

SCHOOL OF COMMUNICATION

Located in one of the world's top communication centers, **Loyola University Chicago** provides an ideal setting for integrating study with practical application in the expanding fields of advertising, advocacy, digital media, film, multimedia journalism, public relations, and other areas of communication.

Students benefit from a distinguished scholarly faculty of experienced communication professionals in journalism, media studies, documentary film production, cultural communication and public advocacy.

Loyola's School of Communication offers state-of-the-art on-site production facilities, labs, and equipment, as well as proximity to Chicago's vast production community. Loyola is home to WLWU, a 24-hour FM radio station, *The Phoenix*, an award-winning student newspaper, and an extensive internship program.

The study of communication is one of the primary means for promoting the traditional goals of liberal education: understanding political rhetoric and social justice, participating in media advocacy and developing an ethical sensitivity so necessary in our time. Students at Loyola's School of Communication learn not just how to get a message out, but how to think critically and communicate ethically.

For more information on Loyola's School of Communication, contact us at:

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Graduate Programs

- Digital Media and Storytelling (MComm) (<https://catalog.luc.edu/graduate-professional/communication/communication-digital-media-storytelling-mcomm/>)
- Global Strategic Communication (MS) (<https://catalog.luc.edu/graduate-professional/communication/global-strategic-communication-ms/>)

School of Communication Policies

Graduate Student Academic Probation

Any graduate student whose cumulative GPA falls below 3.00 will be placed on probation. Students may also be placed on probation for not making progress toward degree completion. Any student whose cumulative GPA is 3.00 or better but who fails to show timely progression toward completion of his/her degree requirements may, at the discretion of his/her dean, be placed on probation. In such cases, the dean may require a contract defining the terms under which the student can remove him/herself from probation.

Any graduate student who achieves a term GPA of at least 3.33 during the probationary semester, while not yet achieving a cumulative GPA of 3.00, will be continued on probation.

Any graduate student who fails to achieve a term GPA of at least 3.33 for the probationary semester (unless he/she restores his/her cumulative GPA to a minimum of 3.00 at the end of that semester) will be dismissed for poor scholarship.

Residency Requirement (Required Hours in Residence)

In-residence hours refers to the course credit hours taken at Loyola University, the Rome Center, the Vietnam Center, or taken from any of the Loyola-sponsored study abroad programs through the Office for International Programs.

Graduate students are not allowed to take any of their program courses elsewhere.

Graduate & Professional Standards and Regulations

Students in graduate and professional programs can find their Academic Policies in Graduate and Professional Academic Standards and Regulations (<https://catalog.luc.edu/graduate-professional-academic-standards-regulations/>) under their school. Any additional University Policies supercede school policies.

COMM 400 Designing for Digital Environments (3 Credit Hours)

Students will learn about the design and usability of websites from several perspectives: how they look, how they work, and how they are made. Students must be enrolled in the graduate program for MC in Digital Storytelling.

Outcomes:

Students will how stories are told through new media, understand how to analyze and critique them and create digital artifacts that demonstrate their role as effective and ethical producers and users of new media

COMM 401 Foundations of Global Strategic Communication (3 Credit Hours)

This course delves into two areas impacting communicators' success in the global arena: new media and culture. Through a blend of class discussions, interactive activities and guest speakers, students will study frameworks for strategic communication in a global environment and then apply these lessons in group and individual projects. Enrollment limited to students in GSCM-MS Program. Students are expected to understand fundamental concepts in strategic communication, be able to identify and explain the role of strategic communication in the global business context, understand the importance of dialogue and engagement, and have the ability to construct effective messages.

COMM 402 Organizational Leadership and Change Management (3 Credit Hours)

Students will examine best practices in organizational leadership and change management. Students will also be introduced to major economic, financial and business principles and the terms, concepts and values that guide organizations. Finally, will gain insights that will enable them to work more effectively as communicators and organizational leaders. Enrollment limited to students in GSCM-MS Program. Students are expected to gain knowledge and leadership skills needed to help organizations chart a successful course through change. They are also expected to understand the major drivers of organizational change; the role leadership plays in anticipating, planning and navigating organizational change.

