

# ADVERTISING AND PUBLIC RELATIONS

LUC.EDU/SOC

**A**dvertising and public relations put a face on a brand and give a company its personality. Chicago is recognized as a leading market in the advertising and public relations field because it not only employs the second largest number of people in the field after New York City, but also because it's where many of the best agencies and brands got their start. Advertising and public relations professionals dream of working on Michigan Avenue, the heart of Chicago's advertising and media community.

Loyola University Chicago's advertising and public relations major is based at the Water Tower Campus, also located on Michigan Avenue. This program is part of Loyola's School of Communication, which also offers undergraduate programs in communication studies and journalism. Additionally, the School partners with the College of Arts and Sciences to support an interdisciplinary major in international film and media studies.

Loyola's location makes it easy for students to get exposure to the advertising and public relations industry. Working professionals routinely visit Loyola to give guest lectures and teach courses. Many of these professionals serve as part-time faculty and ensure that students learn relevant, real-world applications. Students also take advantage of Loyola's downtown location for internships with agencies, corporations, radio and television stations, associations, and non-profit organizations.



*The School of Communication is located at Loyola's Water Tower Campus in the heart of downtown Chicago, one the world's great centers of communication and commerce.*

## THE MAJOR

### **BA in Advertising and Public Relations**

This major gives students a broad overview of advertising and public relations through an integrated marketing communication perspective. As they progress through the coursework, students will learn how to:

- Create and implement integrated advertising and public relations campaigns that are responsive to individual, organizational, and community needs.
- Write copy and design messages for distribution through multiple communication and media channels.
- Understand applications of new media technology, online, and digital communication.
- Apply appropriate research methods to plan, monitor, and evaluate advertising and public relations campaigns.
- Analyze the strategies and issues related to advertising and public relations practices.
- Develop and maintain trusting and credible relationships with diverse publics.
- Practice ethical communication through professional practices that are accountable and socially responsible.

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## THE MAJOR [CONTINUED]

Today, advertising and public relations are part of an integrated process with a consistent and targeted message across media, campaigns, and events. The focus of the profession has expanded from a concentration on increasing sales and media coverage to a more strategic process that includes building the image, reputation, and brand of an organization; developing an integrated communication strategy; supporting cause-related marketing; influencing policy and decision making; and establishing engaging relationships with multiple stakeholders.

The advertising and public relations major establishes an ethical foundation for advertising and public relations practices based on personal, professional, and social responsibility. Students learn the value of open dialogue, mutual respect, accountability, and cooperation in advertising and public relations practices.

Throughout the curriculum, students study advertising and public relations best practices, explore critical issues and challenges, apply their knowledge as they gain professional experience, and develop skills and a network of resources.

Students develop combined theoretical knowledge and practical skills through:

- Hands-on application of concepts through assignments and projects
- Team service projects with community and nonprofit organizations
- A capstone course with a final research project in an area of individual interest
- Real-world learning experiences through one required internship and the opportunity for additional internships
- Completion of a portfolio of creative work
- Interaction with faculty and mentors who are working professionals

### Career Opportunities

According to the U.S. Bureau of Labor Statistics, employment in the fields of advertising, marketing, and public relations is projected to increase faster than average. College graduates with strong communication skills, creativity, and related work and internship experience will have the best job opportunities. Recent studies also indicate a need for more trained professionals to meet the increasing demand for public relations services and counsel.

The program prepares students for a wide range of advertising and public relations career options including account management, copywriting, sales and marketing, media planning, product and brand communications, media relations, corporate communication, promotions, online and digital media, direct marketing, community relations, public affairs/government relations, financial relations, special events, media production, market research, and communication consulting. These careers may be in public relations firms, advertising agencies, sales and marketing departments, corporations, and nonprofit and community organizations.

### Internships

Students are required to complete an approved internship with a public relations or advertising agency, the media, a corporation, or non-profit organization. Internships provide valuable professional work experience, build specialized skills, establish networking resources, and open career options. Approved internships earn three credit hours, and students may participate in a second internship for three additional credit hours. Students can also serve internships without course credit.

