



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.

UNDERGRADUATE ADMISSION OFFICE

Lake Shore Campus • 1032 W. Sheridan Road • Chicago, IL 60660
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 December 2021.*



Preparing people to lead extraordinary lives



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 per-
spective. Our program
helps you merge
academics with
professional learning.

**ADVERTISING
CREATIVE**

This concentration
equips you for working
at advertising agen-
cies, creative, and other
departments of orga-
nizations. Students will
work on generating
ideas, meeting chal-
lenges, and construct-
ing creative content.

**COMMUNICATION
STUDIES**

Communication Stud-
ies offers a chance to
learn how everyday
talk and action matter,
while preparing you to
pursue opportunities
Students may choose
a general communica-
tion 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 & Digital
Media introduces
students to innovative
development, produc-
tion, and distribution
strategies for media.
Students produce
untold, transforma-
tive stories--narrative,
documentary, and
interactive.

**MULTIMEDIA
JOURNALISM**

Getting informa-
tion into peoples'
hands—that's the job
of journalists. The BA in
Multimedia Journalism
degree builds skills in
fact collection, story-
telling, ethics, and the
technology needed for
various media outlets.

5-YEAR PROGRAMS

BA ADVERTISING AND PUBLIC RELATIONS/MS GLOBAL STRATEGIC COMMUNICATIONS

BA ADVERTISING AND PUBLIC RELATIONS/MS MARKETING

SCHOOL OF COMMUNICATION



NOTABLE FACULTY



ELIZABETH COFFMAN, PHD is an award-winning filmmaker and scholar. Her documentary *Flannery* won the first Library of Congress Lavine/Ken Burns prize for film in 2019, broadcasting on PBS's *American Masters* in 2021.



FLORENCE CHEE, PHD, focuses on the ethical challenges brought about by digital communication technologies including artificial intelligence, games, social media, and mobile platforms. She brings over 20 years of international research experience in digital lifestyles to 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.



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.



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.

LEARNING SPACES



State-of-the-art

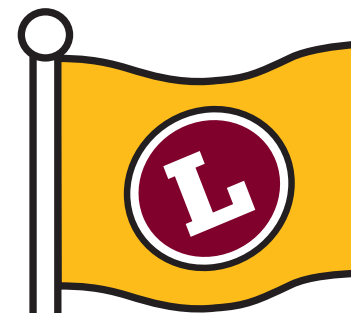
The school features generously equipped labs and classrooms, and an extensive inventory of digital video and audio equipment. Students study gaming in the school's SIMLab, and our street side digital convergence studio is a modern newsroom with professional sets, HD video cameras, Teleprompters, and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

EXPERIENCES



Engaged learning

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.



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.

LEARN MORE

[LUC.edu/soc](https://luc.edu/soc)

[LUC.edu/majors](https://luc.edu/majors)

[LUC.edu/career](https://luc.edu/career)