COMM 403 Strategic Communication Research Methods (3 Credit Hours)

This course is designed to provide students with a critical framework for evaluating communication research and first-hand experience in the research process. Specifically, we will examine how research questions, originating from client-specific interests, are translated into a research project. Enrollment limited to students in the GSCM-MS Program. Students are expected to know how to read and evaluate a research study, select appropriate research questions, develop measurements, draw a sample, collect and analyze data and interpret the results.

COMM 405 Story Development and Production (3 Credit Hours)

This course will give students a basic understanding of narrative theory and its evolution. It will also emphasize the idea that telling a good story begins with having something to say and a purpose for telling it to someone. Students must be enrolled in SOC Professional Degree Program MC in Digital Storytelling.

Outcomes:

Students will read, write and practice narrative techniques on electronic modes of communication while learning about narrative structure, content and form of delivery

COMM 406 Environmental Advocacy (3 Credit Hours)

Pre-requisites: COMM 100 and sophomore standing; Digital Media & Storytelling (DMST* Masters students and any students majoring in SES may also enroll

This course explores the rhetorical means by which citizens influence the policies and practices affecting our natural and human environments. The focus is on current controversies.

Course equivalencies: XCOMM306/ESP 329/PAX 329

Outcomes:

The course seeks to provide an understanding of the history and range of communication styles in the U.S. environmental movement and to help students develop practical skills relevant to entering into environmental debates

COMM 410 Media Law for Inclusive Digital Storytelling (3 Credit Hours)

This course addresses how courts and lawmakers have addressed legal issues presented by digital media. Students must be enrolled in Professional Degree Program MC in Digital Storytelling.

Outcomes:

Students will learn some of the ways that blogger's rights, intellectual property, libel, privacy and threats pose challenges to internet legal regulations and social ethics

COMM 411 Strategic Communication Ethics and Law (3 Credit Hours)

This course explores various approaches to ethical decision-making and applies them to diverse aspects of strategic communication in professional settings. Students will learn to discern a wide variety of ethical issues concerning communication behavior, apply systematic ethical analysis to various business situations, and clearly explain their analyses. Enrollment is limited to students in the GSCM-MS Program. Students will have learned fundamental ethical principles and decision-making processes, examined some of the most pressing ethical issues facing strategic communicators and applied course material to specific strategic communication decisions.

COMM 412 Communication Content Mining and Analytics (3 Credit Hours)

This course is for students interested in learning practical data analysis/ data mining techniques in strategic communication. A useful takeaway from the course will be the ability to perform powerful data analysis using popular statistic packages (e.g., R, SPSS, Excel) and web analytics (e.g., Google Analytics). Enrollment limited to students in the GSCM-MS Program. Students are expected to increase their critical thinking ability to assess the quality of consumer information and the limitations of online data. They will become familiar with frequently used data analysis tools.

COMM 413 Writing for Strategic Communication (3 Credit Hours)

This advanced writing intensive course engages students in the strategic process of professional-level writing by focusing on communication objectives, cultural differences among audiences, techniques, style and mechanics. Students will learn the importance of planning, research, pre-writing, editing and rewriting in the writing process. Restricted to Global Strategic Communication Students

Outcomes:

The course also provides practical, real world writing experience in diverse formats for a wide range of audiences, including memos, proposals, creative briefs, executive speeches, op-eds, fact sheets, news releases, blogs and other social media

COMM 415 Data-Powered Digital Storytelling (3 Credit Hours)

This course focuses on how and where to discover compelling story ideas utilizing investigative methods to cultivate original points of view for digital presentations.

Outcomes:

Students learn to use records and data mining techniques to analyze information and cultivate stories to be told in digital formats

COMM 416 Special Topics in Digital Media & Storytelling (3 Credit Hours)

Pre-requisites: Restricted to MC-DMST students only

Students will build on the basics of telling a non-fiction, longform story: topic selection, story structure and character development.

