



**2016-17**

DEGREE  
PROGRAMS

# SCHOOL OF COMMUNICATION



**INSPIRED STUDENTS**



**Grace Runkel**

Grace Runkel is a senior journalism major who has made the most of her opportunities at Loyola. Grace is editor-in-chief of the award-winning *Loyola Phoenix* student newspaper. She has also interned for WGN-TV in Chicago and WLKY-TV in Louisville, Kentucky. Grace is an active member of the Society of Professional Journalists and volunteers at Senn High School in Edgewater to help students learn about digital journalism.

**LEARNING SPACES**



**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.

**EXPERIENCES**



**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.



## NOTABLE FACULTY

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



**JOHN GOHEEN** 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.



**FLORENCE CHEE, PhD**, is Assistant Professor of Digital Communication and Director of the Social & Interactive Media Lab (SIMLab) at Loyola University Chicago. Her research examines the social and ethical dimensions of emergent digital lifestyles with a particular focus on games, social media, mobile platforms, and translating those insights across industrial, governmental, and academic sectors. She has designed and taught graduate/undergraduate courses in Digital Media, including Game Studies.



**ROBERT AKERS, BFA**, spent over 25 years in advertising agencies, including as an executive creative director at Leo Burnett, overseeing advertising creative for McDonald's, Kellogg's, Nintendo, and Disney. He has won numerous industry creative awards including Cannes, One Show, Art Director's Club of NY. He brings his professional experience as a creative thinker to the classroom where he teaches creativity and advertising design.

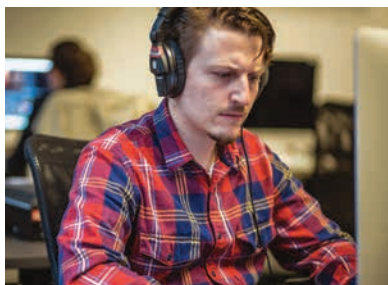


**AARON GREER, MFA**, has developed an impressive film portfolio including his award-winning feature, *Gettin' Grown*. In addition, Greer's *Fruit of the Tree*, won an award for best screenplay at the 2008 University Film and Video Association conference.



**GEORGE VILLANUEVA, PhD**, brings over a decade of experience researching, designing, and harnessing communication and media to engage diverse communities in urban planning and revitalization. He continues to develop his interests in engaged communication scholarships through researching and teaching advocacy and social change within the School of Communication.

## OPPORTUNITIES



### Get involved

Communication student organizations enjoy active memberships, strong mentoring, and the freedom to initiate projects. Some of the groups available to you include Ad Club, Public Relations Society of America, and the Society of Professional Journalists. We also have an award-winning debate team.

## PROGRAMS

College graduates with strong communication skills, creativity, and related work and internship experience will have excellent professional opportunities.

• [LUC.edu/majors](http://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.



## UNDERGRADUATE ADMISSION OFFICE

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## COLLEGE OF COMMUNICATION

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### 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 and employer.*

*Information in this brochure is correct as of July 2016.*



*Preparing people to lead extraordinary lives*