

ADVERTISING AND EMERGING MEDIA (MS)

Advertising graduate students in the MS in Advertising and Emerging Media are required to study the history, design, distribution, ethical standards and research methods for communicating commercial messages to diverse, international audiences within a digital context. With a broad variety of elective choices, students are introduced to advertising theories and creative concepts through copywriting, design and directing for online, interactive and moving image commercial media work, and to courses with more in-depth work on the psychology of audiences, mobile advertising, social media distribution and digital analytics strategies.

The Advertising and Emerging Media (MS) also offers an Accelerated Master's Pathway for Undergraduate students to complete their Graduate studies in a fifth year. Further details of the AMP, including the suggested sequence of courses, can be found under the Curriculum tab.

Prior to Fall 2026, this program was named Digital Advertising (MS).

Students completing those requirements should refer to our Archive Catalogs (<https://catalog.luc.edu/archivedcatalogs/>).

Related Programs

Master's

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

Curriculum

Besides the traditional Master's program, the Advertising and Emerging Media (MS) is also offered as an Accelerated Master's Pathway where exceptional students can complete the program in a fifth year. A suggested sequence for the AMP can be found below.

Code	Title	Hours
Advertising and Emerging Media Required Courses		
COMM 403	Strategic Communication Research Methods	3
COMM 411	Strategic Communication Ethics and Law	3
COMM 460	AI and Media Experience Design ¹	3
COMM 467	Advanced Digital Analytics ¹	3
COMM 469	Digital User Experience Strategy ¹	3
COMM 471	Media Commerce and Platform Ecosystems ¹	3
COMM 480	Advertising and Emerging Media Capstone	3
Program Electives		
Select three of the following		9
COMM 431	Campaign for Social Impact	
COMM 466	Advanced Quantitative Research Methods	
COMM 470	Special Topics in Advertising & Public Relations	
COMM 498	Directed Study for Graduate Students	
Total Hours		30

¹ This course may be used by students in the Accelerated Master's Pathway in their senior year.

Suggested Sequence of Courses

The below sequence of courses is meant to be used as a suggested path for completing coursework. An individual student's completion of requirements depends on course offerings in a given term as well as the start term for a major or graduate study. Students should consult their Graduate Program Director for assistance with course selection.

Traditional Master's Program

Course	Title	Hours
Year 1		
Fall		
COMM 403	Strategic Communication Research Methods	3
COMM 460	AI and Media Experience Design	3
COMM 469	Digital User Experience Strategy	3
Hours		9
Spring		
COMM 411	Strategic Communication Ethics and Law	3
COMM 467	Advanced Digital Analytics	3
COMM 471	Media Commerce and Platform Ecosystems	3
Hours		9
Summer		
Elective 1		3
Elective 2		3
Hours		6
Year 2		
Fall		
COMM 480	Advertising and Emerging Media Capstone	3
Elective 3		3
Hours		6
Total Hours		30

Accelerated Master's Pathway

Students can take up to 12 credit hours in the senior year with admission to the AMP. These credits are shared between the Bachelor's and Master's programs.

Course	Title	Hours
Senior		
Fall		
COMM 460	AI and Media Experience Design	3
COMM 469	Digital User Experience Strategy	3
Hours		6
Spring		
COMM 467	Advanced Digital Analytics	3
COMM 471	Media Commerce and Platform Ecosystems	3
Hours		6

Master's**Fall**

COMM 403	Strategic Communication Research Methods	3
Elective 1		3
Elective 2		3
Hours		9

Spring

COMM 411	Strategic Communication Ethics and Law	3
COMM 480	Advertising and Emerging Media Capstone	3
Elective 3		3
Hours		9
Total Hours		30

Guidelines for Accelerated Master's Pathways

In Accelerated Master's Pathways, students share limited, authorized credits between their Undergraduate and Graduate degrees to facilitate completion of both degrees in a shorter amount of time. Shared credits are Graduate level credit hours (400-level or higher) taken during the Undergraduate career and then applied both to the Undergraduate degree and towards Graduate program requirements.