Outcomes:

Students will develop independent work habits and become more confident as a content creator and storyteller

COMM 417 Media Planning (3 Credit Hours)

This course examines the advertising and marketing processes required to research, develop and implement an effective media plan for budgeting appropriate advertising time and space. Only BASD-ADPR and MS-GSCM students may enroll.

Course equivalencies: COMM 317/COMM 417

Outcomes:

Student teams will develop competencies in decision-making processes and tools, including research methods, objectives, strategies and tactics to construct an advertising media plan

COMM 420 Digital Production: Storytelling with Impact (3 Credit Hours)

This lab-based course will introduce students to production techniques for digital storytelling. Students will acquire knowledge of videography, sound recording, video and audio editing, web design and interactivity.

Outcomes:

Students will find compelling stories, set scenes and use narrative techniques to craft influential stories designed for professional purposes in advertising, journalism or documentary production

COMM 421 Topics in Global Strategic Communication (3 Credit Hours)

This course will offer in-depth reading, case studies, and discussion in specialized areas dealing with current issues in global strategic communication. Enrollment limited to students in the GSCM-MS Program. Students will develop in-depth knowledge of a current issue or opportunity in global strategic communication, become acquainted with how and where local strategic communicators work, and examine the differences and similarities in how strategic communication is defined and practiced in different countries.

COMM 422 Global and Multicultural Audiences and Stakeholders (3 Credit Hours)

In this course students will investigate various audiences in today's global marketplace that organizations need to consider to remain relevant. The course will explore the concept of globalization and how, as a dynamic and uneven process, it requires practitioners to understand global and local audiences and those influenced by multiple cultures. Restricted to ADPR-BASD, GSCM-MS, and DMST-MC students.

Outcomes:

The goals of the course are to learn to be sensitive to a variety of cultures; recognize particular values, needs, and behaviors; and craft messages that connect and engage

COMM 425 Digital Marketing and Analytics (3 Credit Hours)

This course will explore online audience behavior and measurement. Students will use analytics to understand user activities and to drive improvements in distribution performance. In the course of their development, students will come to understand intellectual property protection, self-publication, bandwidth issues, usability, file formats, social sharing, security, syndication and mobile delivery.

Outcomes:

The overall objective of this course is for students to understand digital audience behavior and the legal, marketing and economic environment for finding ideal audiences and distributing digital content

COMM 429 Advertising and Public Relations Design (3 Credit Hours)

This course is for students who want to understand the creative and design discipline of the fields. Students will learn the fundamentals of print-based messages used in advertising and public relations. Students will employ various design programs applied in today's industry to develop visual communications projects, which will culminate in a final portfolio. Restricted to GSCM-MS students.

Course equivalencies: COMM 329/COMM 429

Outcomes:

Students will learn and become competent in the following: Current design programs including InDesign and Photoshop; Basic design principles, such as color, space, and typography; Common formats for designing integrated marketing communication print materials

COMM 430 2D Design for Print and the Web (3 Credit Hours)

This course will focus on visual theory, graphic design, photo editing, and web design. Restricted to Masters students enrolled in the Digital Media & Storytelling Masters program.

COMM 431 Campaign Development (3 Credit Hours)

To achieve maximum effectiveness, communication programs must be strategic. This course explores the four pillars of campaign development - research, planning, implementation and evaluation. Course material is amplified through study of strategic communication cases as well as development of a model client campaign. Enrollment restricted to students in the GSCM-MS Program. At the end of the course, students are expected to understand appropriate research methodologies for campaign use; be familiar with planning and implementation variables including budget, tactics and timelines; and be able to measure campaign results and link them to business goals.