Loyola students recently completed internships with Edelman Public Relations, Margie Korshak, Ruder Finn, Zeno Group, The San Jose Group, CNN, ESPN, CME Group, Dominick's, Nordstrom, Bloomingdale's, Morningstar, Amway, Jockey International, Telemundo, Clear Channel, NBC Universal, and many other organizations.

### Student Organizations

Loyola has active student chapters of the American Advertising Federation (AAF) Ad Club, the International Association of Business Communicators (IABC), and the Public Relations Student Society of America (PRSSA). All three organizations are run by students and promote educational and networking opportunities with working professionals in the Chicago communications industry. These groups often host guest speakers, agency tours, and community service projects, and also participate in networking events and career fairs with working professionals. Participating in these extra-curricular activities enriches the student's understanding of the advertising and public relations industries.

### Advising and Mentoring

Small classes in upper-division courses create ample opportunity for participation and discussion, and also for students to work more closely with faculty. Professors are readily available to provide assistance to students outside of class.

Faculty advisors and mentors provide students with valuable expertise for help with curriculum planning, finding an internship, job opportunities, or gaining admission to a graduate or professional school. Our career and internship specialist is also working to develop a mentoring program for students majoring in advertising and public relations, matching each student with a working professional in areas of career interest.

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## School of Communication Faculty

**Dean: Donald Heider, PhD**, University of Colorado–Boulder

**Jessica Brown, MA**, Syracuse University

**Elizabeth Coffman, PhD**, University of Florida

**Sammy R. Danna, PhD**, University of Missouri–Columbia

**Meghan Dougherty, PhD**, University of Washington

**Kay Felkins, PhD**, University of Missouri–Columbia

**Connie Fletcher, PhD**, Northwestern University

**Aaron Greer, MFA**, Temple University

**Jeffery Harder, MFA**, Ohio University

**Beth Konrad, MA**, Wayne State University

**Majorie Kruvand, PhD**, University of Missouri–Columbia

**Patricia Lamberti, MA**, University of Illinois, Chicago

**Julia Lieblich, MTS**, Harvard University

**Elizabeth Lozano, PhD**, Ohio University

**Adrienne Massanari, PhD**, University of Washington

**Pamela Morris, PhD**, Syracuse University

**Bren Ortega Murphy, PhD**, Northwestern University

**Gilda Parrella, PhD**, University of Washington

**Mark Pollock, PhD**, Northwestern University

**Phil Ponce, JD**, University of Michigan

**Herb Ritchell, MBA**, Northwestern University

**B. Hannah Rockwell, PhD**, University of Utah

**David Romanelli, MA**, Miami University

**John Slania, MSJ**, Northwestern University

**Bastiaan Vanacker, PhD**, University of Minnesota

**Frank Wirth, MSJ**, Northwestern University

## Major Requirements

The Advertising and Public Relations major is an interdisciplinary major, offering courses from several departments and schools. The major requires 46 credit hours including four School of Communication core courses, three foundation courses and three research courses, which provide a comprehensive introduction to the integrated components of the major. Various electives and a specialized focus allow students to gain knowledge and competencies in specialized areas. The integration of theory and practice in the curriculum is facilitated through supervised professional internships with major agencies and organizations, and with the capstone integration course, which allows each student to develop a final application and integration project in a chosen area of interest, working with a mentor group of faculty and working professionals.

## Course Offerings

**COMM** – Communication

**FNAR** – Fine Arts

**ISOM** – Information Systems and Operations Management

**MARK** – Marketing

**STAT** – Statistics

### SCHOOL OF COMMUNICATION CORE (10 CREDIT HOURS)

**COMM 100** SOC Seminar

**COMM 175** Intro to Communication

**COMM 200** Communication & New Media

**COMM 215** Ethics & Communication

### REQUIRED ADVERTISING AND PUBLIC RELATIONS FOUNDATION COURSES (NINE CREDIT HOURS)

**COMM 210** Public Relations

**COMM 211** Principles in Advertising

**MARK 201** Fundamentals of Marketing

### RESEARCH METHODS (THREE CREDIT HOURS) – CHOOSE ONE

**COMM 363** Research Methods in Advertising and Public Relations

**COMM 365** Naturalistic Methods of Communication Research

**COMM 366** Observing and Measuring Communication Behavior

**STAT 103** Fundamentals of Statistics

**ISOM 271** Business Statistics

### REQUIRED SPECIALIZED FOCUS (NINE CREDIT HOURS)

Choose one of the three areas of focus.