Admission and Matriculation

Accelerated Master's Pathways are designed to enhance opportunities for advanced training for Loyola's Undergraduates. Admission to these programs is competitive and will depend upon a positive review of credentials by the Graduate program. Accordingly, the admission requirements for these programs may be higher than those required if the Master's degree were pursued entirely after the receipt of a Bachelor's degree.

Students enrolled in an Accelerated Master's Pathway who choose not to continue to the Master's degree program upon completion of the Bachelor's degree will face no consequences.

Ideally, a student will apply for admission to an AMP program as they approach 90 credit hours in their Undergraduate career.

Students will not officially matriculate into the Master's degree program and be labeled as a Graduate student by the university, with accompanying changes to tuition and Financial Aid (see below), until the Undergraduate degree has been awarded. Once admitted to the Graduate program, students must meet the academic standing requirements of their Graduate program as they complete the program curriculum.

Advising and Registration

Students in their final Undergraduate year will work with Advising in the home School of their Bachelor's program(s), as well as the Graduate Program Director of the Master's program. Any 400-level or higher courses that the student plans to enroll in should be reviewed by both advisors to ensure that these courses will complete requirements for both degrees.

Registration in Graduate level courses during the Undergraduate year may require assistance from the Graduate Program Director and/or the student's current academic advisor to enroll.

Shared Credits

Only courses taken at the 400-level or higher will count toward the Graduate program. At the Undergraduate level, students are restricted to enrolling in and sharing up to the number of Graduate level credits explicitly indicated in the catalog for their selected AMP program.

In general, Graduate level coursework should not be taken prior to admission into the Accelerated Master's Pathway. Exceptions may be granted for professional programs where curriculum for the Accelerated Master's Pathway is designed to begin earlier. On the recommendation of the program's Graduate Program Director, students may take one of their Graduate level courses before they are admitted to the Accelerated Master's Pathway if they have advanced abilities in their discipline and course offerings warrant such an exception.

Degree Requirements and Conferral

Undergraduate degree requirements are in no way impacted by admission to an Accelerated Master's Pathway. Students should not, for example, attempt to negotiate themselves out of a writing intensive requirement on the basis of admission to a Graduate program.

The program's Graduate Program Director will designate credit hours to be shared through the advising form and Master's degree conferral review process. Graduate credit hours taken during the Undergraduate career will not be included in the Graduate GPA calculation.

If students wish to transfer credits from another university to Loyola University Chicago, the program's Graduate Program Director will review the relevant syllabus or syllabi to determine whether it meets the criteria for a 400-level course or higher.

Programs with specialized accreditation requirements that allow programs to offer Graduate curriculum to Undergraduate students will conform to those specialized accreditation requirements.

Degrees are awarded sequentially. All details of Undergraduate commencement are handled in the ordinary way as for all students in the School/College/Institute. Once matriculated in the Graduate program, students abide by the graduation deadlines set forth by the Graduate program. Students in these programs must be continuously enrolled from Undergraduate to Graduate degree program unless given explicit permission by their program for a gap year or approved leave of absence. In offering the option of an Accelerated Master's Pathway, the university is making possible the acceleration of a student's Graduate degree completion. It should be understood that students may not request deferral of their matriculation into the Master's degree program. If students would like to delay their Graduate studies after earning the Undergraduate degree, they may apply for admission to the traditional Master's degree program. Any application of Graduate credit earned while in the Undergraduate program is subject to the policies of the Graduate degree granting school.

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/academic-standards-regulations/graduate-professional/>) under their school. Any additional University Policies supersede school policies.

Learning Outcomes

- Demonstrate communication skills in advertising, such as strategic acumen, knowledge of research methods, creative insights, content design and creation that will include written and visual communication, and may include film and interactive digital production, including gaming.
- Develop integrated advertising campaigns that apply cutting-edge research methods and are informed by consumer behavior, data analytics, ethical considerations and the trending practices of AI.
- Collaborate and work as part of a diverse team skillfully managing conflicts and expressing viewpoints to help create and implement cohesive advertising campaigns.
- Think critically to evaluate data, assess strategies, and execute creative directions.
- Practice ethical communication in professional practices that are socially responsible and in the mutual interests of the organization and the community.
- Present a project of relevant work that demonstrates an impressive knowledge of the advertising business.
- Possess the competencies to work as a professional in an advertising role.