COMM 432 Nonprofit Communication (3 Credit Hours)

This course examines the principles and best practices of strategic communication for nonprofit organizations. Increasingly, leaders of forward-looking nonprofits are realizing what their counterparts in the corporate world have long known: that strategic communication is critical to furthering their mission and goals. Restricted to ADPR-BASD, GSCM-MS, and DMST-MC students.

Outcomes:

Students will learn and apply strategies that nonprofit organizations can use to effectively tell their story, implement a robust social media presence, identify potential partnerships and alliances with corporations and government agencies, strengthen fundraising efforts and prepare for possible crises

COMM 433 Corporate Communication (3 Credit Hours)

Pre-requisites: For GSCM-MS students, COMM 401; DMST-MC students may also enroll without pre-requisite

This course develops a multiple stakeholder approach to managing the communication function in corporations. Management topics include developing a communication plan, budgeting, creating a communications calendar, working with agencies and other external resources, project management and evaluation.

Outcomes:

At the end of the course, students are expected to understand how the communication function is organized in corporations and non-governmental organizations (NGOs)

COMM 434 Business-to-Business Communication (3 Credit Hours)

The robust business-to-business (B2B) sector provides enormous opportunity in the global marketplace. This course will explore B2B's unique set of challenges that strategic communicators need to consider in developing and delivering effective messages. Restricted to Global Strategic Communication Students.

Outcomes:

Students are expected to gain a working knowledge of the theories, concepts, and issues of in B2B communication

COMM 435 Public Affairs and Issues Management (3 Credit Hours)

The course explores how to predict and identify emerging issues, which can proliferate rapidly through digital and social media; accurately assess the potential threat posed by issues; and plan and implement effective response to prevent issues from growing into crises. Restricted to Global Strategic Communication Students.

Outcomes:

At the end of the course, students will understand the role of the public affairs function in organizations, know how to monitor for and identify emerging issues and to build a firewall to make organizations less vulnerable to attack

COMM 436 Crisis and Risk Communication (3 Credit Hours)

This course explores both the practical and theoretical aspects of crisis communication through case studies, guest presentations and hands-on class exercises. It also examines real world organizational crises and how and why communication helped or harmed the situation. Restricted to Global Strategic Communication Students.

Outcomes:

At the end of the course, students are expected to understand the key elements of crisis communication and have the basic skills, tools, and confidence needed to help manage an organizational crisis

COMM 437 Advertising/PR Multimedia Commercial Production (3 Credit Hours)

This is an advanced video and advertising course designed to give students an introduction to various types of multimedia commercials as well as practical considerations of producing branded content and television spots, including for real clients. Only students in the BASD-ADPR, MC-DMST, and MS-GSCM programs can enroll. Build experience in effective multi-tasking and teamwork, gain skills with technology and strategy, creative, and application process of broadcast production, and practice engaging with the community in media development efforts.

Course equivalencies: COMM 337/COMM 437

COMM 439 Video Documentary (3 Credit Hours)

This course offers hands on production of video documentaries through the study of electronic field production technology, the analysis of documentary texts, and the application of documentary research methods. Restricted to students in the DMST-MS program.

Course equivalencies: X-COMM339/439/ICVM339/IFMS339

Outcomes:

Students will gain hands-on video production experience in a non-narrative genre

COMM 441 Global Strategic Communication Capstone (3 Credit Hours)

Students will synthesize & apply knowledge and skills from previous courses to demonstrate competence in a specialized area of strategic communication of greatest interest to them. Students will submit a comprehensive work, research project, media artifact, business plan, or any other comparable work approved by the instructor. In addition, students will develop fully annotated & professional quality final presentation. Enrollment is restricted to students in the GSCM-MS Program. Students are expected to become more knowledgeable in an area of specialization by exploring a specific type of strategic communication, engaging in research, building relationships with professionals and developing creative applications to demonstrate professional-level knowledge, understanding of practices, skills & competencies.

