SCHOOL OF COMMUNICATION

BACHELOR OF ARTS (BA)

ADVERTISING/ PUBLIC RELATIONS
The BA in Advertising/ Public Relations gives you a broad overview of the field through an integrated marketing communication perspective. Our program helps you merge academics with professional learning.

ADVERTISING CREATIVE
This concentration equips you for working at advertising agencies, creative, and other departments of organizations. Students will work on generating ideas, meeting challenges, and constructing creative content.

COMMUNICATION STUDIES
Communication Studies offers a chance to learn how everyday talk and action matter, while preparing you to pursue opportunities as a general communication studies major, or an optional emphasis.

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

FILM AND DIGITAL MEDIA
The BA in Film and Digital Media teaches our students about the migration of media across platforms, and students gain expertise in producing, critically analyzing, and using multimedia for today’s job market.

MULTIMEDIA JOURNALISM
Getting information into peoples’ hands—that’s the job of journalists. The BA in Multimedia Journalism degree builds skills in fact collection, storytelling, ethics, and the technology needed for various media outlets.
SCHOOL OF COMMUNICATION

State-of-the-art

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

LEARNING SPACES

INSPIRED STUDENTS

“Writing for The PHOENIX sharpens what I’ve learned in my journalism classes and sparked my interest in reporting.”

CARLY BEHM (‘19), MULTIMEDIA JOURNALISM, WRITER FOR THE AWARD-WINNING PHOENIX STUDENT NEWSPAPER

Carly Behm is a third-year journalism student. She is a writer for the Phoenix student newspaper, a member of the Society of Professional Journalists, and an ambassador for the School of Communications. Through journalism, Carly has made meaningful connections with Loyola and Rogers Park through reporting and sharing people’s stories. She states, “With a Loyola education, you’re always learning.”
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.

Students engage the Windy City during their studies, covering Chicago-based stories or preparing work for local clients. Internship opportunities are vast, with media, advertising, public relations, and film companies within walking distance—including ABC-7 News, WGN Radio, the Chicago Tribune, Leo Burnett, and Edelman.

EXPERIENCES

OPPORTUNITIES

Engaged learning

Get involved

Students engage the Windy City during their studies, covering Chicago-based stories or preparing work for local clients. Internship opportunities are vast, with media, advertising, public relations, and film companies within walking distance—including ABC-7 News, WGN Radio, the Chicago Tribune, Leo Burnett, and Edelman.

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NOTABLE FACULTY

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.

FLORENCE CHEE, PhD, is Assistant Professor of Digital Communication and Director of the Social & Interactive Media Lab (SIMLab) at Loyola University Chicago. She has designed and taught graduate/undergraduate courses in Digital Media, including Game Studies.

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.

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, and Art Director’s Club of NY.

GEORGE VILLANUEVA, PhD, brings more than a decade of experience in engaging diverse communities in urban planning and revitalization. He currently researches and teaches subjects that include aspects of advocacy and social change within the school.
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.

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UNDERGRADUATE ADMISSION OFFICE
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800.262.2373 • LUC.edu/undergrad

SCHOOL OF COMMUNICATION
51 E. Pearson • Water Tower Campus • Chicago, IL 60611
312.915.6548 • LoyolaSOC@luc.edu • LUC.edu/soc

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 October 2017.