ENGL-T122 _____	46-75, MathT122 or A115	Communication Writing	
ACT ENGL score 20 or below _____	_____	CMMNAA101 _____ 3_____	
SAT Verbal score 500 or below _____	0-45, MathA092, Fund. of Algebra	Digital Communication	
Register for ENGL-A100 _____	(not counted in final degree credits)	CMMNA201 _____ 3_____	
LOYOLA CORE - 39 Credits		Internship I	
		CMMNA291 _____ 1_____	
FOUNDATION COURSES		Law of Mass Communication	
First-Year Seminar T121 _____ 3_____		CMMNA401 _____ 3_____	
Engl T122: Critical Reading and Writing _____ 3_____		Seminar in Mass Communication Ethics & Diversity	General Electives
Math A115: Finite Math <i>or</i> Math T122 : Math Models _____ 3_____		CMMNA284 (fall) _____ 3_____	
Sci I: T129: Investigating Nature _____ 3_____		Senior Seminar in Mass Communication	
12		CMMNA492 (Spring) _____ 1_____	
KNOWLEDGE/VALUES COURSES		Internship Completion	
Creative Arts and Cultures _____ 3_____		CMMNA493 _____ 1_____	
Hist I: T _____ 3_____		Total: 18	
Hist II: Q _____ 3_____		No more than 48 hours in the major.	
		SEQUENCE: Advertising or Public Relations grade	
Phil I: Reasoning _____ 3_____		A260 Layout and Design 3_____	
Phil II: Knowledge and Morality _____ 3_____		A310 Advertising <i>or</i> A316 Public Relations 3_____	
Rels I: Christian Theology _____ 3_____		A313 Media Planning 3_____	
Rels II: World Religions _____ 3_____		A336 Strategic Content Creation 3_____	
Social Science (fulfilled in major) _____ 0_____		A326 Research in Ad and PR 3_____	
Sci II: Natural Science in Context _____ 3_____		Major Electives or Emphasis area 6 hours	RECOMMENDED ELECTIVE
Writing About Literature _____ 3_____		<i>Choose any communication courses/emphasis area</i>	Fundamentals of Speech
27		_____ 3_____	SPCH A100 (3)
Loyola Core 39 cr.		_____ 3_____	The B.A. in Mass Communication requires a minimum of 120 credit hours.
Major 42 cr.		A486 Brand Lab	GPA: 2.0 required in major, minor and overall
Electives (and minor) 39 cr.		<i>or</i> A415 Ad Team/Advanced Advertising Campaign 3_____	
		<i>or</i> A419 Bateman Team/ Advanced PR Campaign	
TOTAL 120 cr.			