COMM 444 Social Media Advertising (3 Credit Hours)

This course covers the latest theories and practices of social media advertising. Students will be exposed to 1) evolving concepts and theories related to social media advertising, 2) case studies that discuss the strategies of social media campaigns, and 3) hands-on practices of digital technologies to implement social media campaigns. Only students in the BASD-ADPR and MS-GSCM programs can enroll.

Course equivalencies: COMM 331/COMM 444

Outcomes:

Knowledge of theories relating to social media advertising, ability to create strategic plans on social media, skills for digital technologies in social media advertising campaigns, and understanding social media advertising ethics

COMM 450 Capstone II (3 Credit Hours)

Pre-requisites: COMM 400, 405, 410, 415, 420, 425, and 430

This course involves integration of new media tools and storytelling, culminating in a professional project that is conveyed to public audiences and widely distributed.

COMM 455 Animation (3 Credit Hours)

This course will focus on animation with specific emphasis on the creation, refinement, and publishing of a visual story. Students will learn 2D and 3D techniques, cameras, CGI and other software and equipment to create animated works. Only DMST-MC students may enroll. All pre-requisites are waived.

Course equivalencies: COMM 305/COMM 455

Outcomes:

Theories of visual and image-based storytelling; script writing; character development; storyboarding; creating visual stories from images; animation enhancement/manipulation; graphic design; and contemporary animation design options for visual storytelling/promotion

COMM 458 Newscasting and Producing (3 Credit Hours)

This is designed as a capstone course for the broadcast journalism emphasis. It covers all aspects of TV (or web) newscasts, including producing, anchoring, reporting, photography and editing, as well as studio production. The class produces and delivers newscasts, designed to prepare students for work in the TV news industry. Restricted to students in the DMST-MC program.

Course equivalencies: COMM 358/COMM 458

COMM 459 Advanced Post Production (3 Credit Hours)

This course combines advanced editing theory and practice, aimed at providing students with the skills required for editing motion pictures of all genres and for all platforms. Restricted to students in the DMST-MC program.

Course equivalencies: X-COMM359/459/IFMS359

Outcomes:

Students will learn how to edit for motion pictures of all forms

COMM 461 Health Communication (3 Credit Hours)

This course focuses on the growing field of health communication. Building on students' knowledge of public relations, advertising, communication and marketing, this class aims to help students develop an area of specialization that offers career opportunities in many settings. Through guest speakers and field trips, the class is designed to provide an overview of what health communicators do and where they work. Only MS-GSCM and ADPR BASD students may enroll.

Course equivalencies: COMM 311/COMM 461

Outcomes:

Provide a foundation of knowledge about the US healthcare system and acquaint students with how communications can play a vital role in accomplishing public health objectives

COMM 463 Intermediate Advertising Design (3 Credit Hours)

Builds on the creative skills and understanding acquired in the introductory advertising creative courses to enhance students' conceptual abilities. Utilizing Adobe InDesign and Photoshop, students learn to design for various advertising formats including digital, print and for client presentations. Only students in the BASD-ADPR, MC-DMST, and MS-GSCM programs can enroll.

Course equivalencies: COMM 330/COMM 463

Outcomes:

The best work is finished on computers and reviewed by advertising professionals at the end of the semester

COMM 464 Mobile Advertising (3 Credit Hours)

Mobile is one of the most valued investments for advertisers. This course covers the latest practices and trends of mobile advertising which includes 1) branded mobile application design and development; 2) advanced mobile experiences with AR/VR experiments; and 3) various practices, tactics, and ethical concerns for native mobile advertising experiences. Only students in the BASD-ADPR, MC-DMST, and MS-GSCM programs can enroll.

Course equivalencies: COMM 334/COMM 464

Outcomes:

Knowledge of relevant human-computer interaction theories and branded mobile design/development; Ability to use digital tools to create mobile advertising campaigns; Understanding of importance and implications of ethics in mobile advertising

COMM 470 Special Topics in Advertising & Public Relations (3 Credit Hours)

These are advanced courses in specialized AD/PR areas. Titles and content vary and prerequisites are established according to course content. May be repeated with different topics for a total of 9 credit hours, but only 6 may count toward the major. Restricted to students in the ADPR-BASD and GSCM-MS programs.