#### Advertising Focus:

**COMM 316** Advertising Creative Copywriting

**COMM 317** Media Planning

**COMM 321** Advertising Campaigns

#### Public Relations Focus:

**COMM 313** Corporate & Organizational Communication  
OR

**COMM 320** Public Service Communication

**COMM 314** Public Relations Cases and Strategies

**COMM 318** Writing for Public Relations

#### Integrated Focus:

One course from the Advertising Focus

One course from the Public Relations Focus

One course from either the Advertising or the Public Relations Focus  
(At least one of these courses must be a Writing Intensive)

### REQUIRED INTERNSHIP (THREE CREDIT HOURS)

**COMM 391** Internship in AD/PR

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## Course Offerings (continued)

### REQUIRED CAPSTONE INTEGRATION COURSE (THREE CREDIT HOURS)

**COMM 386** Capstone in AD/PR

### ELECTIVES (NINE CREDIT HOURS)

Choose three courses with approval of your Advertising and Public Relations faculty advisor. Two of the three elective courses must be AD/PR electives.

#### Advertising/Public Relations Electives

<b>COMM 103</b>	Business & Professional Speaking
<b>COMM 205</b>	Reporting & Writing Across Platforms
<b>COMM 206</b>	Writing for the Web
<b>COMM 212</b>	International Advertising & Communication (Rome Center)
<b>COMM 213</b>	History of Advertising
<b>COMM 278</b>	International Public Relations (Rome Center)
<b>COMM 312</b>	Special Events Planning
<b>COMM 314</b>	Public Relations Cases
<b>COMM 316</b>	Advertising Creative Copywriting
<b>COMM 317</b>	Media Planning
<b>COMM 318</b>	Writing for Public Relations
<b>COMM 319</b>	Communication Consulting
<b>COMM 320</b>	Public Service Communication
<b>COMM 321</b>	Advertising Campaigns
<b>COMM 371</b>	Special Topics in AD/PR (Topic must be approved)
<b>COMM 382</b>	Media Law

#### Interdisciplinary Electives

<b>MARK 310</b>	Consumer Behavior
<b>MARK 311</b>	Market & Consumer Surveys
<b>MARK 363</b>	International Marketing
<b>MARK 380</b>	Direct Marketing & the Internet
<b>FNAR 132</b>	Visual Communication I
<b>FNAR 233</b>	Computer Graphics I
<b>FNAR 282</b>	Introduction to Web Design

Information in this brochure is correct as of July 2011.

For the most up-to-date information, visit [LUC.edu/undergrad/academics](http://LUC.edu/undergrad/academics)

Loyola is an equal opportunity educator/employer.

## Core Curriculum

- Focuses on desired knowledge, skills, and values in addition to academic disciplines.
- Includes 45 credit hours of coursework, developing important skills through 10 required areas of knowledge:
  - Important skills include communication, critical thinking, ethical awareness, information literacy, quantitative and qualitative analysis, research methods, and technological literacy.
  - Required areas include college writing seminar(s), artistic knowledge and experience, historical knowledge, literary knowledge, scientific literacy, societal and cultural knowledge, philosophical knowledge, theological and religious studies, and ethics.
- “Values Across the Curriculum” requirements:
  - 12 credit hours completed through the Core, major, or electives, focusing on:
    - Understanding and promoting justice
    - Understanding diversity in the United States and the world
    - Understanding spirituality or faith in action in the world
    - Promoting civic engagement or leadership
- Makes up about one-third of a student’s Loyola academic experience, complemented by the major and electives.
- Incorporates greater flexibility with a wide choice of courses from which to choose for each required area. Courses may be completed at any time during a student’s Loyola education.
  - For more information, please visit [LUC.edu/core](http://LUC.edu/core)

## CONTACT US

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