School of Communication

Engaged Learning
School of Communication students engage the Windy City during their studies, covering Chicago-based stories or preparing work for local clients. Internship opportunities are vast, with major media, advertising, public relations, and film companies within walking distance. Students intern at organizations such as ABC-7 News, WGN Radio, the Chicago Tribune, Leo Burnett, and Edelman.

Experiences
State-of-the-art technology
The School of Communication features generously equipped computer labs, smart classrooms, and an extensive inventory of digital video and audio equipment. Students study gaming in the school’s new SIMLab, and our street side digital convergence studio is a modern newsroom with professional sets, HD video cameras, Teleprompters, and radio broadcast equipment.

Inspired Students
Anna Lynne Nelson
Major: Advertising and Public Relations
Anna Lynne Nelson has used the knowledge she’s gained in the classroom to apply it to the real world. She has completed internships for Starcom and Stephanie Krol Public Relations and manages social media for Loyola’s student advising department. Anna Lynne also volunteers her time as a Loyola peer adviser and helping an orphanage in Haiti.
Notable Faculty

School of Communication faculty are recognized leaders in their fields who integrate research and practical experience into the classroom.

John Goehn is a 12-time Emmy Award-winning documentary journalist whose career includes video programming for 60 Minutes, Dateline NBC, and Monday Night Football. He has been honored three times with the National Press Photographer’s Association Television News Photographer of the Year.

Meghan Dougherty, PhD, brings her expertise in digital cultural heritage to the classroom. She has worked as a researcher for Webarchivist.org designing, building, and testing web-based projects. Dougherty is establishing her role as a leading national and international scholar in e-research.

Pamela Morris, PhD, has spent over twenty years in advertising and marketing, including international experience, account management, and the production of hundreds of television commercials. Her broad teaching background includes visual communication, mass media advertising, and advanced advertising applications.

Aaron Greer, MFA, has developed an impressive film portfolio including his award-winning feature, Gettin’ Grown. In addition, Greer’s Fruit of the Tree, won an award for best screenplay at the 2008 University Film and Video Association conference.

David Kamerer, PhD, brings solid academic and professional experience to students, including a teaching background that includes integrated marketing communication, research, writing, and new media production. His areas of expertise include online publishing, integrated media, and corporate image.

Programs

College graduates with strong communication skills, creativity, and related work and internship experience will have excellent professional opportunities. • luc.edu/majors

Advertising/Public Relations BA

The BA in Advertising/Public Relations gives you a broad overview of the field through an integrated marketing communication perspective. Hands-on activities, group projects, a required internship, and other opportunities—from writing copy to creating campaigns—help you merge academics with professional learning.

Advertising Creative BA

The BA in Advertising Creative allows students the opportunity to practice creative and problem solving skills which have applications for working at advertising agencies, as well as creative and other departments of profit and non-profit organizations. Businesses want to hire people with problem solving skills and who can create big ideas that can be used across changing communication platforms with equally fast-changing technological tools. This major allows students to work on generating ideas, meeting challenges, and constructing creative content.

Communication Studies BA

The BA in Communication Studies offers you a chance to learn how everyday talk and action matter. Courses will prepare you to pursue opportunities in a variety of contexts, including new media worlds, not-for-profit agencies, business organizations, and graduate school. Students may choose a general communication studies major, or an optional emphasis:

Advocacy and Social Change

This concentration prepares students to analyze messages to enhance their ability to influence others and learn strategies for negotiating complex communication situations where legal, political, or social interests are at stake.

Film and Digital Media BA

The BA in Film and Digital Media enables students to use our state-of-the-art technology to analyze, produce, and explore film and digital media. While learning about the migration of media across platforms, students gain expertise in producing, critically analyzing, and using multimedia for today’s job market. Students choose one of three concentrations: International Film Studies, Film and Media Production, and Digital Media.

Journalism BA

Getting information into citizen’s hands—that’s the important job of journalists. The BA in Journalism degree provides comprehensive education on skills such as gathering facts, storytelling, ethics—and the technology needed for various media outlets. It prepares you for a career as a reporter, news analyst, correspondent, editor, broadcaster, announcer, or photographer.
OUR MISSION

We are Chicago’s Jesuit, Catholic University—a diverse community seeking God in all things and working to expand knowledge in the service of humanity through learning, justice, and faith.

Loyola University Chicago admits students without regard to their race, color, sex, age, national or ethnic origin, religion, sexual orientation, ancestry, military discharge or status, marital status, parental status, or any other protected status. Otherwise qualified persons are not subject to discrimination on the basis of disability.

Loyola is an equal opportunity educator/employer.

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