

ADVERTISING & PUBLIC RELATIONS (BA)

In the Advertising/Public Relations Major you will learn to use strategic communication to develop creative and effective messages delivered across multiple media platforms for selected audiences. Loyola's Chicago location provides close proximity to agencies, brands, and organizations, giving students the opportunity to get first-hand exposure to the industry.

CURRICULUM

Students must choose and declare a focus in Advertising, Public Relations, or Integrated, which determines the specific three courses they will take as part of their chosen focus.

Code	Title	Hours
School of Communication Foundation Courses		
COMM 100	SOC Career Prep Seminar	1
COMM 175	Introduction to Communication	3
COMM 200	Digital Communication and Society	3
COMM 215	Ethics & Communication	3
Required Courses		
COMM 210	Principles of Public Relations	3
COMM 211	Principles of Advertising	3
COMM 213	Digital Foundations	3
MARK 201	Principles of Marketing	3
Research Course		
Select one of the following:		3
COMM 363	Research Methods in Advertising/Public Relations	
ISSCM 241	Business Statistics	
STAT 103	Fundamentals of Statistics	
Specialized Focus		
Select one of the following focus areas:		9
<i>Advertising Focus</i>		
COMM 214	Introduction to Creative Concepts ¹	
COMM 317	Media Planning	
Select one of the following:		
COMM 331	Social Media Advertising	
COMM 334	Mobile Advertising	
COMM 336	Search & Display Advertising	
<i>Public Relations Focus</i>		
COMM 314	Public Relations Cases	
COMM 318	Public Relations Writing ¹	
Select one of the following:		
COMM 313	Corporate and Organizational Communication	
COMM 320	Public Service Communication ²	
COMM 375	Media Relations	
<i>Integrated Focus</i>		
Select one of the following Advertising courses		
COMM 317	Media Planning	
COMM 331	Social Media Advertising	
COMM 334	Mobile Advertising	
COMM 336	Search & Display Advertising	

Select one of the following Public Relations courses

COMM 313 Corporate and Organizational Communication

COMM 314 Public Relations Cases

COMM 320 Public Service Communication ²

COMM 375 Media Relations

Select one of the following Writing Intensive courses

COMM 214 Introduction to Creative Concepts ¹

COMM 318 Public Relations Writing ¹

Internship & Capstone

COMM 386 Advertising/Public Relations Capstone 3

COMM 391 Advertising/Public Relations Internship ² 3

Electives

Must choose one COMM course from the list of Electives for Ad/PR (p.) 3

Any elective from the list of Electives for Ad/PR (p.) 3

Total Hours 46

¹ Writing Intensive (<https://catalog.luc.edu/undergraduate/communication/#wisesections>)

² Satisfies Engaged Learning (<https://catalog.luc.edu/undergraduate/university-requirements/engaged-learning/>) requirement.

List of Approved Electives

Code	Title	Hours
Advertising and Public Relations Electives		
COMM 101	Public Speaking & Critical Thinking	3
or COMM 103	Business & Professional Speaking	
COMM 205	Reporting Basics I: Writing and Interviewing ¹	3
COMM 212	International Advertising ³	3
COMM 214	Introduction to Creative Concepts ¹	3
COMM 266	Advertising Copywriting ¹	3
COMM 268	Persuasion	3
COMM 278	International Public Relations (abroad)	3
COMM 282	Media Law	3
COMM 290	Branding and Positioning	3
COMM 296	Themes in Advertising/Public Relations	3
COMM 311	Health Communication	3
COMM 312	Special Events Planning	3
COMM 313	Corporate and Organizational Communication	3
COMM 314	Public Relations Cases	3
COMM 317	Media Planning	3
COMM 318	Public Relations Writing ¹	3
COMM 320	Public Service Communication ²	3
COMM 321	Advertising Campaigns	3
COMM 329	Advertising and Public Relations Design	3
COMM 330	Intermediate Advertising Design	3
COMM 331	Social Media Advertising	3
COMM 334	Mobile Advertising	3
COMM 336	Search & Display Advertising	3
COMM 337	AD/PR Multimedia Commercial Production ²	3
COMM 345	Student Agency ⁴	3
COMM 370	Special Topics in Advertising & Public Relations	3
COMM 375	Media Relations	3

COMM 398	Directed Study	1-3
Interdisciplinary Electives		
FNAR 132	Visual Communication I	3
FNAR 233	Digital Media Design	3
FNAR 383	Interactive Design	3
MARK 310	Consumer Behavior	3
MARK 311	Marketing Research	3
MARK 363	International Marketing	3
MARK 380	Digital Marketing	3

¹ Writing Intensive (<https://www.luc.edu/soc/undergrad/soclanguagerequirement/#den103333>)

² Satisfies Engaged Learning (<https://www.luc.edu/engagedlearning/>) requirement.

³ At the John Felice Rome Center (<https://www.luc.edu/rome/index.shtml/>)

⁴ Inigo (<https://www.inigocomm.com/>)

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 advisor for assistance with course selection.

Course	Title	Hours
First Year		
Fall		
COMM 175	Introduction to Communication	3
Hours		3
Spring		
COMM 210	Principles of Public Relations	3
COMM 211	Principles of Advertising	3
Hours		6
Second Year		
Fall		
COMM 200 or COMM 215	Digital Communication and Society or Ethics & Communication	3
Hours		3
Spring		
COMM 200 or COMM 215	Digital Communication and Society (if not already taken) or Ethics & Communication	3
COMM 213	Digital Foundations	3
MARK 201	Principles of Marketing	3
Hours		9
Third Year		
Fall		
COMM 100	SOC Career Prep Seminar	1
Major Track Course		3
Major Track Course		3
Major Elective		3
Hours		10
Spring		
Major Track Course		3

Major Elective		3
Research Course		3
Hours		9
Fourth Year		
Fall		
COMM 386 or COMM 391	Advertising/Public Relations Capstone or Advertising/Public Relations Internship	3
Hours		3
Spring		
COMM 386 or COMM 391	Advertising/Public Relations Capstone (if not already taken) or Advertising/Public Relations Internship	3
Hours		3
Total Hours		46

School of Communication Graduation Requirements

All Undergraduate students in the School of Communication are required to take two Writing Intensive courses (6 credit hours) as well as complete a foreign language requirement at 102-level or higher (3 credit hours) or a language competency test. More information can be found here (<https://www.luc.edu/soc/undergrad/soclanguagerequirement/>).

Additional Undergraduate Graduation Requirements

All Undergraduate students are required to complete the University Core, at least one Engaged Learning course, and UNIV 101. SCPS students are not required to take UNIV 101. Nursing students in the Accelerated BSN program are not required to take core or UNIV 101. You can find more information in the University Requirements (<https://catalog.luc.edu/undergraduate/university-requirements/>) area.

LEARNING OUTCOMES

1. Create and implement strategic communication campaigns that integrate advertising, public relations and integrated marketing communication, and are responsive to community needs and organizational goals in local and global contexts.
2. Write copy and design messages to reach diverse publics and for distribution through multiple channels, including both traditional and digital media.
3. Understand the implications and applications of integrated strategies for digital media in marketing, advertising and public relations practices.
4. Apply appropriate research methods to plan, monitor and evaluate public relations, advertising and other communication campaigns and activities.
5. Practice ethical communication in professional practices that are socially responsible and in the mutual interests of the organization and the community.
6. Demonstrate the competencies to work as an entry-level professional in advertising or public relations.