Course equivalencies: COMM 370/COMM 470

COMM 473 Digital Storytelling Abroad (3 Credit Hours)

Participants will learn and execute multimedia storytelling in an international setting. This course will help students enhance their video, writing, interviewing, photography and editing skills within another country and cultural context. Restricted to students in the DMST-MC program.

Course equivalencies: COMM 373/COMM 473

COMM 479 Digital Sustainability (3 Credit Hours)

Pre-requisites: DMST and SES grad students can enroll

Digital Sustainability explores the environmental impact of digital media. Mining precious metals to manufacture devices, burning fossil fuels to run data centers, global black market trading of e-waste are points where the digital world meets the physical world. Students will explore digital sustainability problems, and work toward creative solutions.

Course equivalencies: COMM 379 / COMM 479

Outcomes:

Learn about environmental issues stemming from digital media infrastructure; Critically evaluate different disciplinary perspectives to gain a broader understanding; Develop ethical reasoning regarding environmental impact resulting from digital media ecology

COMM 491 Advertising/Public Relations Internship (3 Credit Hours)

This supervised field experience enables students to have hands-on professional learning at a wide range of agency, corporate, and non-profit organizations as the basis for learning and refining professional communication skills. Restricted to students in the ADPR-BASD and GSCM-MS programs. Students must attend an internship orientation and submit application packet to instructor. If approved, student is enrolled in course.

Course equivalencies: CMUN396/COM391/392/393/491/492

COMM 492 Multimedia Journalism Internship (3 Credit Hours)

This supervised field experience enables students to have hands-on professional learning at a wide range of agency, corporate, and non-profit organizations as the basis for learning and refining professional communication skills. Restricted to students in the DMST-MC program.

Course equivalencies: CMUN396/COM391/392/393/491/492

Outcomes:

Students gain proficiency in professional conduct and industry skills while systematically reflecting on their experiences

COMM 494 Film & Digital Media Internship (3 Credit Hours)

Complete an internship providing an opportunity to use their visual and technical and/ or skills in a professional setting. Restricted to students in the DMST-MC program.

Course equivalencies: COMM 394/COMM 494

Outcomes:

Students work with others to develop and complete projects on a predetermined schedule; they get the opportunity to learn from professionals in the field; they find out how well they are doing as judged by the world outside the classroom

COMM 498 Directed Study for Graduate Students (1-3 Credit Hours)

Students may sign up for a one to three credit hour course to work independently in the student's area of interest with a supervising faculty member whose expertise is in that area. Projects may include, but are not limited to: a reading course, where the student contracts to read and create an annotated bibliography of research materials, a writing course, where a student has developed a strong paper for a course and wants to refine it for possible conference presentation and/or publication. Restricted to students in the DMST-MC, ADPR-BASD, and GSCM-MS programs.

COMM 700 Certificate: Digital Media Ethics (0 Credit Hours)

Loyola's Center for Digital Ethics and Policy certificate course explores codes of ethics and ethical decision making, legal limits of online speech, strategies to spot and deal with fake content, intellectual property and user generated content, understanding privacy concerns, ethical issues with big data, the ethics of deception online, among other topics.

Outcomes:

Participants will be able to understand ethical issues that are most likely to come up in their particular professional contexts and be able to take this knowledge back to their organization to help guide policy and procedure

COMM 701 Organizational Leadership and Change Management (0 Credit Hours)

Loyola's School of Communication offers a new certificate course custom-tailored for managers who want to accelerate the pace of successful change in their organizations. This course combines online learning with a focused 3-day program at Loyola, plus personalized coaching afterward. Participants will be able to shape their learning around their organization's needs.

Outcomes:

This course will help managers who want to accelerate the pace of successful change in their organizations, leading change on the front lines and managers whose supervisors have identified them as emerging leaders